

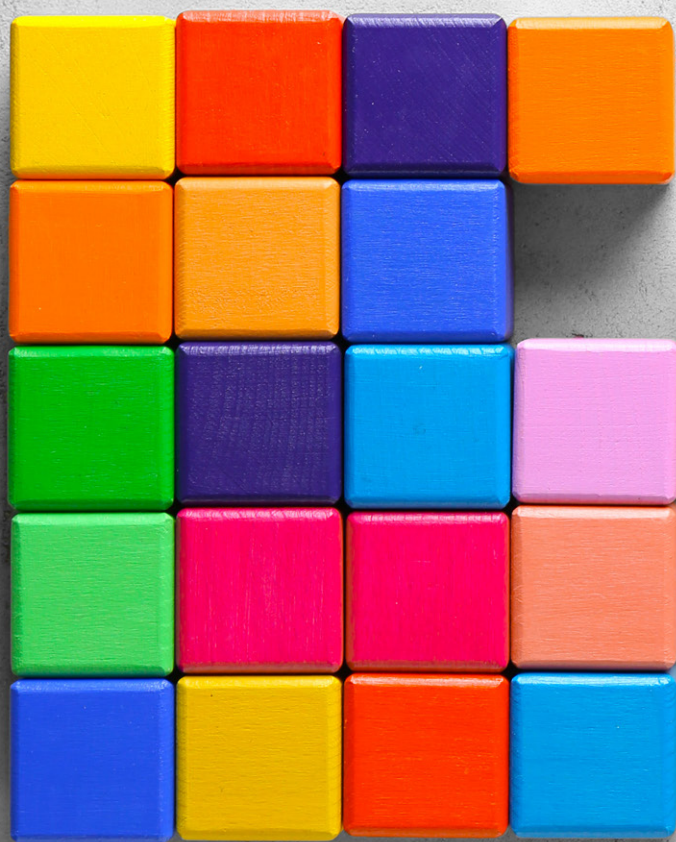
DSD'R MAGAZINE

issue no. 2 / winter 2019

*How the DSD Planning Center is helping
dentists grow their Invisalign® business*

*Why you and your patients will
love Lite Dentistry*

*DSD Clinic: creating the ultimate
DSD experience*



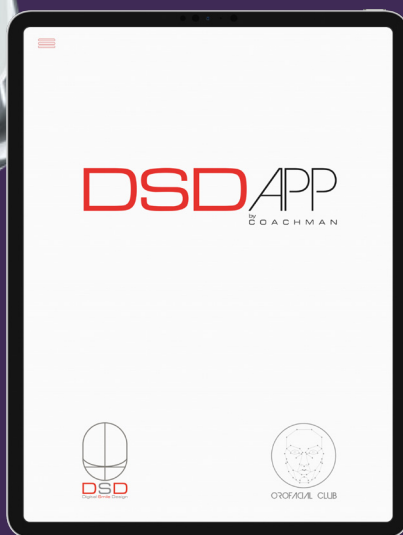
The **collaboration issue**

iTero

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Put patient care first with the combined power of the DSDApp and iTero scanners.

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Digital Smile Design has exclusively integrated the DSDApp with iTero intraoral scanners.

If you want to go fast, go alone If you want to go far, go together

AFRICAN PROVERB

This quote is the foundation on which the principles of Digital Smile Design were built. For me, collaboration is everything. We go together because we want to go far. Always in it for the long haul. It started with identifying the challenges to collaboration that the regular dental office had with its dental lab and that dentists had with their patients. Technology not only paved the way for easier communication, but made collaboration an essential part of a successful dental clinic.

And that brings us to the present, every day we connect the dots between teams all over the world; Between patients, between the DSD Clinics, between the DSD Planning Center, between the over 100 team members in our DSD regional offices, between the DSD Masters, between the DSD Members, between first-time Residency participants, between the DSD Labs, between our strategic industry partners.

Our collaborations go beyond time zones, borders and languages.

Moving forward together.

In this issue of DSD'r we focus on three collaborations that we are proud to

have established with our Strategic Alliance Partner, Align Technology.

1. Firstly, the DSD Planning Center now offers Clincheck® Treatment Planning Service, which means we can offer our skills and expertise to any Invisalign® providers.
2. Secondly, we have launched Lite Dentistry; a package to offer patients that involves Invisalign Go followed by easy DSD Direct, our proprietary injected composite technique
3. Thirdly, we have upgraded our DSD Invisalign® workflow with complete new support and quality control, through the Clincheck® Treatment Planning Service collaboration, we are able to offer complete support for Invisalign® cases.

All of these projects are helping dentists to communicate better with patients and to deliver dentistry in a more straightforward way with replicable high standards.

I hope you enjoy reading the articles we have prepared for you in this new issue. And I trust you will be inspired to come along on the journey with us if you haven't done so already. The view into the future looks pretty amazing!

Warmest wishes,

Christian



Technology not only paved the way for easier communication, but made collaboration an essential part of a successful dental clinic.

DSD | EDUCATION

UPCOMING COURSES

A poster for the DSD & ALIGNERS course. It features a blue and teal gradient background with a faint image of a classical building facade. The DSD logo is at the top, followed by "& ALIGNERS".

DSD
& ALIGNERS

MADRID / SPAIN
24-25 APRIL 2020

A poster for the DSD LITE DENTISTRY COURSE. It has a dark background with a faint image of a classical building facade. The DSD logo is at the top, followed by "LITE DENTISTRY COURSE".

DSD
LITE DENTISTRY
COURSE

MADRID / SPAIN
7-8 FEBRUARY 2020

A poster for the DSD COORDINATOR course. It features a red background with a faint image of palm trees. The DSD logo is at the top, followed by "COORDINATOR".

DSD
COORDINATOR

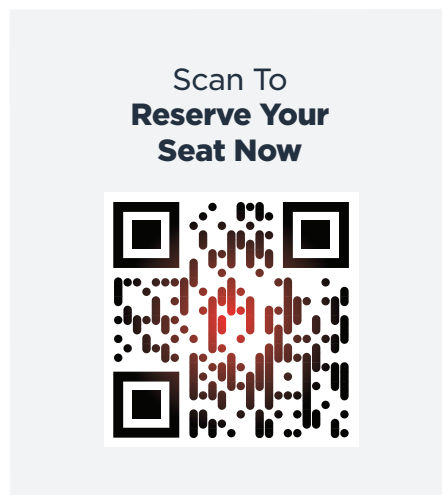
MIAMI / USA
14-15 FEBRUARY 2020

A poster for the DSD MASTERS course. It has a red header with the text "(only for DSD Masters)". The background is a faded image of a classical building facade. The DSD logo is in the center, followed by "MASTERS".

(only for DSD Masters)

DSD
MASTERS

MADRID / SPAIN
6-7 MARCH 2020

A poster with a light gray background. It contains the text "Scan To Reserve Your Seat Now" above a QR code.

Scan To
Reserve Your
Seat Now

A poster for the DSD COORDINATOR course. It features a red background with a faint image of a classical building facade. The DSD logo is at the top, followed by "COORDINATOR".

DSD
COORDINATOR

MADRID / SPAIN
20-21 MARCH 2020

A poster for the DSD NATURAL RESTORATIONS COURSE. It has an orange background with a faint image of a classical building facade. The DSD logo is at the top, followed by "NATURAL RESTORATIONS COURSE".

DSD
NATURAL
RESTORATIONS
COURSE

MADRID / SPAIN
26-28 MARCH 2020

A poster for the DSD RESIDENCY 2 course. It features a green background with a faint image of a city skyline. The DSD logo is at the top, followed by "RESIDENCY 2".

DSD
RESIDENCY 2

SAO PAULO / BRASIL
13-16 AUGUST 2020

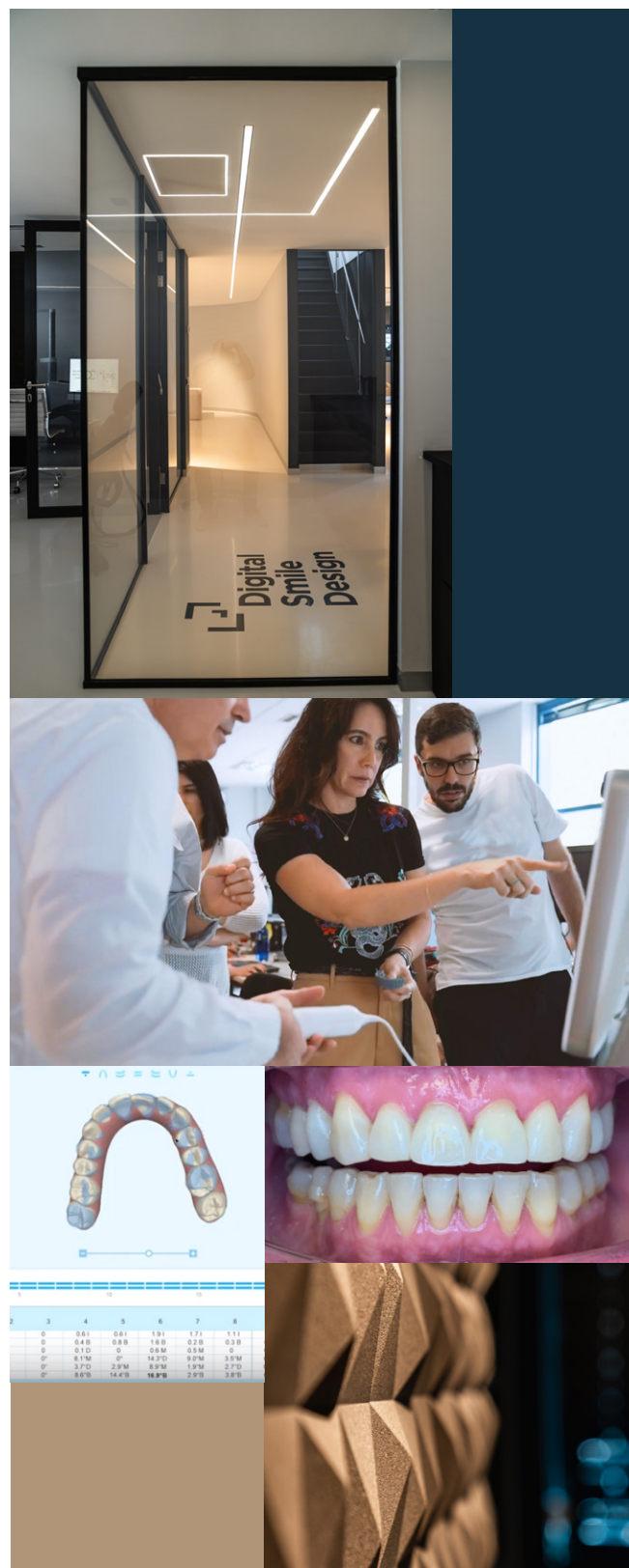
A poster for the MASTER DSD course. It has a solid red background. The text "MASTER" is above the DSD logo, and "Master the DSD Clinical & Technical Workflow" is below it.

MASTER
DSD

Master the DSD
Clinical & Technical
Workflow

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Creating the ultimate DSD experience: inside a DSD Clinic

Dr Saghi Helmi, from Helmi's Dental Care in the Netherlands, discusses how DSD has transformed her dentistry and given her unrivalled career inspiration.

For Dr Saghi Helmi, it all began at New York University just a few short years ago at her first DSD Residency. "Right from the very start I knew my life would never be the same again!" That's what she remembers about how she felt during the four intense days with Christian Coachman who introduced her to Emotional Dentistry.

And the rest, as they say, is history. Only, in Saghi's case, it was the future.

A general dentist who had established her own clinic in 2009, she described herself at the time of the Residency as follows: "I was a bit stuck in my dentistry. I wanted to pursue esthetics, but I was getting results that weren't matching my expectations, so I was stressed and frustrated."

Everyone else was having more fun

"From the first sentence he said to us, Christian pinpointed exactly the things that were playing on my mind," Saghi continues. "Prior to the course, I had begun to notice on social media how a lot of dentists were having fun doing their dentistry. They were taking cool pictures, seeing cool patients, and I just kept thinking: how come they're having so much fun? Is this a younger generation thing? And the first thing that Christian said at the Residency was that he had also been at a stage where his colleagues seemed cooler, drove better cars, earned more, AND were having fun while doing it.

It was great to know it wasn't only me who felt like this! And that's the strength





“I had finally found the answer to why I was practicing dentistry and how I could deliver the best possible care for my patients. That energy DSD has given me is unbeatable!!”

of his message, he's been through it all himself."

Two ideas from the Residency that stood out to Saghi were: Firstly, patients want painless, beautiful dentistry and to have a say in their treatment plan. Secondly, focus on patient experience. There was no going back to her un-cool, un-fun days of general dentistry after that...

"It's knowing what you can promise your patients and involving them in designing their smile; that's the power of DSD"

"I had finally found the answer to why I was practicing dentistry and how I could deliver the best possible care for my patients. That energy DSD has given me is unbeatable!"

Going all the way, right away

"I didn't sleep in New York. I had that energy that you get when you want things to happen very quickly. I knew straight away I had to get started with this. So I hired a DSD coordinator because I needed a team member who could explain costs to my patients. She was a dental assistant from my previous clinic who happened to be looking for a job and WhatsApp'ed me while I was at the course. She had experience in Botox so she already understood how to explain the value of esthetic treatments.

I remember catching up with Christian on one of the days and saying to him: 'I want to go all the way with this. I'm just going to go all the way'.

And I was serious. The first thing I did was to prepare a training session for my staff, because I knew I was going to

be dropping a bombshell on them. So when I returned, we trained the staff and introduced them to the DSD Concept. They were very scared at the beginning, and it took me up to three months to start doing my first DSD patient, because I wanted to have everything perfect. But once we were up and running we completed 13 mock-ups in five months."

You have to jump with me

"An important part of getting into DSD was my team and how they grew with me. But at the start, I had to get them to understand what a mock-up is and why we do it. This was good practice, because it helped me to rehearse explaining DSD to my patients. It's a challenge, when you go to a Residency for four days, being intensely involved with your profession, to come back and have to explain the DSD Concept to other people who were not there.

At first, I was the crazy one jumping up and down when taking motivational mock-up pictures. So I said: 'Guys, you have to be smiling, you have to jump with me and make patients smile'. I made them jump and that wasn't easy, especially for the Dutch who are very somber, unlike Brazilians. I think that's where a lot of clinic owners get stuck. You feel alone at the beginning of the journey until people see the results and then they believe it. Then things start rolling. Now, we're well into the second year and the team is comfortable with the DSD concept."

Keeping the faith

Once the team was trained and on board, it was vital to hone patient communication. For Saghi, the DSD protocols simplify this significantly.

"The first time you do a mock-up on

a patient, when you take out that putty and you see the result, it is amazing. The emotional response of my patients kept me going in those early days. It's knowing what you can promise your patients and involving them in designing their smile; that's the power of DSD. We can design it and I can say this is how it's going to look. Just giving that to someone as a dentist is amazing. For me, that's the key, you can sell so much more DSD as well, because you are confident yourself about the product."

Moving dentistry to another level

Having moved from the team to patients, the next task was to upgrade the physical clinic environment.

"I knew it was important to get the setting right for the clinic, so I hired someone to design my DSD Clinic and branding; the talented Pouyan Mehdizadeh, Director of House of Amud. Together we created a style that incorporates the DSD global brand and our own unique clinic; we call it 'DSDlicious'

Together, Saghi and Pouyan carried this style through to every area of the clinic and every detail -- from the luxurious hotel-like interiors, the unique placement of a logo on the floor, the catwalk of smiles, the upstairs DSD room, to their carefully considered choice of lighting.

"We are completely focused on the experience in the clinic; there are no mirrors or clocks. When you enter, you forget about the outside world. It's all about the experience for the patient. Digital Smile Design, digital dentistry as a whole, is a tool to make the experience better for patients. That is one thing that they never teach in dental school.

Another thing we decided to do was to move the DSD rooms upstairs in the clinic



"The emotional response of my patients kept me going"





because I want to have peace and quiet around me and my patients have to be comfortable as well. Most of all, I want my patients to have the privilege of being on another level. So, we have the second floor for treatment and on the third floor is my photo studio.”

Dramatic changes

“The whole energy of the clinic is different now. Everything has changed at my clinic since I started DSD. From the physical appearance, to the team structure, to our daily routine. I've freed myself from general dentistry, so I only work on DSD cases apart from a few regular check-ups with patients who insist on seeing me. The general dentists on my team have all had DSD training and attended a Residency. We are also working towards one-hour appointments as part of the ‘slow dentistry’ movement. In the Netherlands, dentistry usually means a five minute consultation so this is quite a change.”

The Planning Center makes life easier

Saghi believes that working with the DSD Planning Center is another advantage to being a DSD Clinic. “They're amazing! They make my life easier. I always know what I'm going to get when I've used the Planning Center. And they're always there on the

concierge service; any time of night or day, somebody answers. They can even prioritize cases, so if I say, ‘This patient is leaving, I need the treatment plan tomorrow’, they deliver.

For my first case with the Planning Center I chose a very complicated one. My advice to anyone would be to always start with an easy case and then work through the steps. They guide you so thoroughly; it's a wonderful learning experience.”

Living the DSD Concept

When asked to pick her favorite DSD case thus far, Saghi is spoilt for choice. The most memorable case is certainly the one she did on her own teeth.

“I was grinding and my cusps were getting shorter. So I thought, before it gets worse and I start getting it on the back, let's do it. The funny thing is, even though it was my product, and I knew every detail of the design, I was blown away when I fitted my mock-up! (I did my own mock-up, because it was on a Saturday and I couldn't wait for my dentist...).

It was such an amazing journey to go through for myself. I tested the mock-up, I even went home with it in to see what it would feel like! I don't know how they do it at the DSD Planning Center but the design comes out perfect every time. This experi-



“Apart from having this cool setting to work in, it’s being a part of a network with so many other DSD clinics that really matters to me.”

ence has made it easier for me to communicate with my patients now because I have been through every step myself with my own teeth. I can say to them, ‘I’m an example of DSD with my own smile.’”

Yes, we’re going for it!

The best part of Saghi’s clinic transformation is that she hasn’t done it in isolation. In fact, she’s had a team of fellow DSD Clinics cheering her on every step of the way.

“Apart from having this cool new setting to work in, it’s being a part of a network with so many other DSD clinics that really matters to me. I know that right now, even if I just put something in the WhatsApp group, somebody’s going to be like-minded and answer me. You feel part of a family, actually.

Becoming a DSD clinic gives you all the tools you need; not only the trusted brand, but as a clinician it gives you the drive, the energy. It’s like saying: ‘Yes, we’re going for it. Now we’re going to implement everything. Now we’re going to do it’. Until you become an official clinic, DSD is just a partial procedure. But when you’re a DSD clinic, it’s what you do. That’s how people see you. And that makes all the difference. Because to be honest, when you are doing DSD, you only want to do DSD.”

When work isn’t work anymore

“From my first Residency to now, it’s been in my head every second and every minute. With every choice and every pathway, you’re thinking about how DSD works with that. So sometimes, my kids would say to me ‘do you mind if we don’t talk about DSD anymore!’

But the funny thing is, you don’t feel it because once you start thinking like this, work isn’t work anymore. People will say to me, ‘You’re still at the clinic’ but you’re working on the next case so it’s fine. Your work isn’t work. You’re constantly designing.”

Diving into DSD

Saghi believes the DSD Residency is a ‘must do’ for every dentist who wants to future proof their business. “At the DSD Residency, Christian gives you a recipe. If you just take out one ingredient, you’re not going to get the same end result. So you want to use the whole recipe. DSD gives you everything; marketing, clinics, on-demand, mentoring, labs, and the Planning Center. You have to be smart and embrace all of it, and then it works.” ■

For more information visit Helmi’s Dental Care www.helmisdentalcare.com

Helping dentists to grow their Invisalign® business

DSD delivers new Treatment Planning Services

Treatment planning is one of the most critical steps to achieve successful outcomes for dentists and patients. That is why DSD is excited to provide a new Treatment Planning Service (TPS) that includes highly trained orthodontists that specialize in ClinCheck® software. They



will develop high-quality digital treatment plans to achieve great outcomes that save you time so you can have more time growing your Invisalign® business.

Treatment Planning Service solves problems

"Mastering the ClinCheck® software has become a new sub-specialty within orthodontics; it requires a thorough understanding of the technology and knowledge of how the biomechanics are different," says Christian Coachman, DSD CEO and Founder.

"Thanks to TPS any dentist is able to deliver exceptional Invisalign® cases," Christian adds. "I believe Invisalign® has been especially forward-thinking by addressing this gap between dentists and Invisalign® technicians through the

provision of TPS. Despite the fact that the platform's artificial intelligence and technicians make good initial suggestions, the responsibility still lies with the dentist to make the final evaluation, approval and modifications."

"Using a TPS makes a lot of sense for dentists who don't have the time or additional skills to do their own extensive treatment planning. The TPS is like having an orthodontist and Invisalign® technician on your team, producing top quality treatment plans while you get on with seeing your patients," explains Dr Francis Coachman, DSD Planning Center Director.

More time to grow your business

"By utilizing the DSD Planning Center for treatment planning, you can be confident that our specialists will develop high-



quality digital treatment plans to achieve great outcomes that save you time so you can have more time growing your business," Francis says.

"Anyone running a busy dental office will know that mastering a new system can take some time. That is why we are excited to offer this valuable time-saving service that will ensure high quality treatment

"The DSD Planning Center is particularly well placed to offer orthodontic treatment planning services. And the more Invisalign® cases we work on, the more our expertise develops" FRANCIS COACHMAN

plans" he explains.

The DSD Planning Center TPS can accommodate customer requirements as follows:

- Consultant for quality assurance on ClinCheck® treatment plan
- Detailed clinical assessment and case summary

The DSD Planning Center offers dentists this flexibility to help them gain further understanding and experience in orthodontic treatment planning.

"You can become proficient in ClinCheck® software by using TPS until you are comfortable and confident in the protocols yourself," he elaborates.

The DSD Planning Center difference

"What we offer through our service is very similar to the smile design support that we provide to all our Digital Smile Design customers; comprehensive and interdisciplinary treatment planning by a team of dedicated specialists," Francis says.

What are some of the advantages of using the DSD Planning Center?

- Its collective experience in treatment planning and smile design for a wide range of cases
- Its skills in using 3D treatment planning software
- Its qualified orthodontists on the planning team
- Its internal quality assessment protocols
- Its position to gain continuous insights from treatments following case acceptance
- Its interaction with dentists worldwide on a daily basis (Collective Intelligence)

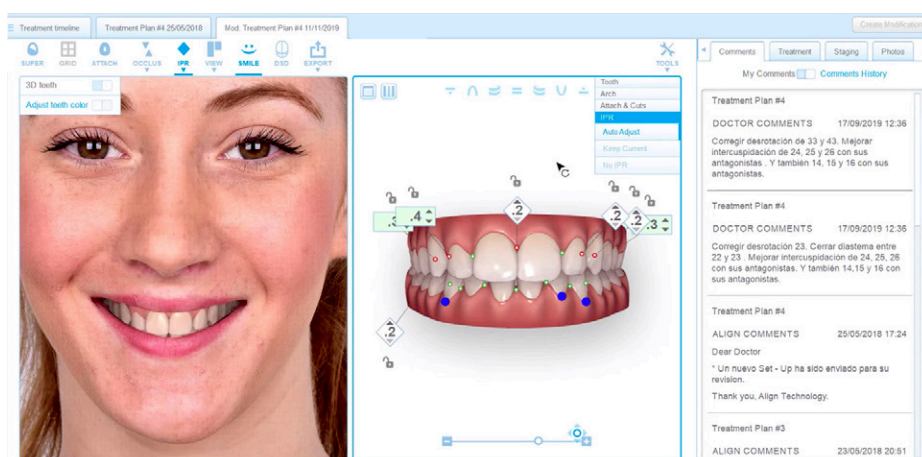
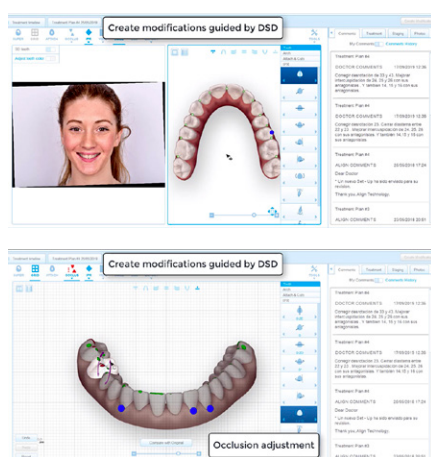
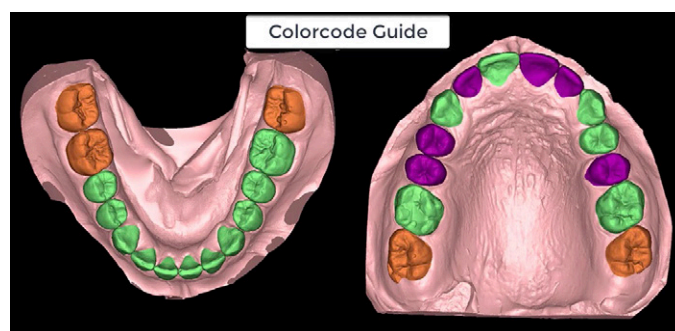
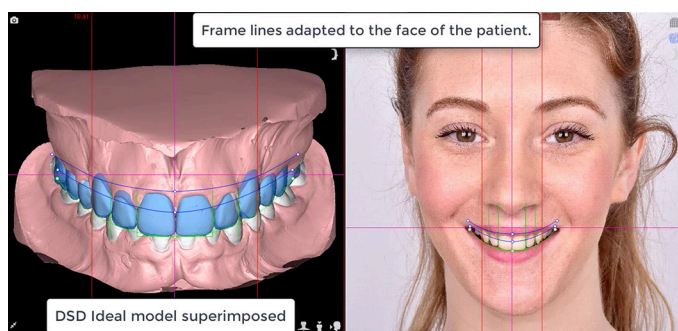
"This is another opportunity for us to help our clients to deliver better treatment," he adds.

"The DSD Planning Center is particularly well placed to offer orthodontic treatment planning services. And the more Invisalign® cases we work on, the more our expertise develops. At the same time we are also adding new members to our team, adding to the breadth of our experience and range of skills."

Christian believes that innovation thrives when there is a sense of community. "Our approach has always been to connect with and learn from great opinion leaders in all

What you need to know about DSD and Invisalign® TPS

- The service is NOT limited to DSD customers
- Available from January 2020 to ANY Invisalign® provider
- Service delivered by a highly skilled and qualified team
- Delivers top quality ClinCheck® in the most efficient manner



areas of dentistry. We work with hundreds and thousands of dentists through our courses and planning services, which allows us to learn from everyone. We bring this know-how from the world into our DSD Planning Center and then share it through the diagnostics and planning services that we provide. We take on the role of a dentistry 'curator'; we sniff out the trends, assimilate, filter and develop the skills to pass on to other dentists."

"We have been collaborating with Invisalign® providers, experts and orthodontists for some time now to design and refine our services at the DSD Planning Center. Through this process, we have built up our know-how. As a result, we can officially deliver a top quality ClinCheck® experience to our customers through TPS."

"This approach isn't anything new for me; since my technician days, I have been doing the same with smile designs. I was

learning from the best and applying this knowledge to every new case, multiplying and sharing the knowledge," Christian explains.

How Invisalign® providers can use the service

The DSD Planning Center currently offers TPS to a limited group of dentists and from January 2020 this service will be available to all Invisalign® providers, not only DSD Planning Center customers.

"I want people to understand that this TPS we offer is completely independent from DSD and Invisalign® treatment. When submitting a new case through the Invisalign® platform and after receiving the first ClinCheck® treatment plan, dentists are given the option to select the DSD Planning Center for desired treatment planning services," Francis explains.

The steps in this process from start to finish are:

- Step 1:** Submit Invisalign® case
- Step 2:** Receive initial ClinCheck® plan
- Step 3:** Select DSD Planning Center
- Step 4:** DSD Planning Center provides detailed treatment plan
- Step 5:** Dentist evaluates ClinCheck® plan and approves
- Step 6:** Invisalign® case delivered to clinic

How DSD customers benefit

"We are constantly improving our DSD workflows and becoming a TPS will have a direct and positive impact on our DSD Invisalign® workflow," Francis says.

"This means from now until January 2020, the only people that will be able to take advantage of us as their treatment planning service provider are the ones ordering DSD Invisalign® products," Christian elaborates.

"The idea in this first stage is to quality control what they are receiving. We want to make sure the information inside ClinCheck® software, our DSD design, the face, the overlapping of the files and the ortho movements suggested by the design

is following what we suggest," Francis continues.

"We see this as an opportunity to really understand what the customer needs are and where we can meet them in better ways, on the Invisalign® and DSD fronts. We are working with a group of DSD dentists who will test drive the system and help us ensure that it runs as smoothly as possible."

Helping dentists to grow their Invisalign® business

The goal of DSD in this endeavour is simple: we want dentists to grow their Invisalign® practice and deliver quality cases, regardless of whether they are a DSD member or not.

"If you are an Invisalign® provider or if you're planning to become one, you can count on us to help you in that process," Francis explains.

We offer clinicians of all levels the advice and support they need to achieve safe, predictable and reliable results in the treatment planning process. ■

NEXT STEPS

Contact our dedicated customer support team
Contact@digitalsmiledesign.com

Enroll for our upcoming DSD and Aligners Course

Learn how the DSD Invisalign® workflow and how the TPS can help you to do better Invisalign® and grow your Invisalign® business.

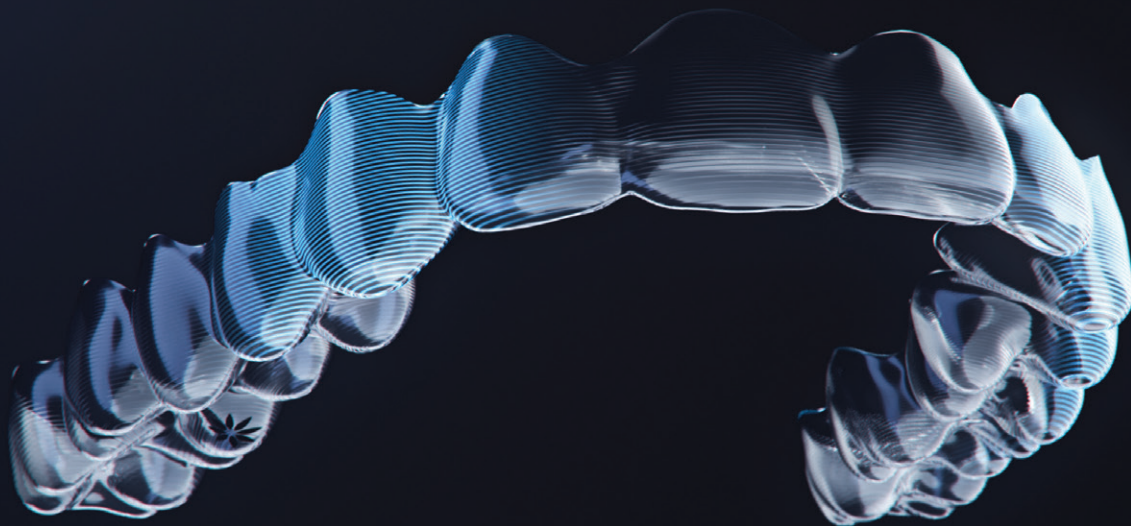
Presented by Dr Daniel Ramos, DSD Invisalign® opinion leader and official Invisalign® speaker and Dr Luken De Arbeloa, Managing Director of DSD Education. Find out more here

Watch the
Coffeebreak
with Coachman
interview
between Francis
and Christian
Coachman here



This article was created in partnership with
Align Technology





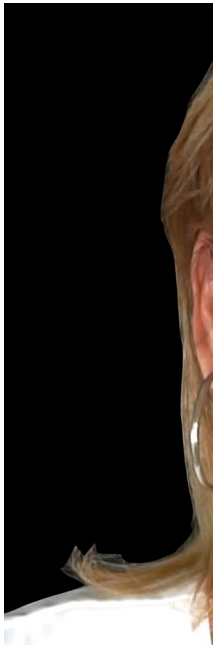
The world's most technically advanced clear aligner system.

Customized Invisalign® treatments are based on decades of research and intelligence from over 7 million patients treated.*

Harness the power of our experience.
Learn more at provider.invisalign.com

Why you and your patients will love Lite Dentistry

The easiest approach to moving and restoring teeth in simple cases



What if we told you there was a way to present dental treatments you're already offering to patients in a new way that will skyrocket case acceptance and your profit? No dentist ever feels comfortable doing the 'heavy sell' for esthetic treatments. So let's keep it Lite...

Lite Dentistry is an easy, quick and cost-effective restorative esthetic solution that practitioners can implement speedily and efficiently into their daily practice. Simply put, it brings together two straightforward procedures, Invisalign® treatment and direct composite bonding, and markets them in one potent package.

Do patients want it?

"In my experience, nearly a third of all esthetic cases require the combination of moving teeth and restoration work to create a beautiful smile," explains Christian Coachman, DSD Founder and CEO. "So, when you have a patient that you believe needs tooth movement, it's likely that they need restorative work as well and vice versa."

Christian believes that by packaging the 'easy movement' and 'easy restoration'

procedures together in this way, dentists are able to sell the treatments as one whole solution.

"Lite Dentistry means reaching out to people that aren't investing in their smile because they believe restorative dentistry is expensive, painful, complex and time-consuming. Not only will your patients love the outcome of this highly predictable solution, but it will be easier to market the procedures and show the value of making a financial investment in their smile."

Why do dentists need Lite Dentistry?

Of all the reasons why you need Lite Dentistry in your dental practice, it's the technology harnessed by the precise procedures and the marketing effect of Lite Dentistry's solution that are the two most powerful and compelling. But what's so special about the technology used in Lite Dentistry?

1. Unparalleled technology

Key to the success of Lite Dentistry is the use of the Invisalign® world-leading aligner treatment system. Lite Dentistry uses



Invisalign Go as its preferred straightening method, as the whole process takes up to only 20 weeks.

Planning, ordering and delivering Invisalign Go is very simple. This is great news for both time-pressed patients and dentists, as the whole treatment process is quick and easy from start to finish. As a practitioner, this means you're able to offer a more cost-efficient, time-efficient, comfortable esthetic restorative service that benefits your patient's bank account and your own.

The use of Artificial Intelligence in Invisalign Go is also at the heart of Lite Dentistry's success, as the AI involved in producing Invisalign® smiles means straight teeth produced in the most precise way.

This gives practitioners the confidence that they will deliver on what they promise and the outcome is always predictable.

2. Ease and precision of DSD Direct

DSD Direct is the direct composite element of the Lite Dentistry process. Unlike other composite bonding solutions, DSD Direct allows dentists to create natural-looking

teeth, using the core principles of natural smile design but with minimal effort.

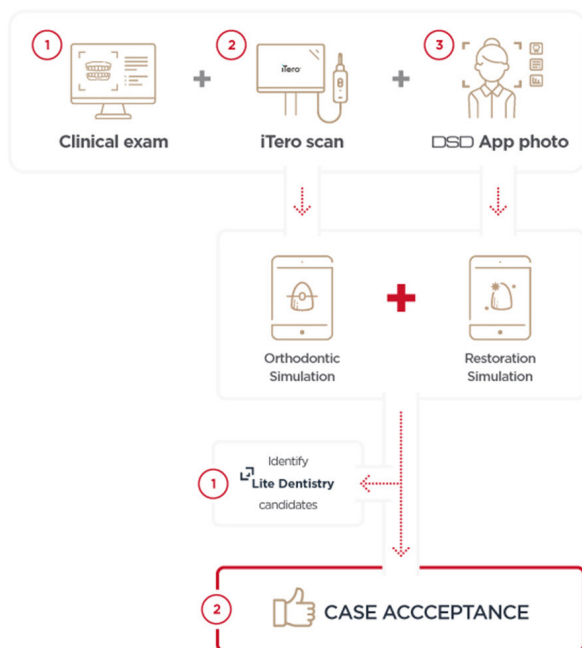
DSD Direct requires no sophisticated skills from dentists, as the injectable composite is applied through a mould, ensuring maximum patient comfort and guided precision for the practitioner. In the planning phase the smile is digitally designed using facially-driven, 3D technology which achieves a more natural-looking end result in harmony with facial proportions and features.

"With Lite Dentistry you can move and restore teeth in a single case with exceptional accuracy from the initial digital 3D simulation to the final outcome. Patients trust in the process due to the predictable outcome and receive a rehabilitated smile in as little chairside time as possible," Christian explains.

*Clinical case by
Dr Karla Soto*

"It brings together two straightforward procedures that you may already be offering, Invisalign® treatment and direct composite bonding, and markets them in one potent package."

1

1st APPOINTMENT PROCESS**3. A marketing machine**

For Christian, one of the greatest things about Lite Dentistry is its marketing power. Lite Dentistry is simply a way for practitioners to combine Invisalign® and composite bonding together into an easy to understand and attractive storyline. “While many patients may come to you requesting only teeth straightening or restorative esthetic procedures, now your patients will want to invest in two procedures at once to achieve the best looking smile,” he says.

But what are the real selling points and motivating factors of Lite Dentistry for your patients?

Patients think

esthetic dentistry is:	Lite Dentistry is:
Expensive	Affordable
Time-consuming	Quick
Complex	Simple
Painful	Comfortable

2

**INVISALIGN: ORDER AND TREAT**

3

**DSD DIRECT:
RE-SCAN, ORDER & PERFORM**

4

**SMILE ALL THE TIME !**

Many patients believe restorative esthetic treatments are painful and expensive. Lite Dentistry allows dentists to break down these barriers and present a comfortable and affordable solution reaching out to a much bigger percentage of the population.

Unlike permanent veneers, the Lite Dentistry solution is well priced for a wider audience. It's often preferred by younger patients who are looking for a more affordable or less invasive esthetic option. The Lite Dentistry solution requires non-invasive procedures, which makes work easier and quicker for practitioners, therefore less expensive.

“In certain cases, dentists may have to carry out crown lengthening procedures or gingivoplasty to achieve the desired look, but this is usually far less invasive when first moving the teeth properly



Lite Dentistry

with Invisalign GO. Although composite bonding typically lasts for only 3-5 years, it's a great way for patients to test drive their new smile and they may be motivated to invest in a more permanent option in the future," Christian continues.

How Lite Dentistry utilizes the power of the DSDApp

The DSDApp's smile simulator is a powerful tool that allows you to plan your Lite Dentistry treatments with technical accuracy. The benefits of the DSDApp for Lite Dentistry include:

Case Identification - Before starting any treatment, the DSDApp helps you to identify which of your patients are successful candidates for Lite Dentistry

Patient Communication - Showing patients their end result smile is a significant motivating factor in case acceptance and patient satisfaction. Understanding the final outcome of treatments allows you to show patients how their look will transform and you are able to deliver on what you promised right from the get go.

Technical Planning - With greater technical and planning control, dentists like you are empowered to become better salespeople and motivate your patients to invest in treatments, with a higher case acceptance rate. ■



*Clinical case by
Dr Karla Soto*

How can I get started?

If you want to learn all about our Lite Dentistry solution, then book a place on one of our intensive DSD Residency courses in Madrid or Miami or on our specific Lite Dentistry courses.

DSD Residency 1 [click here](#)

DSD Lite Dentistry [click here](#)

Or if you want to talk to one of our experts about how Lite Dentistry can transform your practice, then connect with us at Contact@digitalsmiledesign.com

What you need to know about Lite Dentistry

- Invisalign® treatment and composite bonding packaged as 1 simple case
- Precision planned treatment with consistently predictable outcomes
- Well-priced esthetic dentistry for a wider audience
- Easy-to-sell esthetic treatment solution
- No advanced clinical skills required

How the Invisalign® DSD integration improves my dentistry

Dr Karla Soto explains how she straightens and restores teeth efficiently

Modern dentists can now join an elite club of Invisalign® providers who are planning cases using ClinCheck® software and DSD -- all in one place. What does this mean for dentists? It means aligning teeth no longer in isolation, but in harmony with faces. With the integration of ClinCheck® software and DSD, a phase inside the software now simulates every orthodontic movement both in the models, and in the face in 3D. In addition, the DSD Smile Design project is now included in the software, allowing the visualization of the movement depending on the smile design -- not just orthodontics, but restorative too.

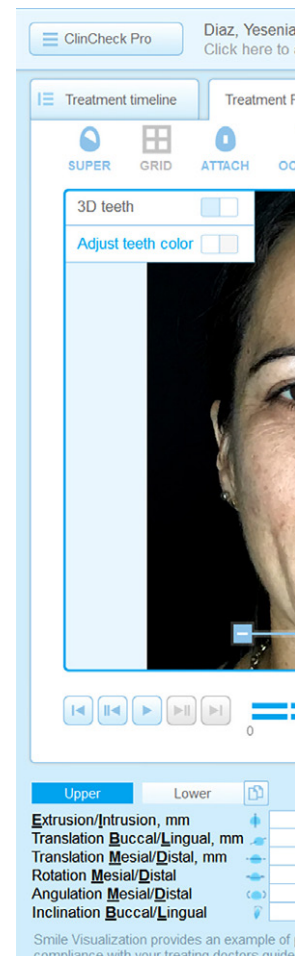
At DSD, we are always proud to share the work of DSD dentists who are embracing and implementing our concepts to transform the lives of their patients and skyrocket results in their own clinics. Much respected DSD Key Opinion Leader and Invisalign® Global Faculty member, Dr Karla Soto, recently explained the benefits of the DSD-Invisalign® integration in her own clinical practice in a video, examining

the features that are now available and how they can alter the way modern dentists work.

"I think it's really exciting that we're able to practice digital dentistry, and using DSD and ClinCheck® together will give you much more predictable results. It means you're speaking the same language with the patients. You are able to deliver on your promise, which to me is the most important part," Karla says.

Getting Started

"It's been super exciting to be able to see things in a different way, not only with the DSD philosophy, but now not moving teeth lost in space, but we have the face as a framework, as a guide," Karla explains, adding that the integration enables facially-generated orthodontics. While the DSD Invisalign® integration is still in beta mode, it is available to any dentist who has completed a DSD Residency and is also an Invisalign® provider.



#8094986
add private note

invisalign®

Treatment option: Comprehensive Package
Patient type: Adult

Plan #4 12/19/2018

CLUS IPR TMA

TOOLS

Comments Treatment Staging Photos

My Comments ☐ Comments History

Treatment Plan #4

DOCTOR COMMENTS 07/08/2019 11:11
none

Treatment Plan #4

DOCTOR COMMENTS 07/08/2019 11:11
none

Treatment Plan #4

ALIGN COMMENTS 12/19/2018 10:17
Dear Doctor
* A new ClinCheck model has been posted for your review.

Treatment Plan #3

DOCTOR COMMENTS 12/18/2018 17:50

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

0	0	0.6 I	0.6 I	1.9 I	1.7 I	1.1 I	1.0 I	1.5 I	1.9 I	0.4 I	0.2 E	0	0
0	0	0.4 B	0.8 B	1.6 B	0.2 B	0.3 B	0.7 B	0.5 L	0.2 B	0.3 B	0.4 B	0.2 L	0.1 L
0	0	0.1 D	0	0.6 M	0.5 M	0	0.1 M	0.2 M	0.2 D	0.5 D	0.3 D	0.1 D	0.2 D
0°	0°	8.1°M	0°	14.3°D	9.0°M	3.5°M	0.6°D	4.6°M	7.2°M	5.2°M	7.7°M	0°	0°
0°	0°	3.7°D	2.9°M	8.9°M	1.9°M	2.7°D	0.8°M	4.4°M	2.3°M	4.3°D	3.2°D	0°	0°
0°	0°	8.6°B	14.4°B	16.9°B	2.9°B	3.8°B	6.2°B	7.4°B	2.2°L	2.7°B	0°	0°	0°

Final Stage ☐

Align
Doctor
Difference
Tooth Basis
Crown
Root

Potential results using Invisalign treatment. These results may not be achievable by you. Your personal dental condition, period of use and lines will affect final outcomes. Consult your Invisalign provider to understand treatment outcomes that may be possible for you.

The First Step

For Karla, it has been invaluable experience learning to master the new tools available to her through the integration. Once a case is submitted to the DSD Planning Center, the presentation contains both design and orthodontic information. "This presentation includes all the details they need about the measurements of the teeth, how these are related to the patient's facial features, and the position of the teeth compared to the ideal end result — to see exactly where the discrepancies are," she explains.

The first of many helpful resources in the presentation is a short video clip explanation of how the teeth will move in relation to the smile design. While Karla adds that this information is quite basic and that she relies on Clincheck® Pro

software for more advanced information, "it's really important to know that you have this at your disposal, and it's really cool to be able to use it to design back and forth with the DSD Planning Center."

The Test Drive

Karla believes nothing comes close to the communication platform created by the DSD Test Drive, where the patients tries in

"I think it's really exciting that we're able to practice digital dentistry, and that will give you much more predictable results. You're speaking the same language with the patients. You are able to deliver on your promise, which to me is the most important part."

a mockup of their new smile in their own mouth. She sees this step as a powerful one in the patient's journey, a fun process in which she goes through the photos with her patient, explaining the changes which will be made to their smile. "It's really useful to be able to walk a patient through all the options in this manner; to show them what's going on with their suggested smile design and the measurements that were taken for the ideal smile. And then to show them how their teeth would look once alignment has been done with some restorations," she explains.

"It's always important to understand that there are a few limitations to a mockup, as it cannot show the final result if any additional contouring is required, for example. But it's very powerful to be able to show a patient, because it's a big, big change and patients respond to it in a powerful way," she continues.

New features and tools

Once a case is submitted to Invisalign®, Karla uses the software and the tools available through the DSD Invisalign® integration such as Virtual Smile and Digital Smile Design.

The Virtual Smile functionality is where

we see the correlation of Clincheck® software with the patient's facial features, allowing dentists to make movements while understanding their relationship to the specific patient's face.

"The Virtual Smile is a dream come true because it allows me to see a ClinCheck® treatment plan with the patient's face, although I only use it in specific cases," she says.

The Digital Smile Design tab is Karla's favorite because "once you've designed everything, and you know where everything belongs based on the facial features, the lip dynamics, everything that we've studied, now that you have all of those perfect measurements you can correlate that file with the ClinCheck® treatment plan," she explains.

The Digital Smile Design blue overlay indicates both where the teeth will be and what they will look like after the restorations, providing a roadmap for treatment directly on the ClinCheck® software. "I get a blue overlay of where the teeth belong when they're in that perfect space; not only where they belong, but what they will look like with the restorations. That's incredibly helpful

L-R: Initial,
DSDAPP, 3D
Design, Mockup,
After Ortho



when you're trying to develop a case that incorporates alignment and restorative treatment; it means you don't have to be measuring pictures, and then going back through your ClinCheck® treatment plan afterwards," she comments.

In summary, for Karla it's not just the incorporated DSD planning that is the most noteworthy aspect of this collaboration, but "the combination of both DSD and the ClinCheck® Pro software that really enables dentists to deliver better and more conservative treatment with more predictable results".

To watch Karla's full video, **[CLICK HERE](#)**.

If Karla's video has inspired you to learn how to take your own clinic to the next level with DSD and smile-planning technology, book your place on one of our upcoming DSD Residency 1 programs or our tailored DSD + Aligner courses. For more information get in touch through contact@digitalsmiledesign.com ■

This article was created in partnership with Align Technology



invisalign®

iTero®

Strategic partner of:



About Dr Karla Soto

Karla is passionate about creating healthy and beautiful smiles for her patients through a combination of art, technology, and skill. Having grown up around dentists and dental offices as a child -- both her grandfather and mother were dentists -- she began her own path in the industry after graduating in 2006 from the University of Maryland. She then also completed further intensive study at the Baltimore VA Hospital, and is a member of many professional groups including the Invisalign Global Faculty and American Academy of Clear Aligners.

What you need to know about the DSD Invisalign® integration

- DSD Invisalign® integration is in beta mode
- Available to any dentist who has completed a DSD Residency and is also an Invisalign® provider
- The Virtual Smile shows a ClinCheck® plan with a patient's face
- The Digital Smile Design tab in ClinCheck® Pro software shows the smile design treatment roadmap



Same vision, refreshed appearance

What you need to know about
DSD's updated branding

DSD has a new look! A few key feelings brought us to embark on this recent branding refresh: we wanted to ensure that our brand appearance is right for a digitally minded company, we needed to create more cohesion between the different areas and companies which form DSD, and we felt it was time to modernize our main brand logo. Our updated appearance represents the DSD vision and approach to dentistry.

There were three aspects to our brand refresh: update our main DSD logo, define our brand hierarchy, and refresh our colors.

The DSD logo

What's new?

- We have maintained the original landmark 'DSD'; this has become iconic and it was important to us for this to be retained from the previous logo.
- We have updated the font from Turkish to Gotham. This new font is easier to read, better for digital, and more suited to different screen sizes.
- We have added the eye-catching DSD emoji from our patient brand, creating cohesion. This is an evolution of the face-mapping icon.

DSD Emoji added

Original Brand Mark style retained

DSD
Digital Smile Design

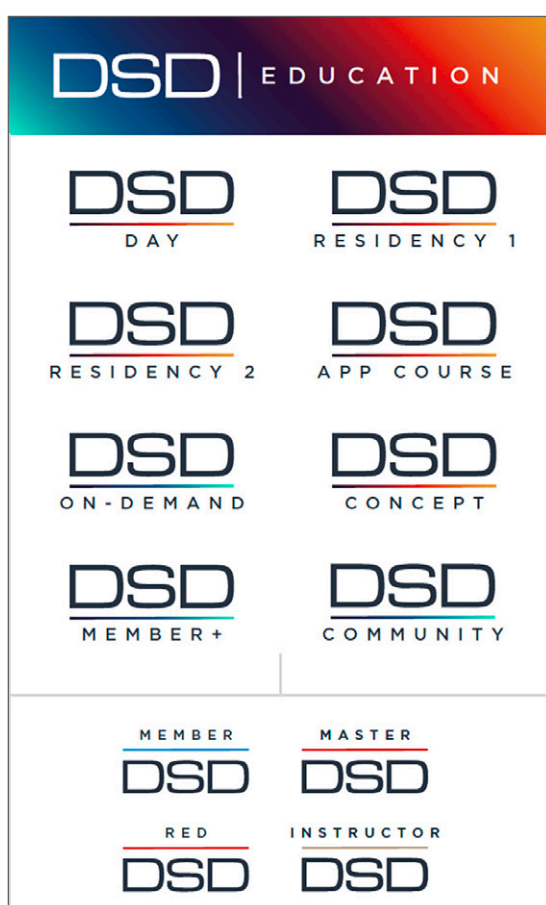
Gotham instead of Turkish



Our brand hierarchy

How does it work?

DSD is a strong community with passionate followers and a valuable brand. We needed to create a hierarchy to protect our brand and the quality it represents, make it clear to people which section of the business they are dealing with, and give our community the tools to be able to use our logo correctly.



The brand hierarchy is broken down into four sections.

- DSD Companies and Divisions: reserved for legal entities or departments. DSD on the left, the company or division on the right.
- DSD Education sub brands: DSD on the top, the name of the sub brand below.
- Tier Status and Strategic Alliances: DSD on the bottom, with the status on top.
- DSD Products and Sub brands: the DSD emoji with the product and the associated company.

Our colors

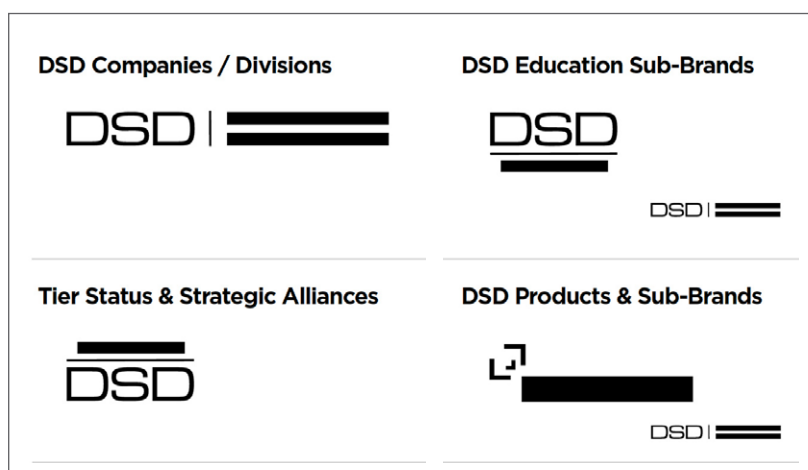
The science behind our choices

We wanted to have a color story, a color language -- we are a very creative company, known for our marketing and storytelling. It's not enough to tell with words and pictures; we need to use color. We also want it to be clear and easy for people to understand which part of DSD they are dealing with.

"We have picked luxurious dark navy, deep, rich accent colors, and muted, cool greys to lead the main brand as this needs to be as neutral as possible. High-quality photography and flashes of accent colours will push the branding forward" Dan Toomes, Creative Director.

The main brand:

- We replaced the color black with 'DT Vought'. This is a subtle but significant change which differentiates our brand: an off-black shade alters how your eye interacts with the text or icon and has a softer look with less contrast. This change gives us an edge of visual uniqueness and elegance, and the color navy also has connotations of esteem, trust, and knowledge.
- Our secondary colors are several shades





of cool grey, contributing to keeping the main brand neutral.

- Our rich accent colors have a luxury feel. First is the tone of 'Champagne Gold', then the warm 'Coachman Red' in comparison to the previous, more orange tone.

DSD Companies and Divisions:

DSD Planning Center: the Planning Center is represented by shades of mustard gold and dark grey.

DSD Education: the gradient of colors represents the global aspect of DSD Education: we are privileged to help dentists around the world become even better at what they do.

DSD Clinics: our DSD Clinics maintain

their traditional use of black.

DSD Lab: the DSD Lab is recognizable by shades of navy blue with luxurious champagne gold.

We are proud to have the opportunity to present our brand refresh to you and hope you are as impressed with our new look as we are!

If you have any questions about the new guidelines for DSD logos, please don't hesitate to get in touch. We'll be happy to explain the changes in more detail and give you some guidance on how to use them. ■

“Elevate the brand experience and formalize the visual language”

Unmissable DSD events for 2020

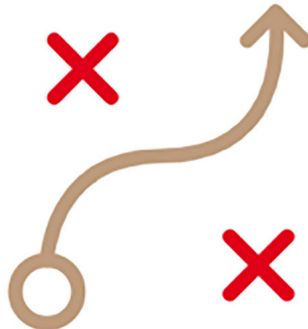
The best way to start your DSD journey is to attend one of our courses. To find out which course is best suited to your individual career path, follow our learning action plan below

YOUR LEARNING ACTION PLAN



REQUEST YOUR MEETING

A one-to-one virtual meeting with a DSD Implementation Concierge will help you clarify your professional goals.



DEVELOP YOUR LEARNING PLAN

The DSD Implementation Concierge will help you find the course best suited to you; in the ideal location, at the ideal time.



ATTEND YOUR COURSE

Immerse yourself in the renowned immersive learning experiences and start your DSD journey.

REQUEST YOUR MEETING NOW



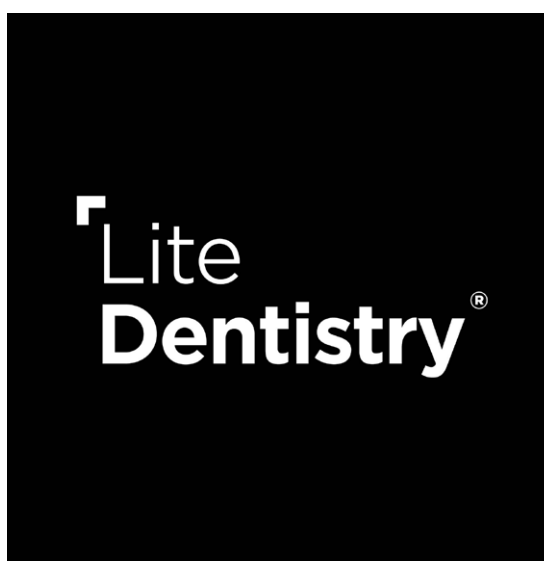
DSD & Aligners

MADRID: 24 - 25 April, 2020

MIAMI: 15 - 16 May, 2020

Our two-day DSD & Aligners course is ideal for orthodontists, specialists, general practitioners, and staff members who are involved in smile design, treatment planning, and clinical performance in cases which use orthodontic treatments, and for those who want to do more Invisalign® cases and improve their facially driven dentistry.

On this course, you will learn about DSD and concepts such as emotional dentistry, guided dentistry, treatment simulation, and motivational mock-ups, as well as strategies to differentiate your clinic and your patients' experience. You will also have the opportunity to learn about orofacial analysis and smile design, and the new Invisalign®-DSD workflow. There will be lectures, a demonstration of the DSDApp, and a live patient demonstration. On day two, we will hear from international experts in aligners and interdisciplinary orthodontic integration. Join us!



DSD Lite Dentistry

MADRID: 7 - 8 February, 2020

MIAMI: 5 - 6 June, 2020

The DSD Lite Dentistry course is open to all dentists, esthetic specialists and student dentists, regardless of experience in Digital Smile Design. Through a series of lectures, hands-on exercises and demonstrations, participants will discover why DSD Lite Dentistry is the perfect treatment offering for their patients, as well as:

- 1** How to perform the DSD Direct composite bonding technique
- 2** How to become an Invisalign® provider and the benefits of Invisalign®
- 3** How to identify patients who are suitable candidates for this treatment
- 4** How to promote and sell Lite Dentistry to your patients
- 5** How the DSDApp integrates with DSD Direct and motivates patients to invest in treatments

Who should come to the course? This course is a fantastic training experience for all dentists, esthetic specialists and student dentists.



DSD Coordinators Course

MIAMI: 14 - 15 February, 2020

MADRID: 20 - 21 March, 2020

The DSD Coordinator is an important person in a dental clinic who is responsible for key milestones throughout the patient journey. If you are a DSD Coordinator, or you have appointed someone to the role in your practice, our DSD Coordinators course will be of interest.

This course is an intensive two-day learning experience which is ideal for any clinic beginning its DSD journey. Through a series of lectures, practical exercises, demonstrations, and panel discussions, new and existing DSD Coordinators will receive essential training in how to successfully implement DSD concepts and manage the whole DSD process in a dental practice.

Book your place to join us on our upcoming courses! Don't miss this opportunity to develop your own skills or upskill your team with this dedicated education program presented by the talented DSD Education team.



DSD Concept

MADRID: 28 February - 1 March, 2020

Would you like to take your dental clinic and career to the next level with Digital Smile Design, but don't feel ready to implement it yet? If you're enthusiastic about getting started with DSD, but aren't sure where or how to begin, our DSD Concept course is for you.

This three-day course is an immersive learning experience and introduction to the DSD concepts. You will be inspired by presentations from esteemed DSD instructors such as Luken de Arbeloa, Jesús Creagh, Federico Brunner, and Ricardo Brito, and get some first-hand experience of DSD through a live patient demonstration. There will also be demonstrations of the digital workflow for esthetic restorations on teeth and veneers.

Take the next step in your career and join us for a full immersion in DSD Concepts with expert speakers. We hope to see you there.



DSD Natural Restorations

MADRID: 26 - 28 March, 2020

DSD Natural Restorations allow you to harness the imperfections of nature to produce beautiful, natural-looking smiles for your patients. If you are enthusiastic about the Natural Restorations concept you learned at Residency 1, consider booking your place on our three-day Natural Restorations course to take your knowledge to the next level.

This three-day learning experience helps you put the theory into practice. You will delve deeper into the concepts, learn the technical skills to start using in your own clinic, watch the full workflow with real patient demonstrations, and get hands-on experience by practicing on a printed model.

Join us on our upcoming course to learn how to perform more predictable, facially-guided DSD Natural Restorations to improve your clinical satisfaction and delight your patients.



DSD Residency 1

MIAMI: 11 - 14 March, 2020

MADRID: 15 - 18 April, 2020

SHANGHAI: 28-31 August, 2020

MADRID: 23 - 26 September, 2020

MIAMI: 21 - 24 October, 2020

If you've had a taste of Digital Smile Design and are ready to take the next step, our DSD Residency 1 program is the best way to do so. This four-day course enables you to immerse yourself in the ideas and learn from DSD CEO and Founder, Christian Coachman, as well as other esteemed members of the DSD team.

During this course, you will be shown how your career and your clinic will advance through a combination of world-class lectures, practical exercises, live patient demonstrations, and examples from successful DSD Clinics. You will get an in-depth look at concepts such as Emotional Dentistry, Digital Dentistry, and the DSD Smile Design protocols, as well as the value of storytelling for the patient journey and experience. You will also have hands-on experience of the DSDApp.

Our Residency 1 courses take place in several locations throughout the year. Join one of our upcoming courses to take the first step on your Digital Smile Design journey!



DSD Residency 2

SÃO PAULO: 27 - 30 January, 2020

SÃO PAULO: 13 - 16 August, 2020

For members of the DSD Community who have attended Residency 1 and begun to implement the concepts, our Residency 2 program is the best way to continue the journey. Residency 2 is an intensive, over-the-shoulder experience which takes place with Christian Coachman and the top clinical team at 'Well Clinic', the Coachman family practice.

In this four-day course, you will follow an intense week of live treatment planning and experience the full digital workflow on a range of cases. You will also participate in discussions with the team on which procedures should be done, and why. We will have eight live patient demonstrations with explanations from our top clinicians.

If you want to take the next step to mastery of the DSD concepts, join us on a Residency 2 program. Registration is open for our courses in São Paulo, Brazil.



Emotional Photography Course

MIAMI: 15 March, 2020

MADRID: 19 April, 2020

MADRID: 27 September, 2020

MIAMI: 25 October, 2020

Improving case acceptance and enhancing patient experience through the motivational mock-up is key to the Digital Smile Design philosophy and leads to higher case acceptance for smile design projects. An essential part of delivering this for any DSD clinician is mastering emotional digital dental photography, a particular skill that takes practice and requires becoming comfortable with using camera equipment on a daily basis with patients. To help you develop your skills in this area, we are pleased to offer an intensive one-day practical photography course with information applicable to the DSD Photo Protocol and workflow.

This intensive course takes place the day after our Residency 1 programs come to an end. Presented by the experienced and talented team of Dr Jesús Creagh and Dr Federico Brunner, in association with the Dental Photography Academy, it is an intensive and valuable learning experience that will help you to present the most professional and artistic motivational mock-up at the second appointment.

DSD MASTERS MEETING [BY INVITATION ONLY]

MADRID: 6 - 7 March, 2020

The DSD Masters is an exclusive and invitation-only event, held once every two years, which brings together the best minds in DSD for a second-to-none networking and collaboration experience. Invited guests include DSD Masters, DSD Clinics, and DSD Instructors from around the world, creating a unique opportunity to meet with the DSD team.

At this two-day event, you will attend lectures to update your knowledge and hear about the latest from DSD, listen to a surprise keynote speaker, and be a part of the first group to visit the new DSD Planning Center in Madrid. You'll also have the opportunity to get together and socialize with like-minded professionals from around the world at our welcome lunch, our Awards Ceremony, and our famous DSD party. Join us to supercharge your personal DSD journey! ■



DSD'R

MAGAZINE

