A New Weapon for Dental Practice Management: AI Utilization Strategies and Practical Prompting

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The landscape surrounding dental practice management has already shifted in ways that are structural, not temporary. Declining patient populations, intensifying competition, chronic staffing shortages, and tightening labor regulations have created an uneven playing field that no amount of clinical excellence alone can level. Many practitioners find themselves working harder than ever, yet feeling less in control — not because they lack ability, but because the tools available to them have not kept pace with the demands placed upon them.

Artificial intelligence represents the most immediate and practical solution available today. The critical insight is this: AI will not replace the dental practitioner. But a competitor who uses AI will. This distinction matters. Across clinical diagnostics, administrative automation, patient communication, marketing content, HR management, and strategic planning, AI is already reshaping what a single practitioner can accomplish — and at what cost.

This lecture approaches AI not as a distant technology, but as a working tool that dental practitioners can deploy today. It examines the three core roles of the modern dental principal — clinician, CEO, and investor — and identifies where AI delivers the most immediate return in each. Central to the session is a practical introduction to prompt engineering: the skill of directing AI to produce results that are actually useful in a real clinical and managerial setting. Case-specific prompt examples drawn from dental HR, consultation scripting, SNS marketing, and practice strategy are presented and discussed.

Whether attendees are encountering AI for the first time or seeking to use it with greater precision, this session offers a clear and confident path forward. The gap between practitioners who have embraced AI and those who have not is widening with each passing month. This lecture is designed to close that gap — and to ensure that every attendee leaves with the knowledge and tools to take their first, or next, step.

Profile

* DDS, Chonnam National University
* PhD in Medicine, University of Ulsan
* Completed DrPH Course (Health Management), University of South Carolina, USA
* Recipient of the Commendation from the Minister of Health and Welfare
* Present, CEO of Woori Dental Clinic & CTO of RadiMedics Co. Ltd.