

Embalming 2009: From the Smallest to the Biggest Challenges

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Wednesday, September 2, 2009 starting at 9 am Pacific
Via Online Seminar



Dr. Fred Roberts: Dr. Fred Roberts: H1N1 Facts vs Fiction & Other Things That Might Be "Bugging You"! The expected surge in H1N1 cases this Fall could challenge Canada's medical community like nothing before. During this session, you will learn the facts, the fiction and the precautions to help lessen your exposure to the H1N1 virus. The newly emerging pathogens that are frequently arriving on the scene seem to be "unconventional" types. They are difficult to isolate and often infections are acquired and the hosts are unaware of the infections.



Robin Heppell: Biggest Challenges - Marketing Embalming With BC having the highest cremation rate in North America, it is safe to assume that it would also be the toughest place to "Market the Value" embalming. Robin Heppell who has been speaking throughout North America over the last 2 years about trends and technology, tackles one of his toughest questions yet... "How can you market embalming when families don't even want a casket?" Stay tuned for his multi-pronged approach for families to say Yes to embalming.

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