

**2nd CONGRESS
EUROPEAN ALIGNER SOCIETY**

FEBRUARY 16-19, 2018

Venice, Italy

**POST CONGRESS COURSE:
DSD DAY**

**DIGITAL SMILE DESIGN & ALIGNERS
with DR. CHRISTIAN COACHMAN**

Powered by Invisalign and iTero

THE UNIQUE CLIENT JOURNEY

**HOLISTIC, DIGITAL & EMOTIONAL DENTISTRY
CREATING DIFFERENTIALS WITH TECHNOLOGY
FACIALLY DRIVEN SMILE DESIGN & INTERDISCIPLINARY DIGITAL WORKFLOW
MARKETING & MANAGING INSIGHT FOR MODERN OFFICES**

Is your business future-ready? Is your practice DSD ready? The future starts now. The dental industry is changing like never before: corporate entities are making it harder for small practices to compete. Technology is leading to drastic changes in the industry and in the way dental practices operate. With the shifting landscape of dentistry, it can be overwhelming for a single practitioner - a doctor - to keep up.

All of this may seem daunting, but you can't just stick your head in the sand: you need to change the way your practice operates in order to survive and grow. Those who do not will lose their entrepreneurial freedom and may soon be working for corporations. That may be OK for some, but for those who want to keep their independence and have a thriving private practice with all the business benefits and resources a corporate technology system can offer, DSD is for you.

"It is not easy for a single practitioner to implement all of these new strategies on digital workflow, clinical skills, marketing and management, so it is a big challenge and that is why this partnership is so powerful."

Dr. Coachman



LEARNING OBJECTIVES

1. Get your office ready for the future through Technology Systems and Emotional Dentistry Strategies.
2. Go beyond with your treatments from oral to OroFacial.
3. Improve your Treatment Planning Thinking process and your clinical workflow with Virtual 3D simulations, Guided Dentistry and Complete digital workflows.

PROGRAM

Monday, February 19th, 2018

- h. 8:00 - 10:30** LECTURE - The DSD Revolution
- DSD Concept Goals.
 - The Challenges of Modern Interdisciplinary Esthetic Dentistry.
 - The Virtual Treatment Concept and The Interdisciplinary Software Platform.
 - Digital Function-Esthetics Integration.
 - Emotional Dentistry. Creating the WOW effect.
- h. 10:30 - 11:00** *COFFEE BREAK EXPERIENCE*
- h. 11:00 - 13:30** LECTURE - The DSD Revolution
- Advantages of Digital Dentistry.
 - The DSD Planning Center concept. In-house x outsourcing .
 - DSD & Invisalign Workflow. Facially driven and Interdisciplinary integrated Orthodontics.
 - DSD Natural Restorations. CAD/CAM for Beautiful anteriors.
 - The Smile Donator & Smile Menu.
 - OroFacial Analysis & Smile Design.
 - Intra Oral Scanners Strategy & iTero Demo.
- h. 13:30 - 14:30** *LUNCH BREAK EXPERIENCE*

h. 14:30 - 17:00

LECTURE - The DSD Revolution

- Marketing and Management principles for competitive edge.
- The unique client journey.
- The 8 pillars of DSD Implementation. The DSD Clinic.

DEMO - DSD App

- Fast and simple Smile Simulation for patient communication.
- OroFacial analysis and simulations. Simulating dermatological, plastic surgery and orthognathic procedures.
- Complete DSD protocol and the 4 view of the Smile Frame. Lab communication and interdisciplinary treatment planning.
- 3D Smile Design using the Digital Smile Donator Menu and STL export straight to printing machines and CAD/CAM software.

DEMO - LIVE PATIENT

- DSD Photo/Video Protocol with Smartphone.
- iTero intraoral scanning.
- 3D Smile Design & Smile Donator.
- NemoDSD 3D.
- Motivational Mock-up Strategy.
- Emotional Smile Design Presentation.

h. 17:00

CLOSE



invisalign®




WORKFLOW



ARE YOU READY TO BECOME INVISIBLE?

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