

A photograph of a dental clinic interior. A dental chair is visible on the left, and a bright overhead light illuminates the scene. The background is dark and out of focus.

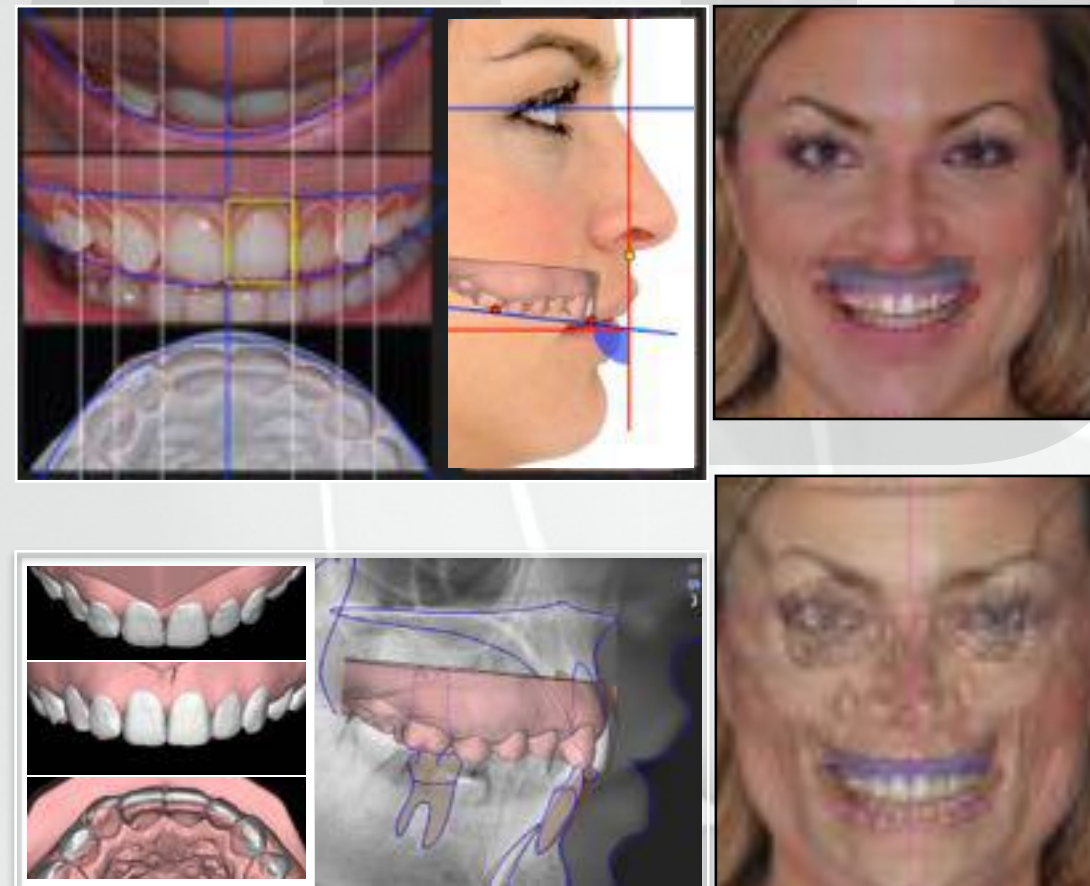
DSD  
clinic

**DSD IMPLEMENTATION**



# design

SMILE  
FRAME



# plan

DIGITAL  
COMMUNICATION



# present

EMOTIONAL  
DENTISTRY



# perform

DIGITAL  
WORKFLOW





# a DSD clinic

DIGITAL SMILE DESIGN



SMILE DESIGN

PLANNING

SIMULATIONS



IMPLEMENTATION

CONSULTANCY

TECHNOLOGIES



MARKETING

SOCIAL MEDIA

BRANDING



PRODUCTION

DEVICES

RESTORATIONS



**1st**  
the  
Clinicians

DSD  
Certified  
Lab



**2nd**  
the  
Clinicians

DSD  
Certified  
Lab

**CASE ACCEPTANCE**

**Tx**  
the  
Clinicians

DSD  
Certified  
Lab

**1st**  
the  
Clinicians



DSD  
Certified  
Lab



DSD  
PLANNING CENTER



**2nd**  
the  
Clinicians

DSD  
Certified  
Lab

**CASE ACCEPTANCE**

DSD  
Certified  
Lab

**Tx**  
the  
Clinicians



**1st**  
the  
Clinicians



THE DSD PROCESS

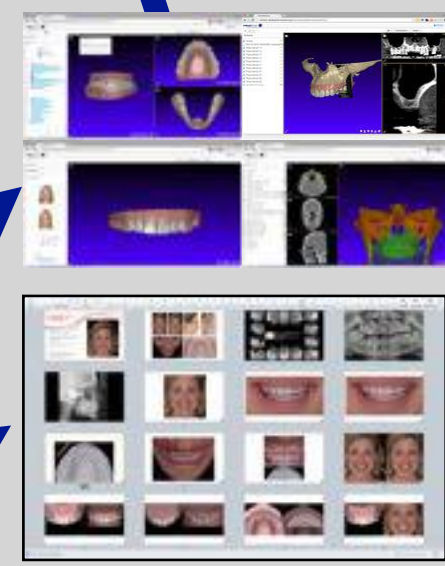


THE DSD PROCESS



DSD  
Certified  
Lab

DSD  
PLANNING CENTER



**2nd**  
the  
Clinicians

DSD  
Certified  
Lab

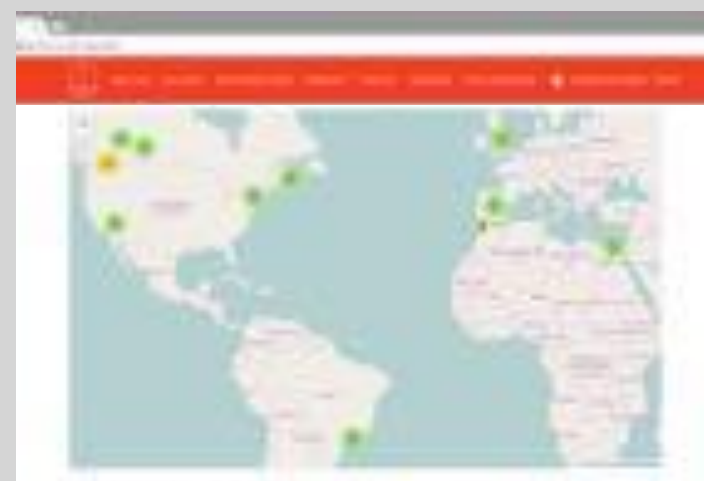
**CASE ACCEPTANCE**

DSD  
Certified  
Lab

**Tx**  
the  
Clinicians

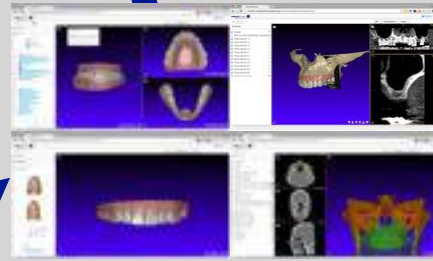


**1st**  
the  
Clinicians



DSD  
Certified  
Lab

DSD  
PLANNING CENTER



**2nd**  
the  
Clinicians



DSD  
Certified  
Lab

**CASE ACCEPTANCE**

DSD  
Certified  
Lab

**Tx**  
the  
Clinicians

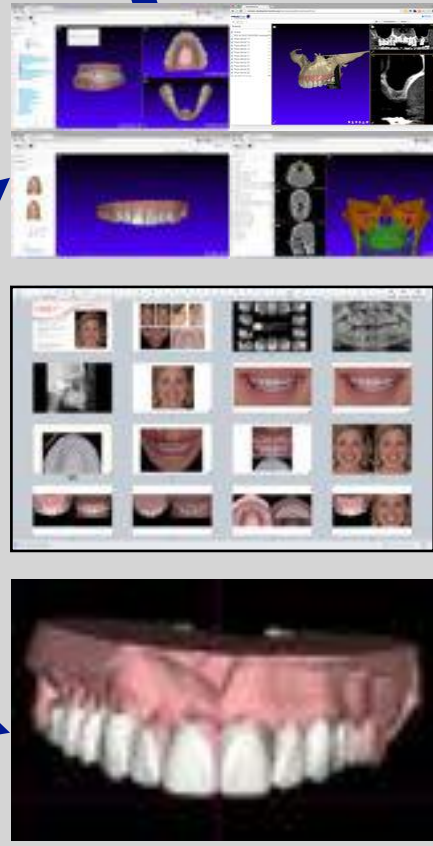


**1st**  
the  
Clinicians



DSD  
Certified  
Lab

DSD  
PLANNING  
CENTER



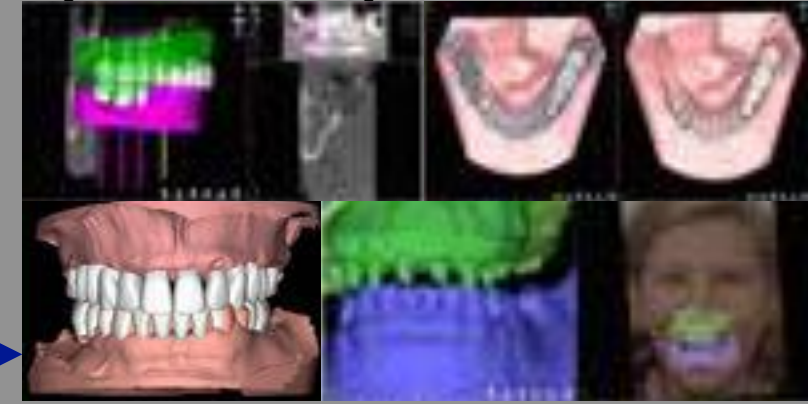
**2nd**  
the  
Clinicians

DSD  
Certified  
Lab

**CASE ACCEPTANCE**

**Tx**  
the  
Clinicians

DSD  
Certified  
Lab





**1st**  
the  
Clinicians



DSD  
Certified  
Lab

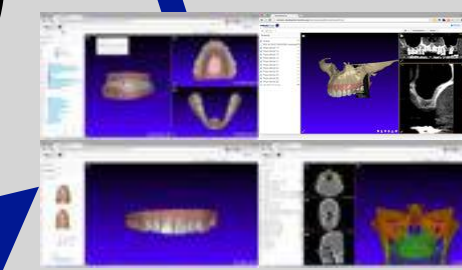
Asynchronous  
Communication



Specialists



DSD  
PLANNING CENTER



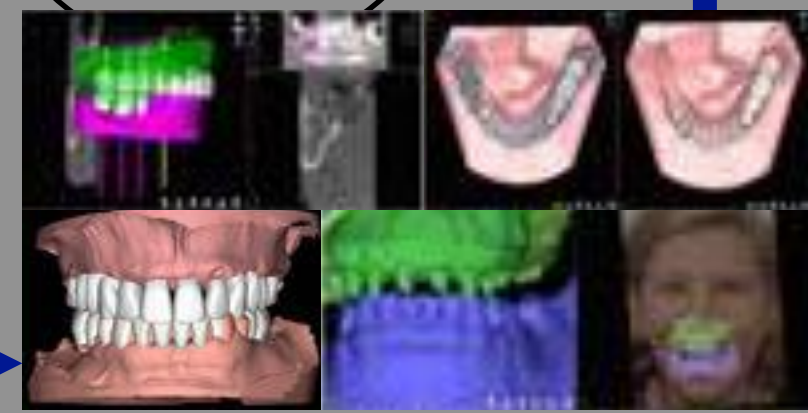
**2nd**  
the  
Clinicians



DSD  
Certified  
Lab

**CASE ACCEPTANCE**

DSD  
Certified  
Lab



**Tx**  
the  
Clinicians

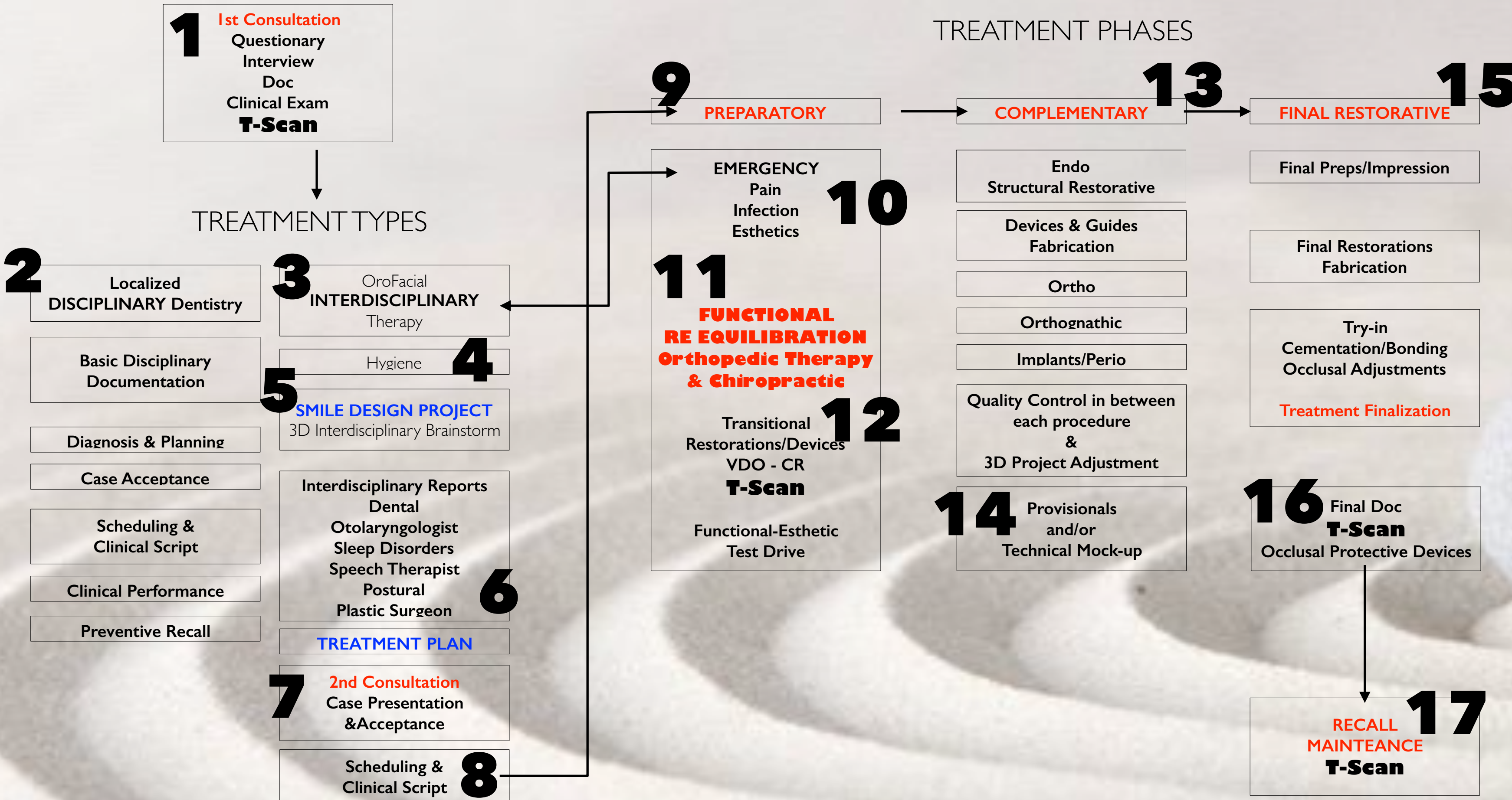




H O L I S T I C  
D E N T I S T R Y W O R K F L O W

&

I N T E R D I S C I P L I N A R Y  
D I G I T A L P L A N N I N G





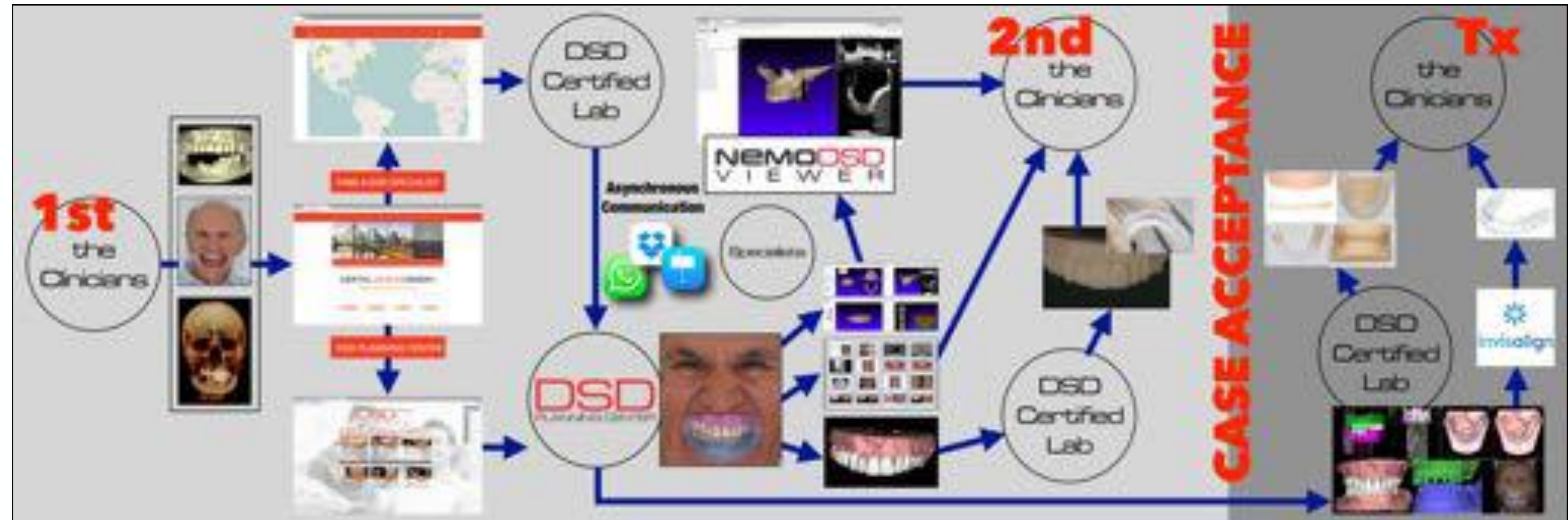








# Everything Is Connected™



# DSD PLANNING CENTER

INSIGHT 12

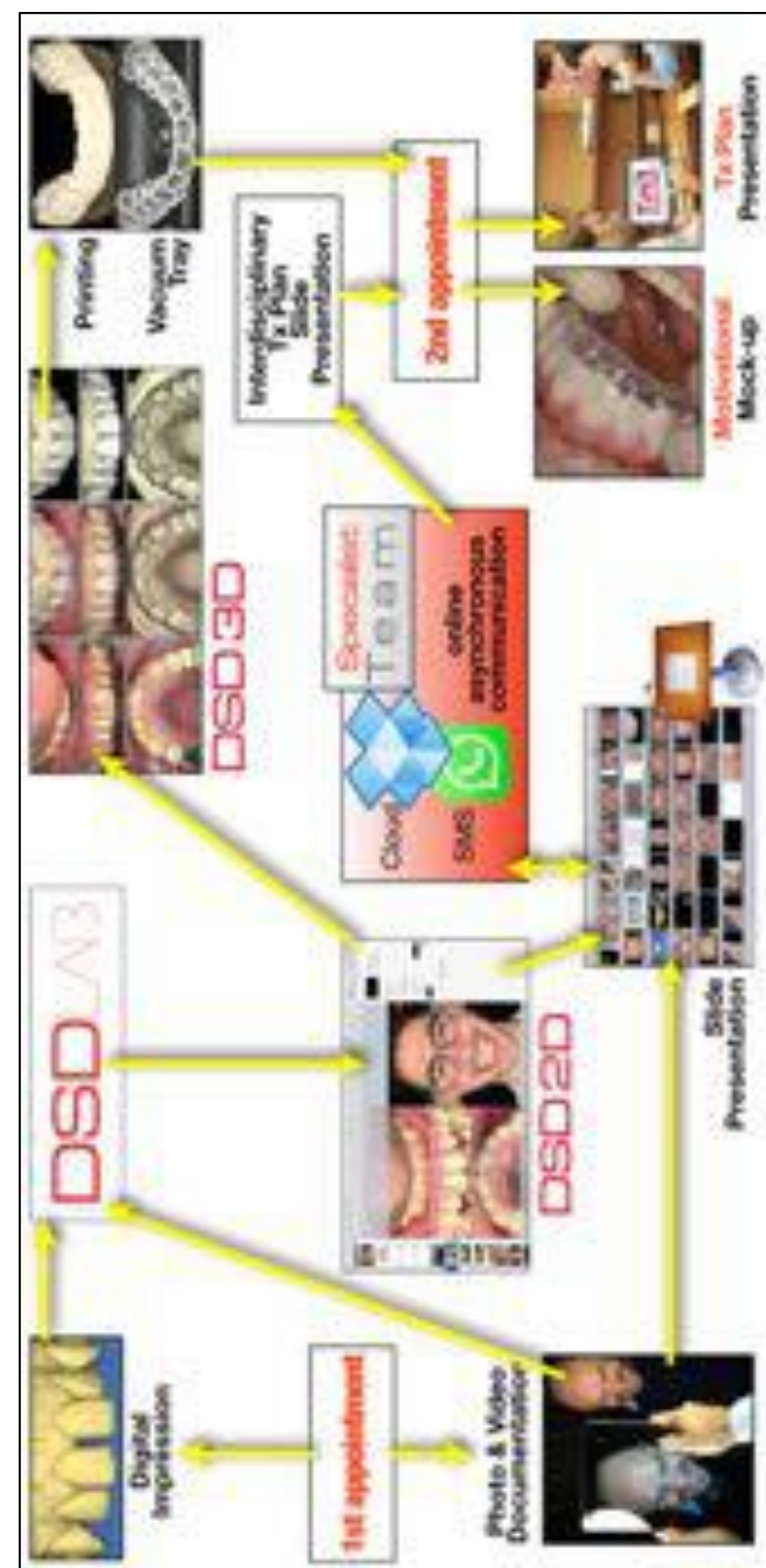
## **THE IMPLEMENTATION & OUTSOURCING STRATEGY**

DSD Centers

The Staff

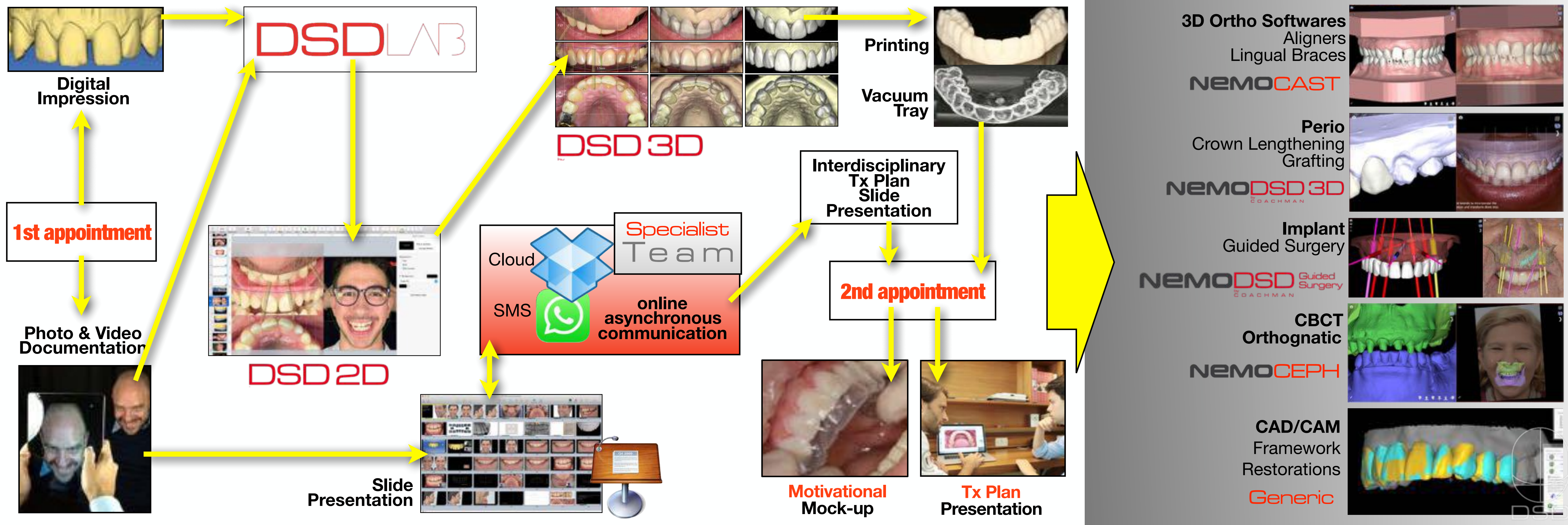
The Infrastructure





# The Inter-consultation Dynamic

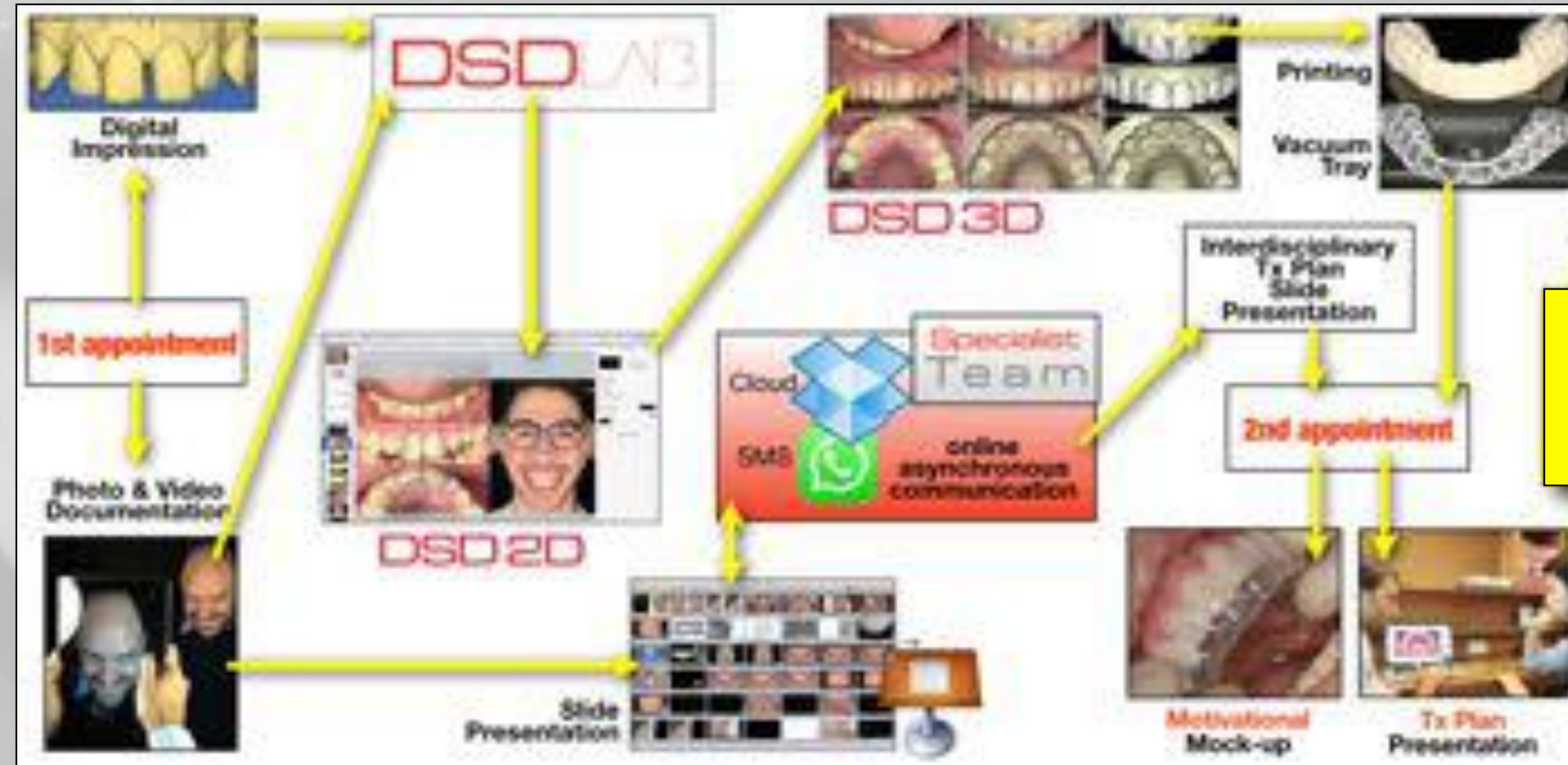






# PRE CLINICAL

# CLINICAL



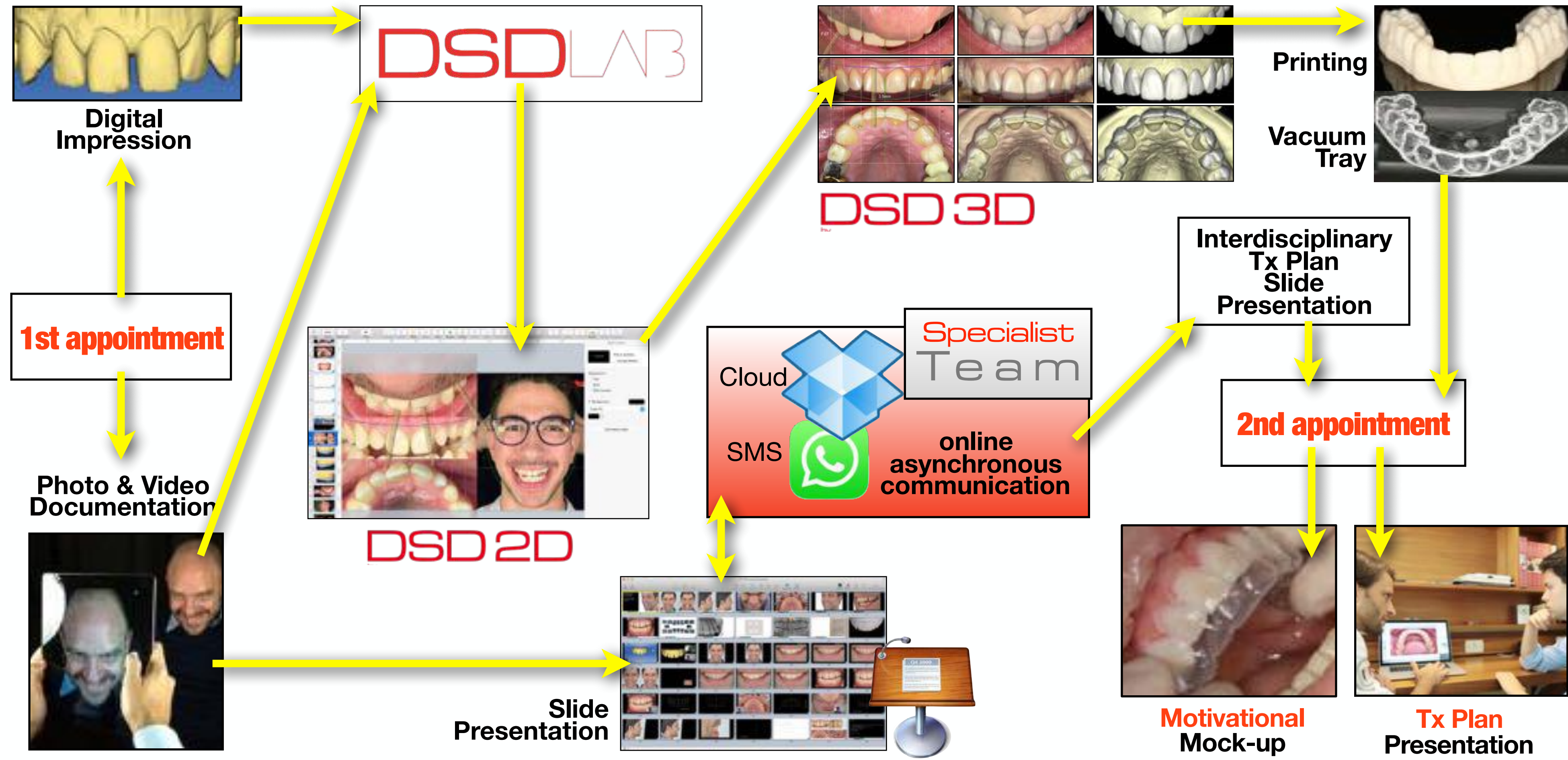
design

plan

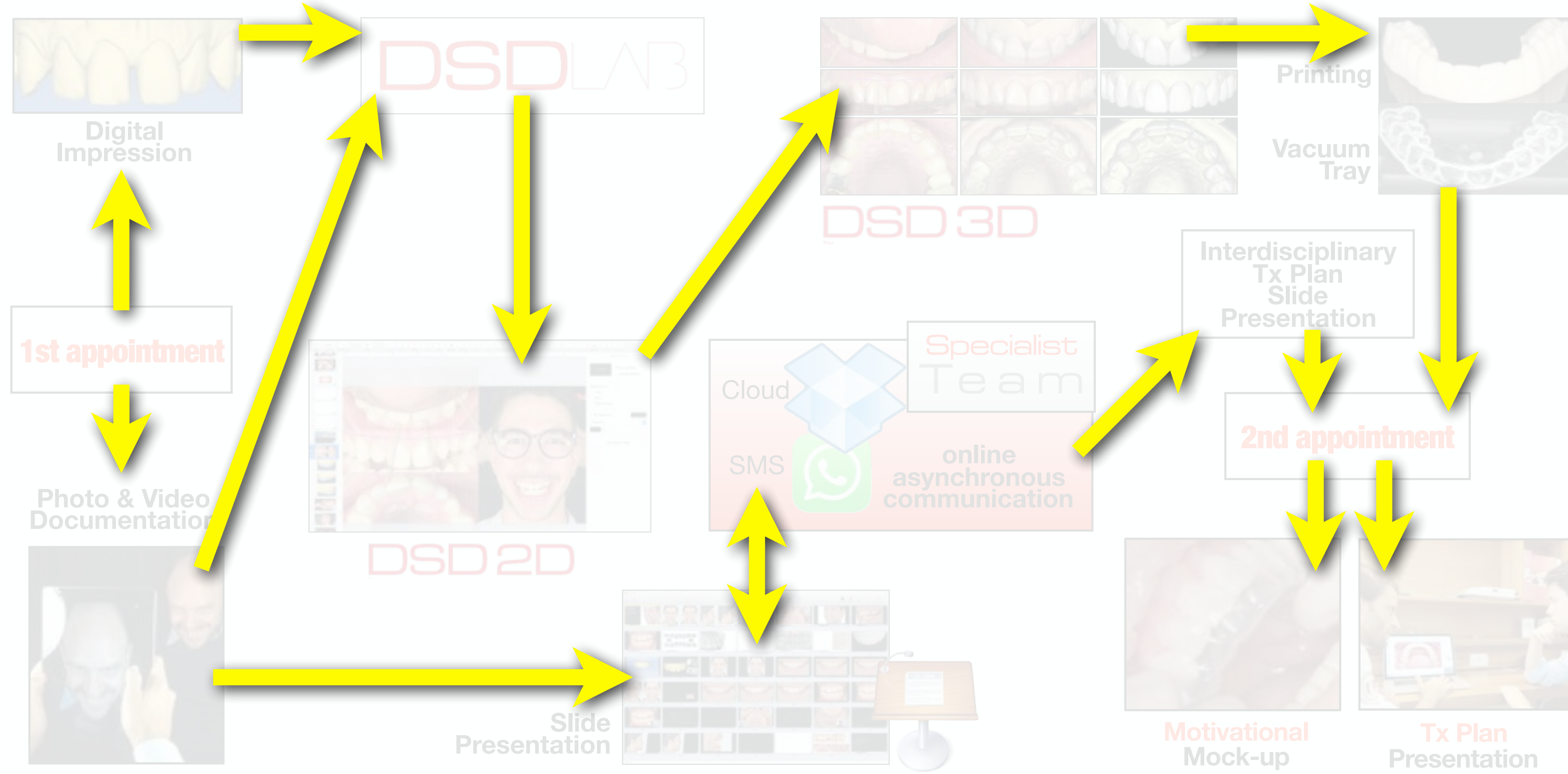
sell

perform



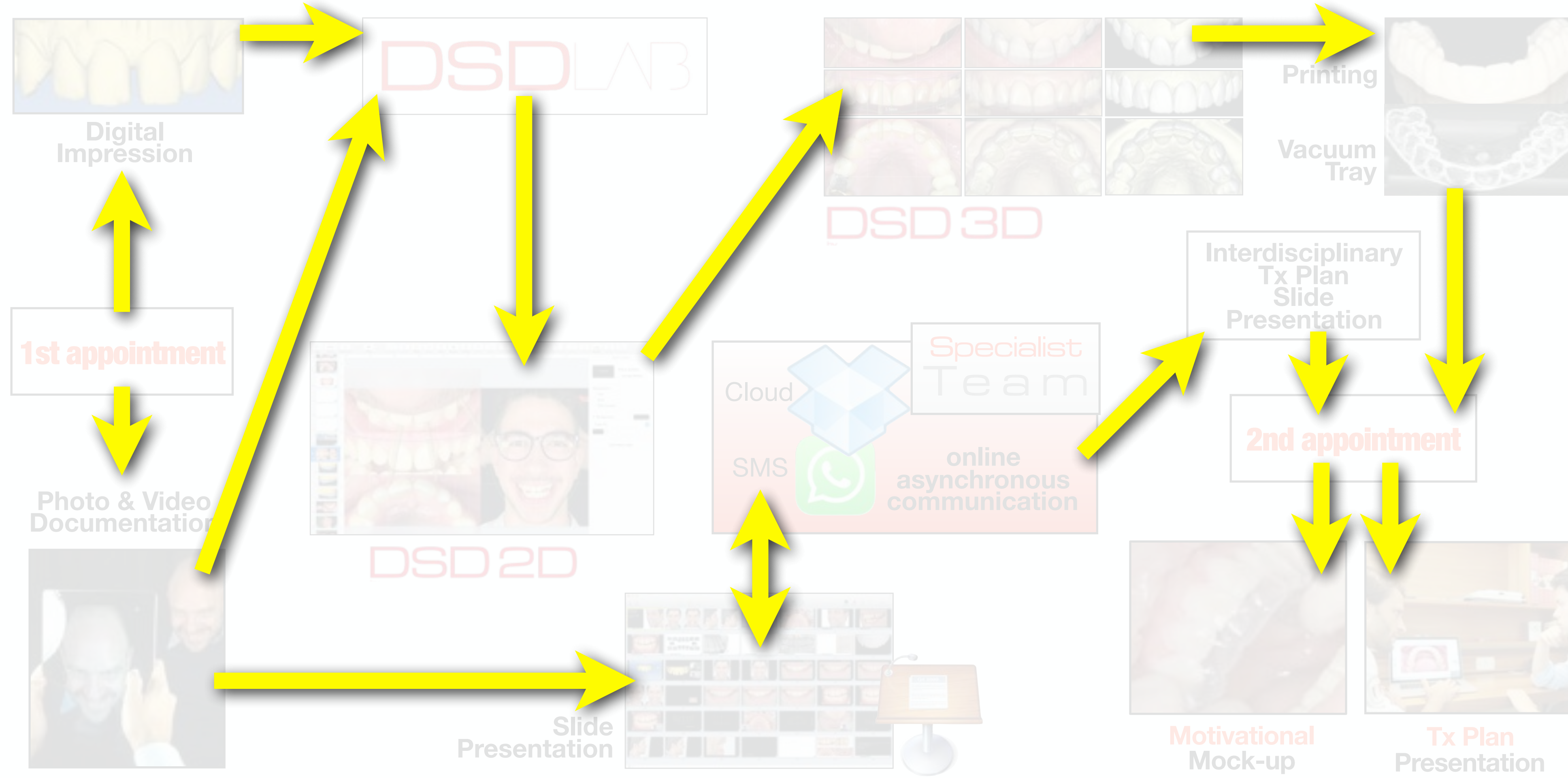




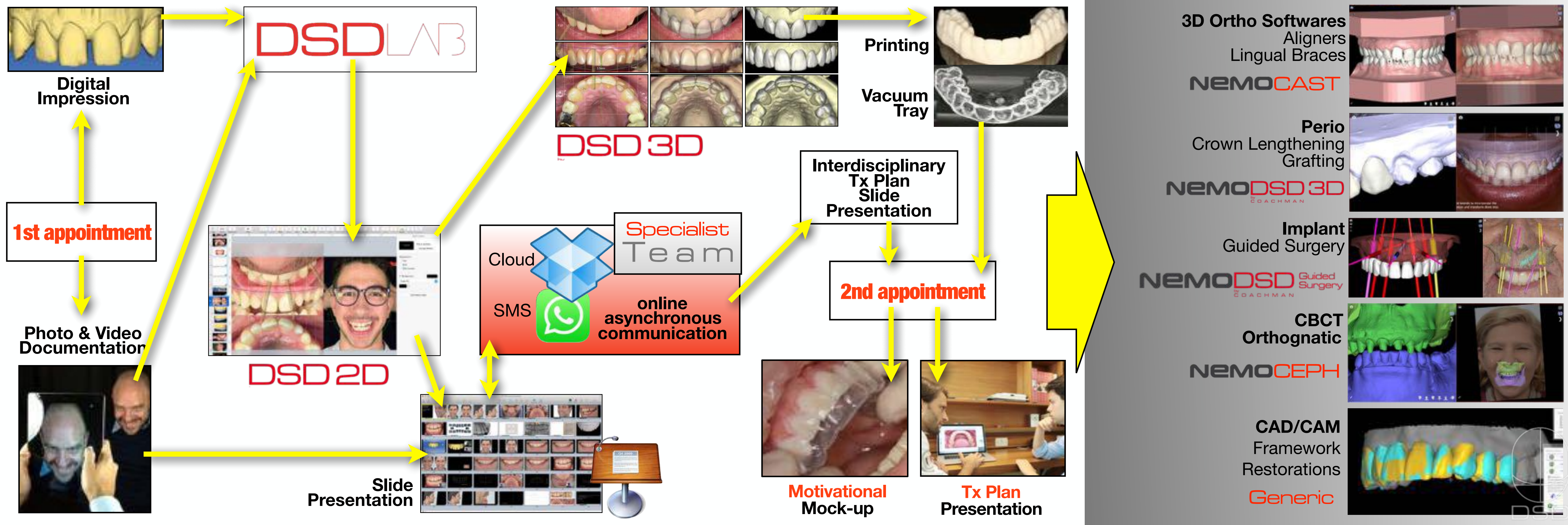




# COMMUNICATION





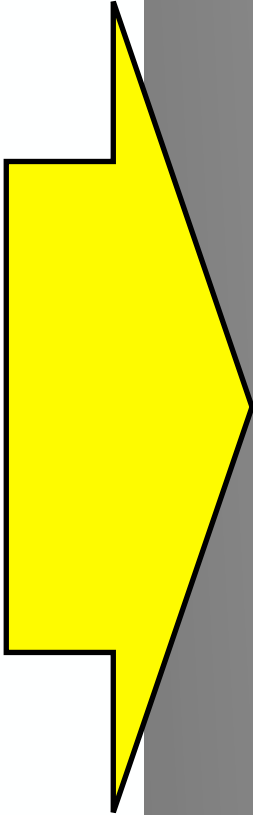




1st appointment

# The Inter-consultation Dynamic

2nd appointment



3D Ortho Softwares  
Aligners  
Lingual Braces

NEMOCAST



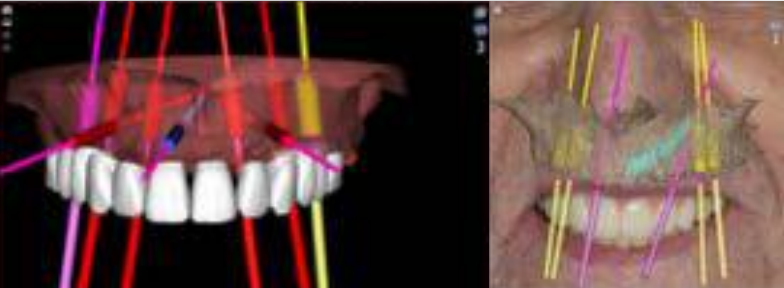
Perio  
Crown Lengthening  
Grafting

NEMODSD 3D  
by COACHMAN



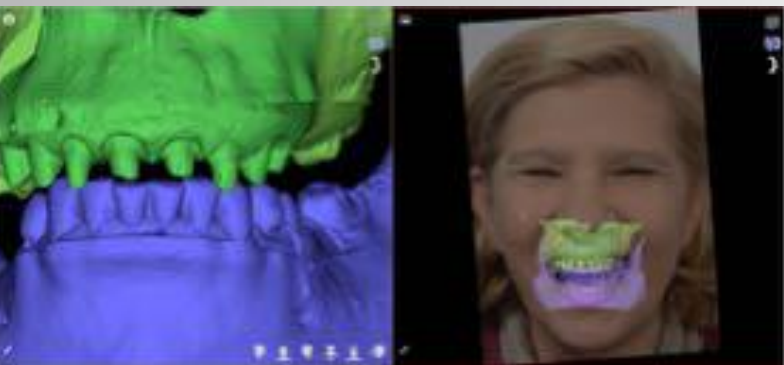
Implant  
Guided Surgery

NEMODSD Guided Surgery  
by COACHMAN



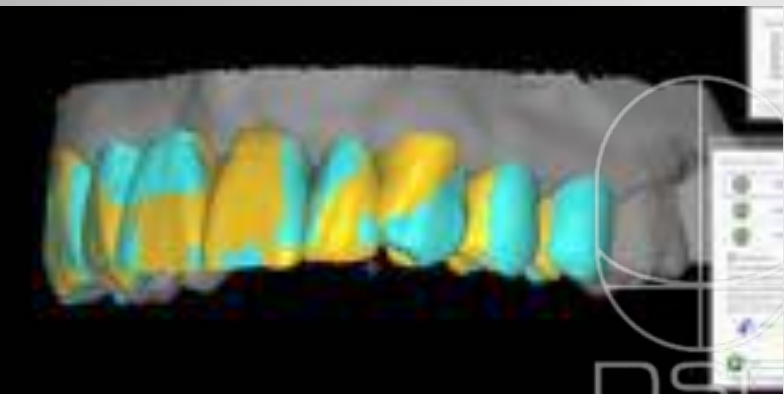
CBCT  
Orthognatic

NEMOCEPH



CAD/CAM  
Framework  
Restorations

Generic





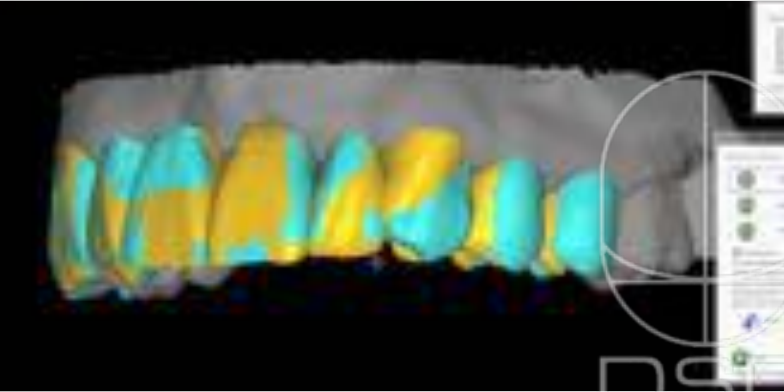
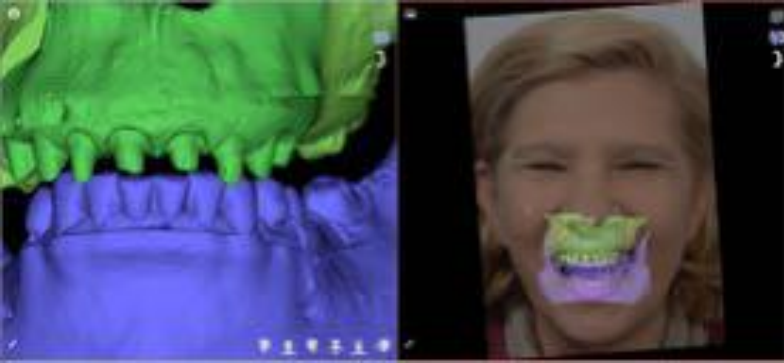


Digital  
Impression

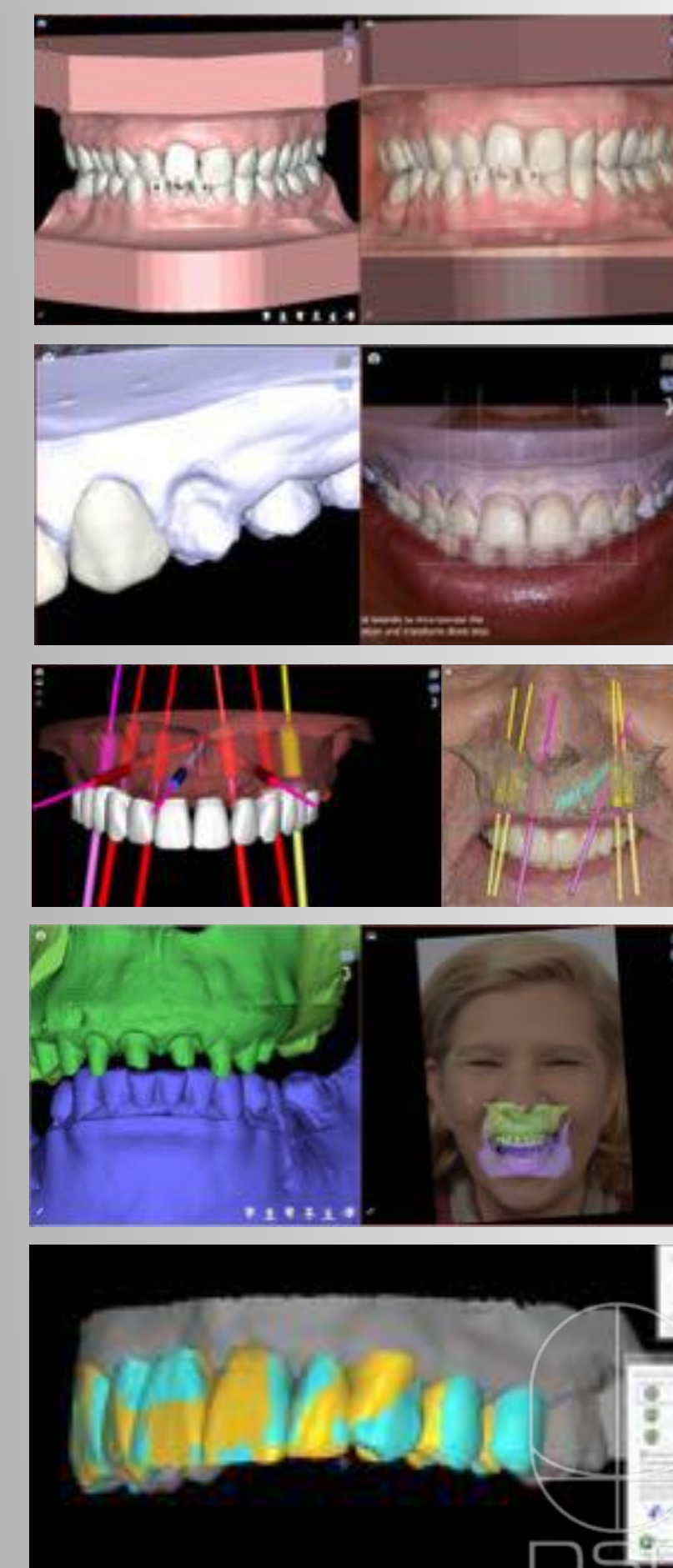
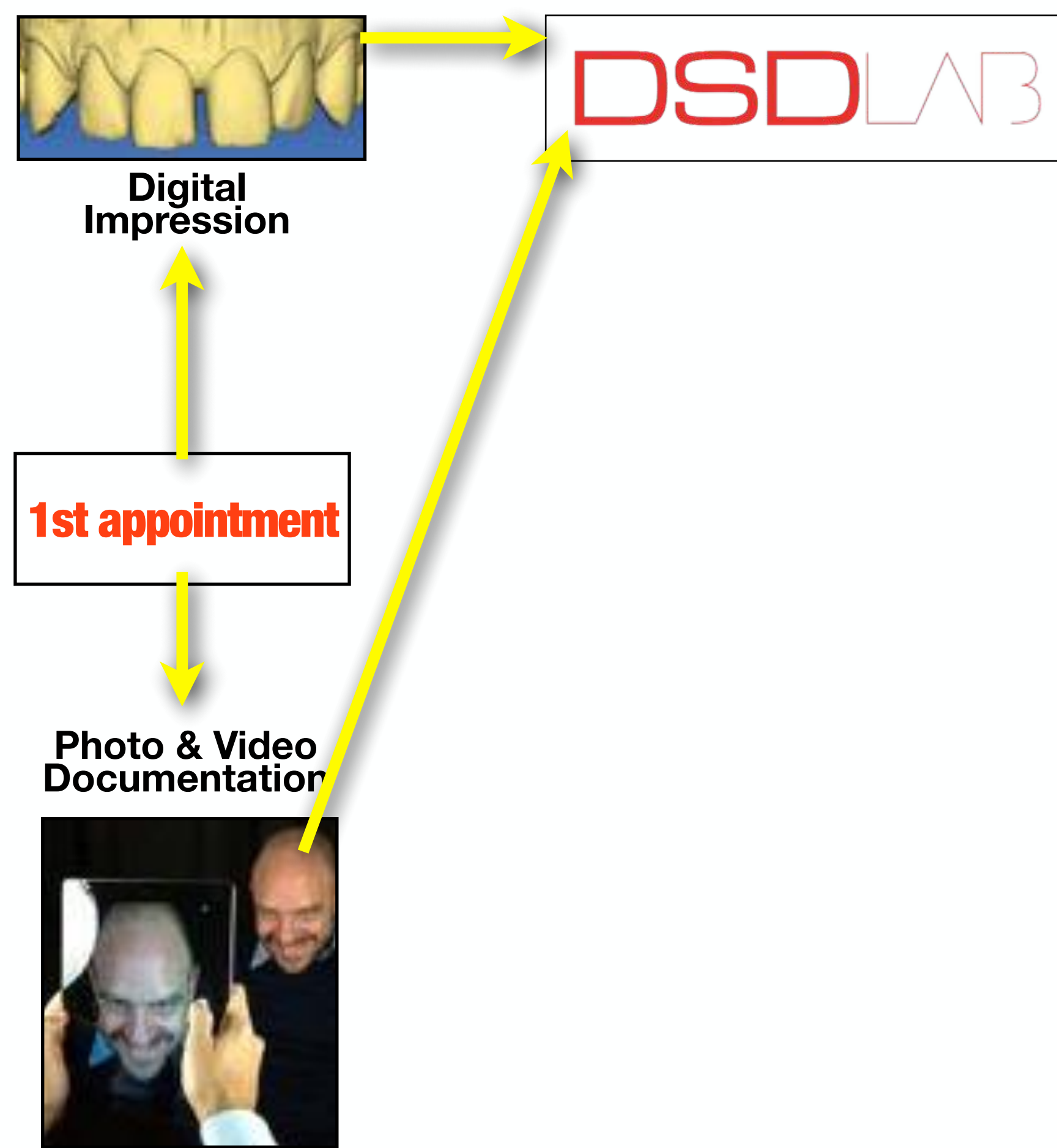
1st appointment



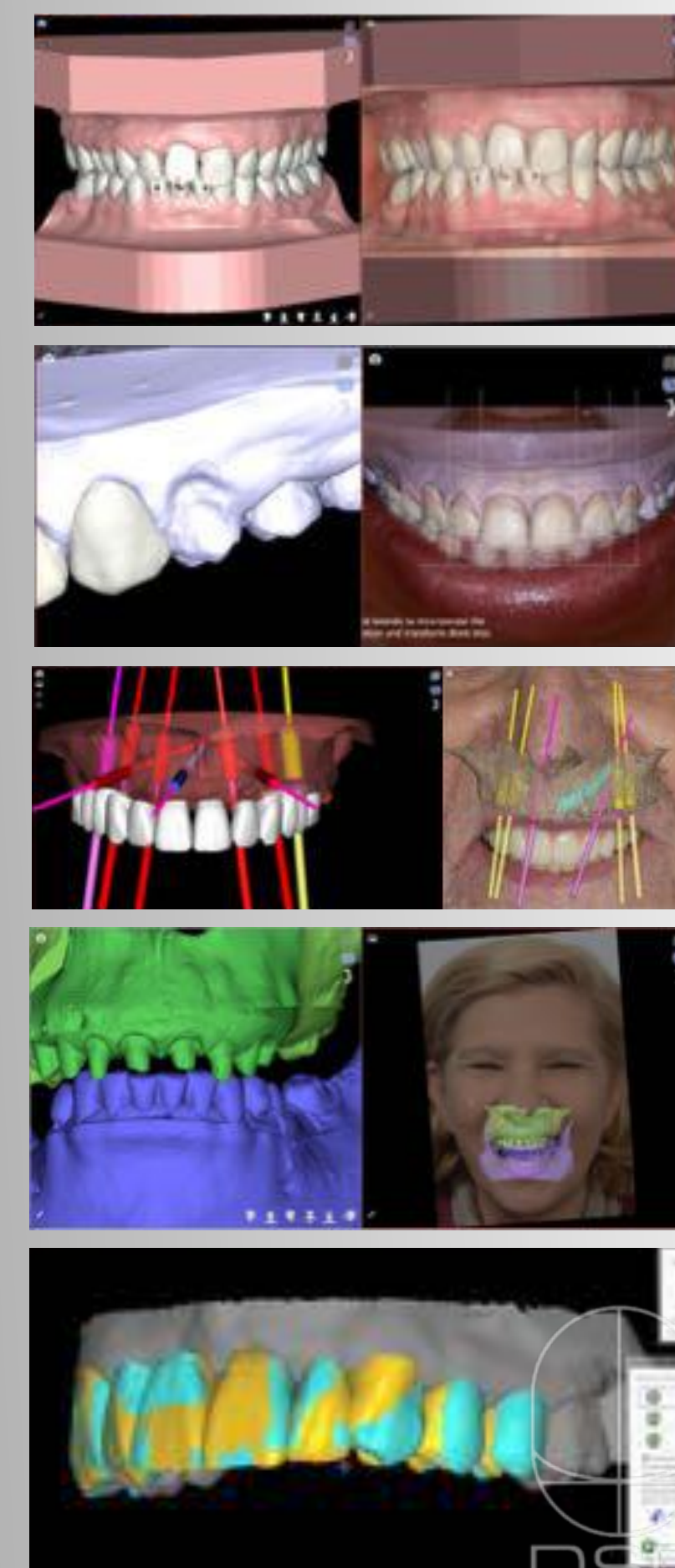
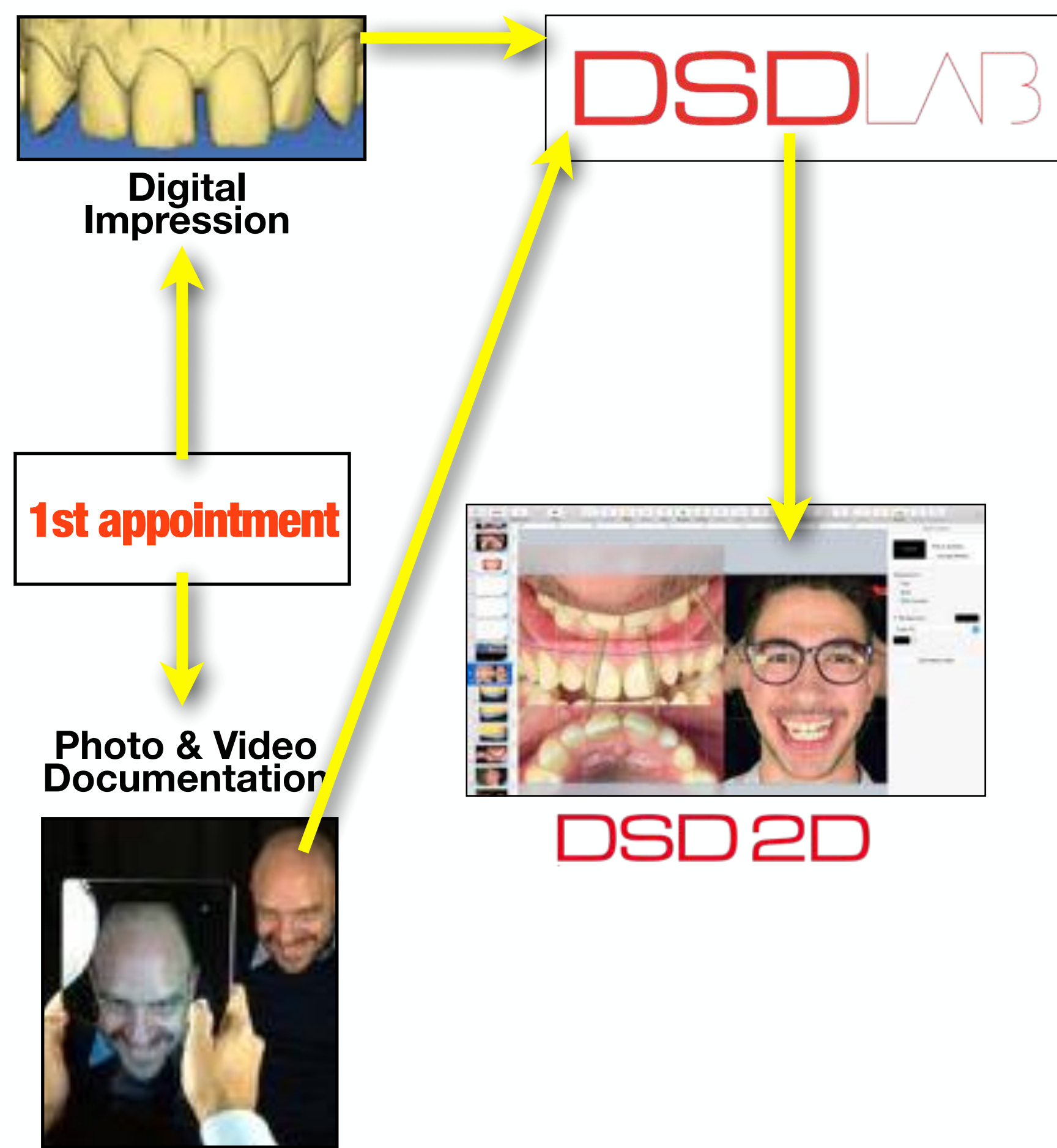
Photo & Video  
Documentation



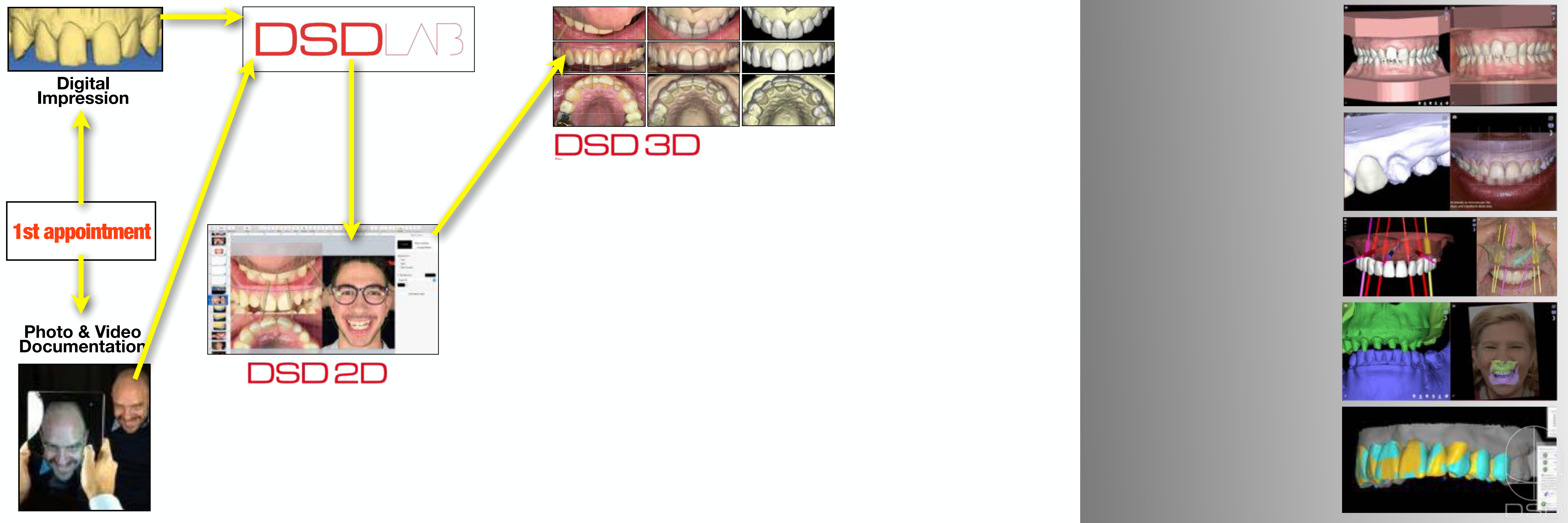




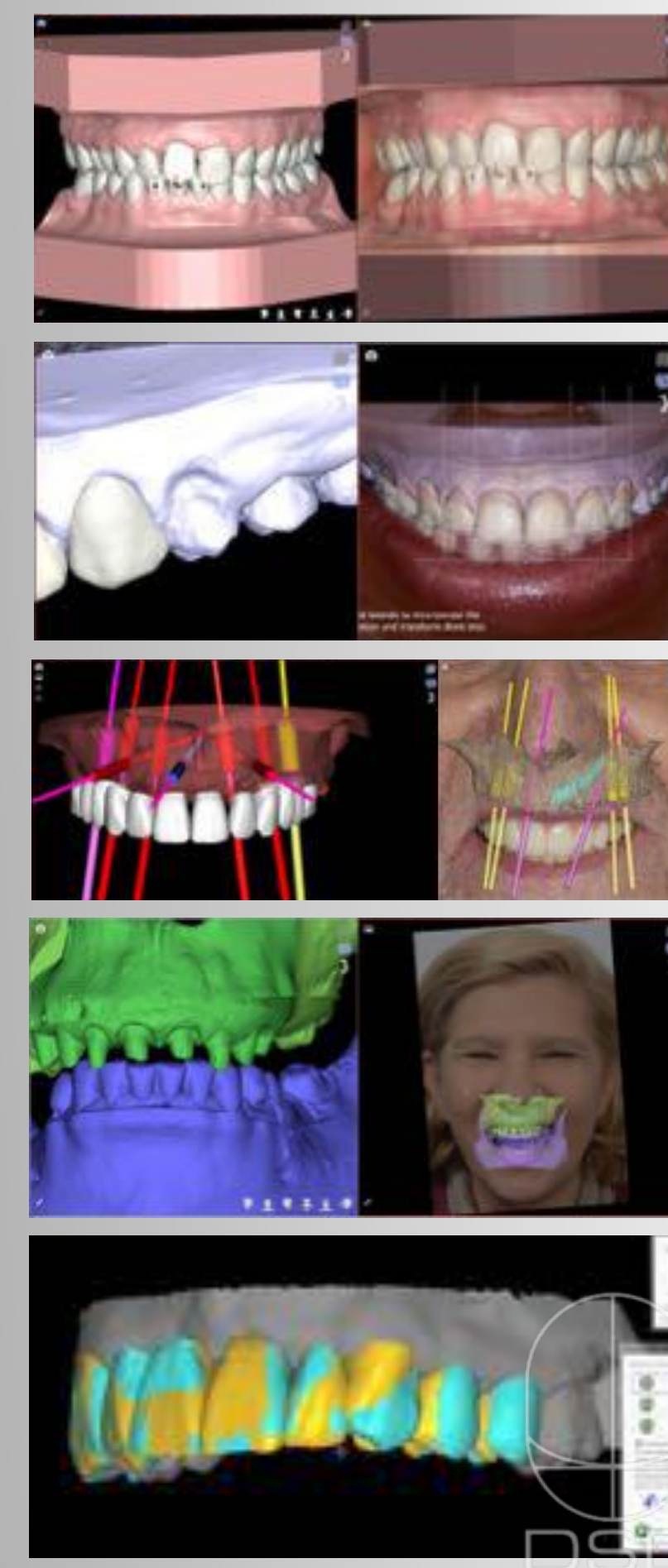
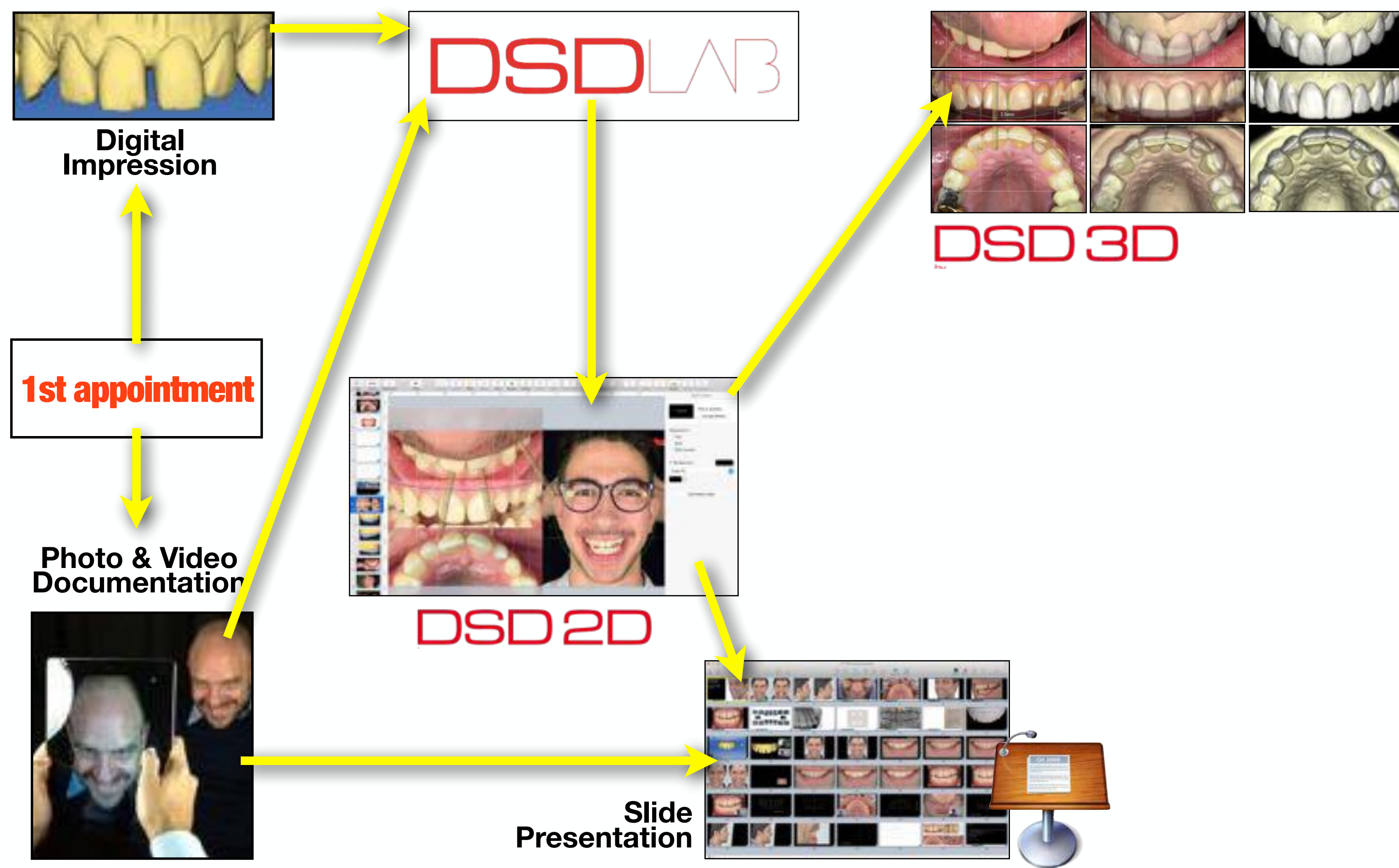




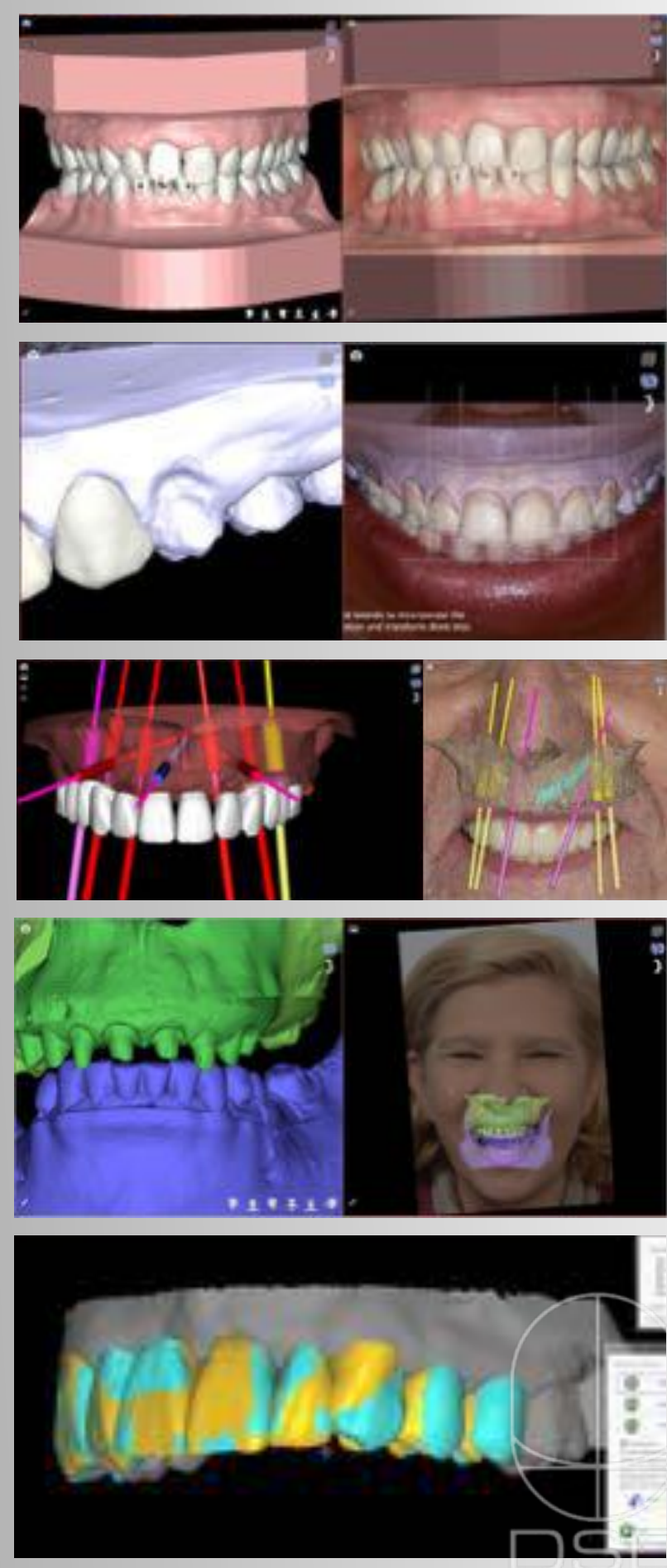
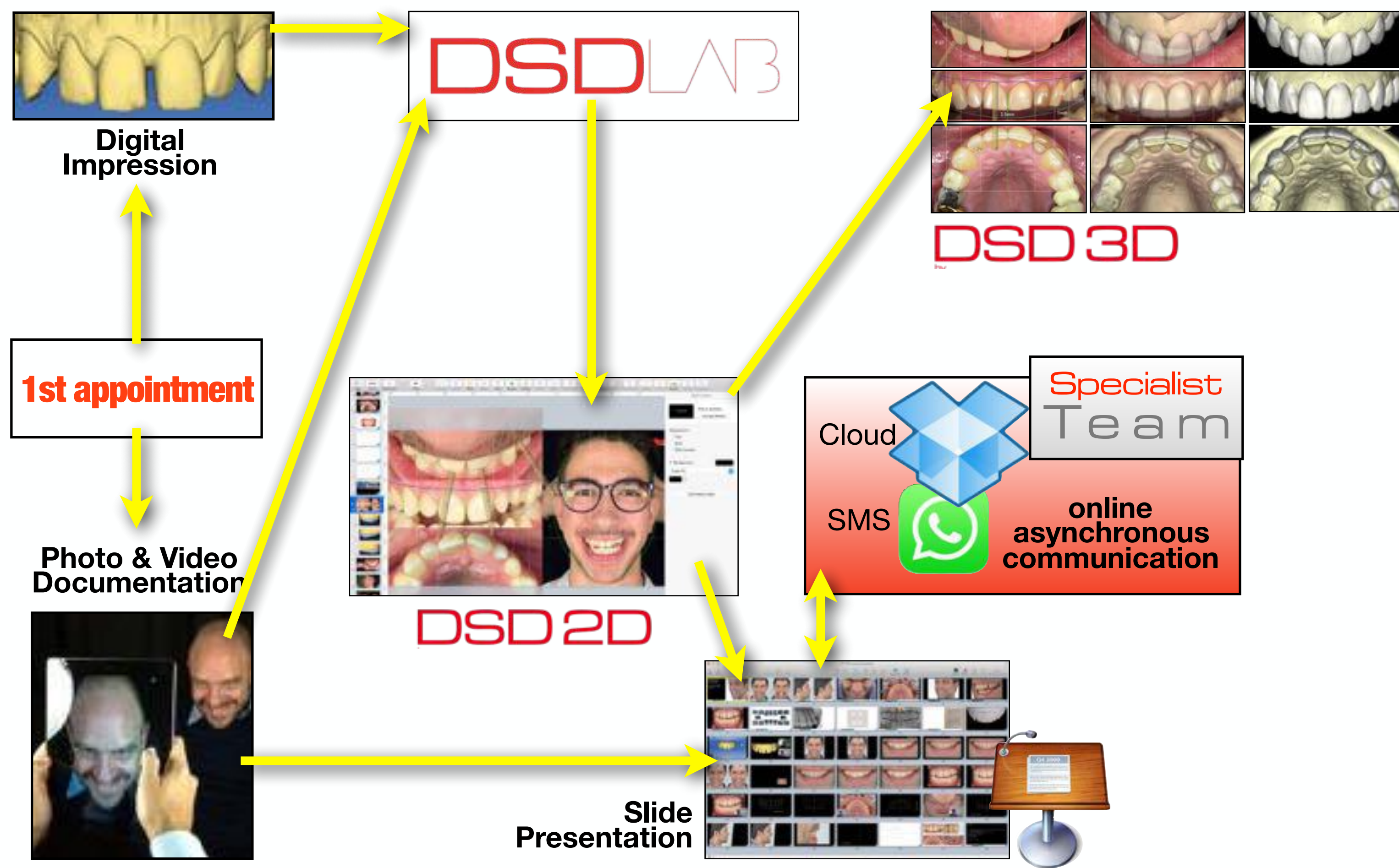




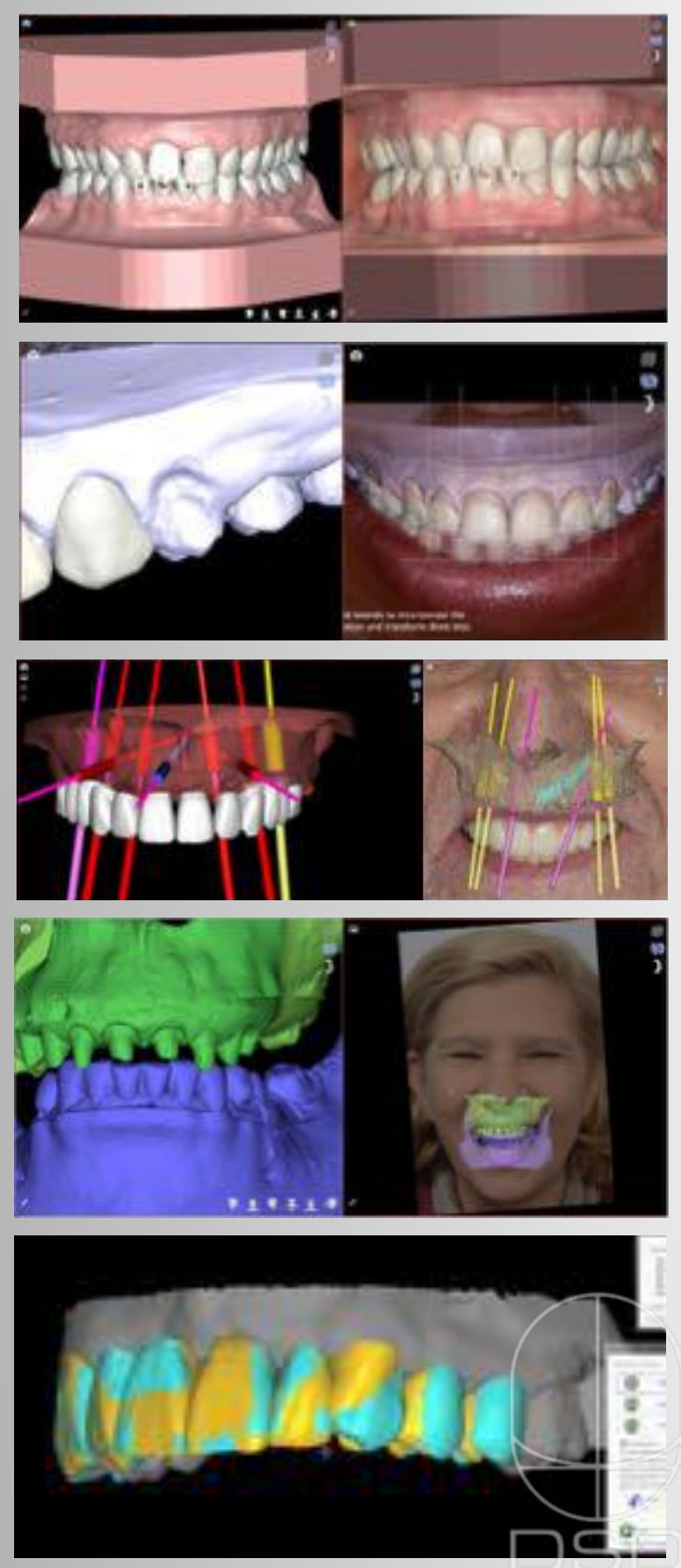
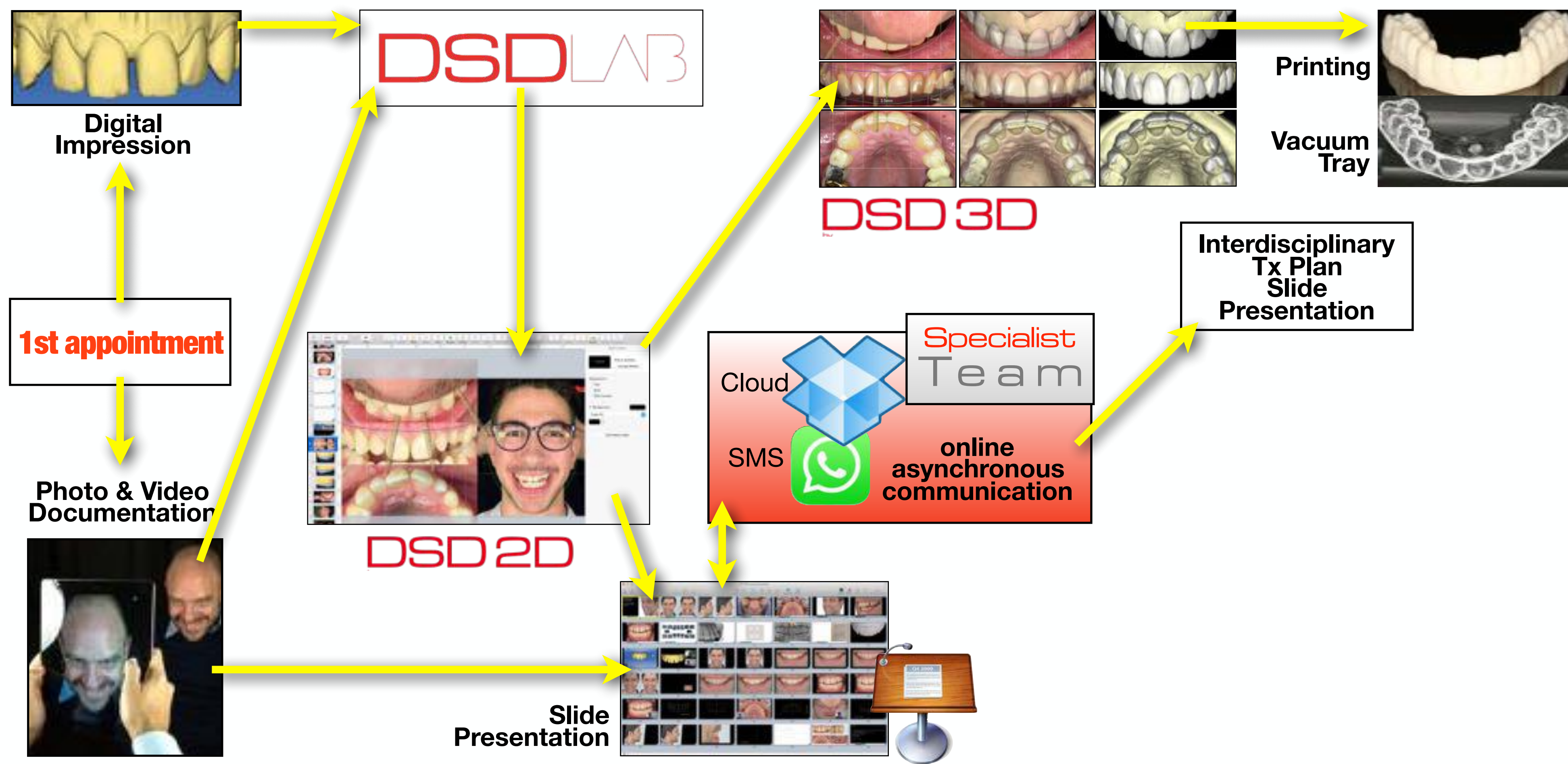




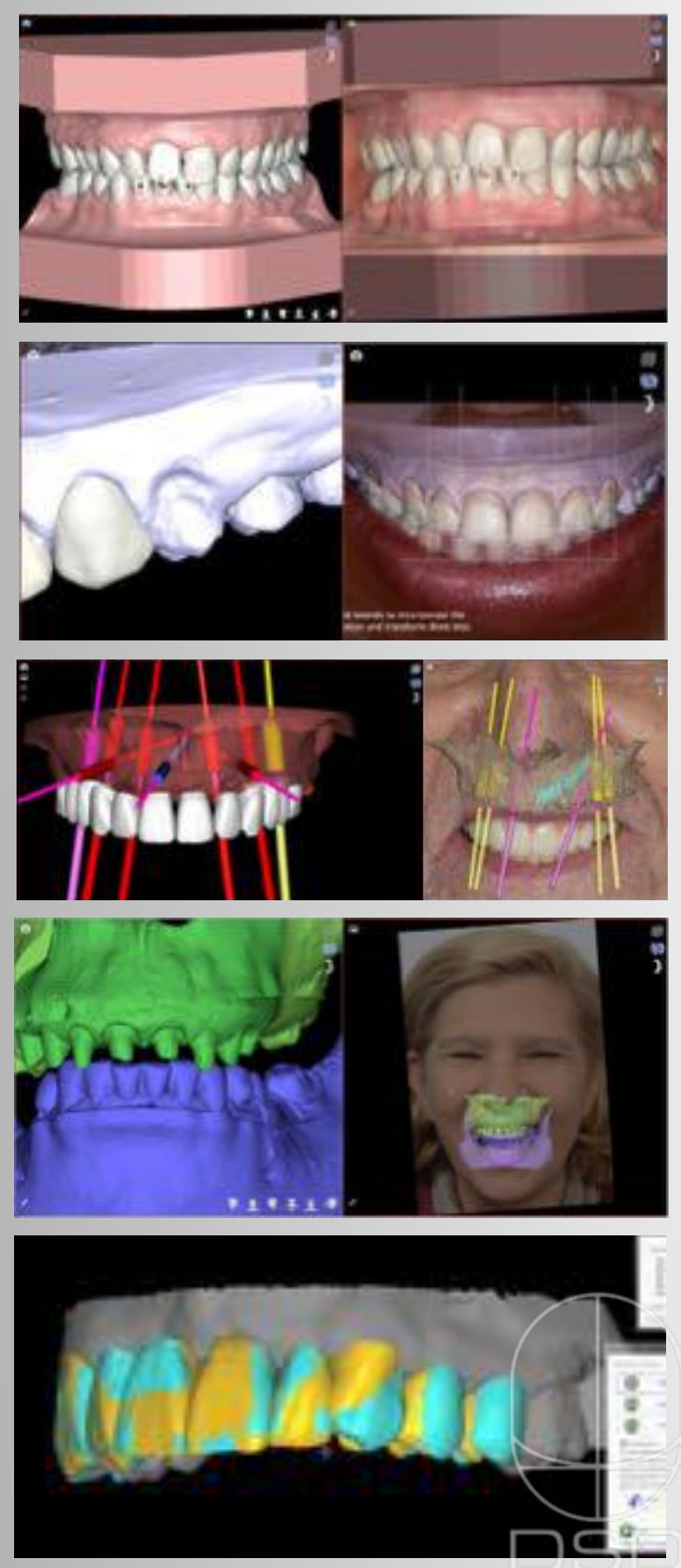
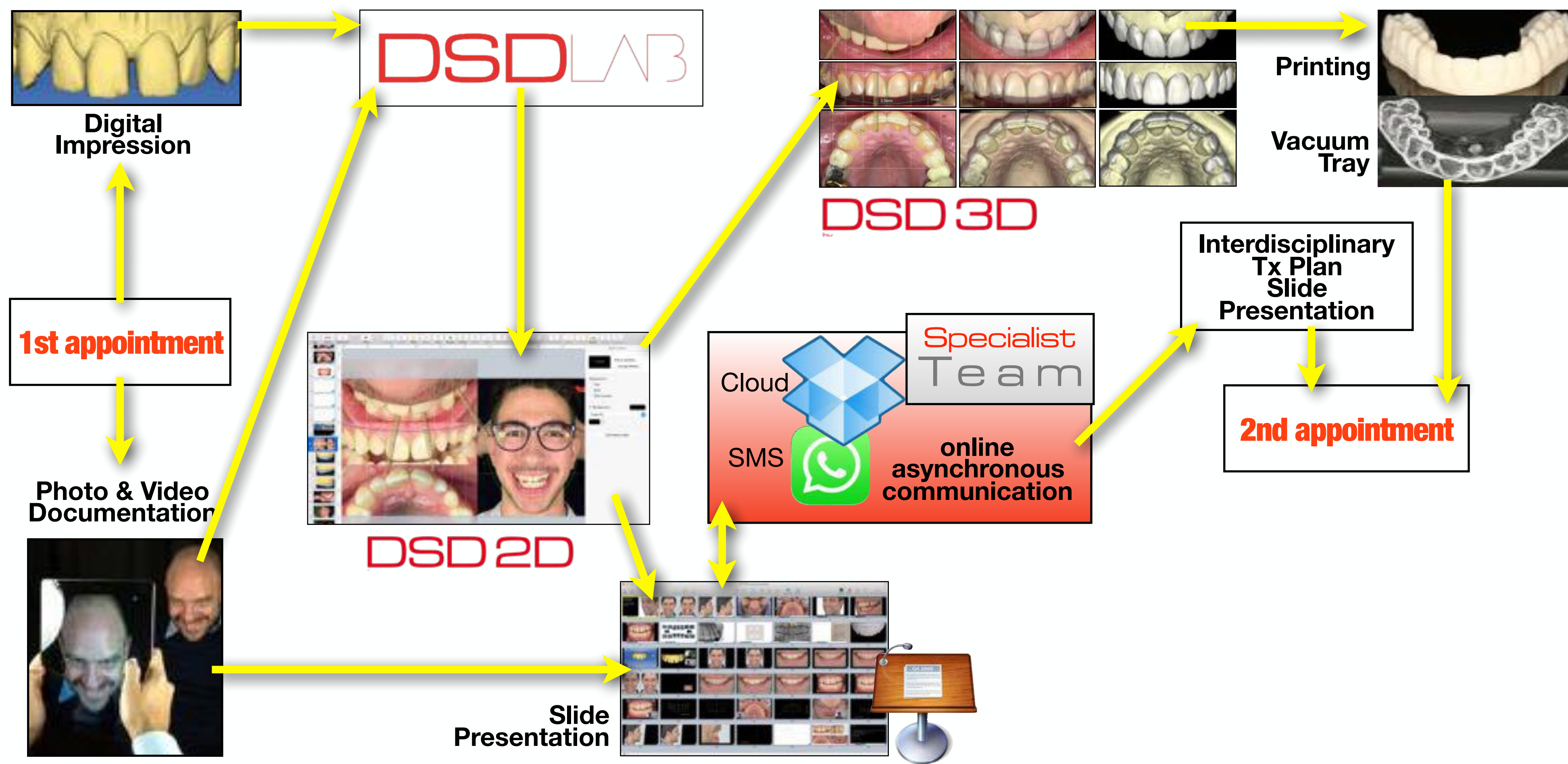








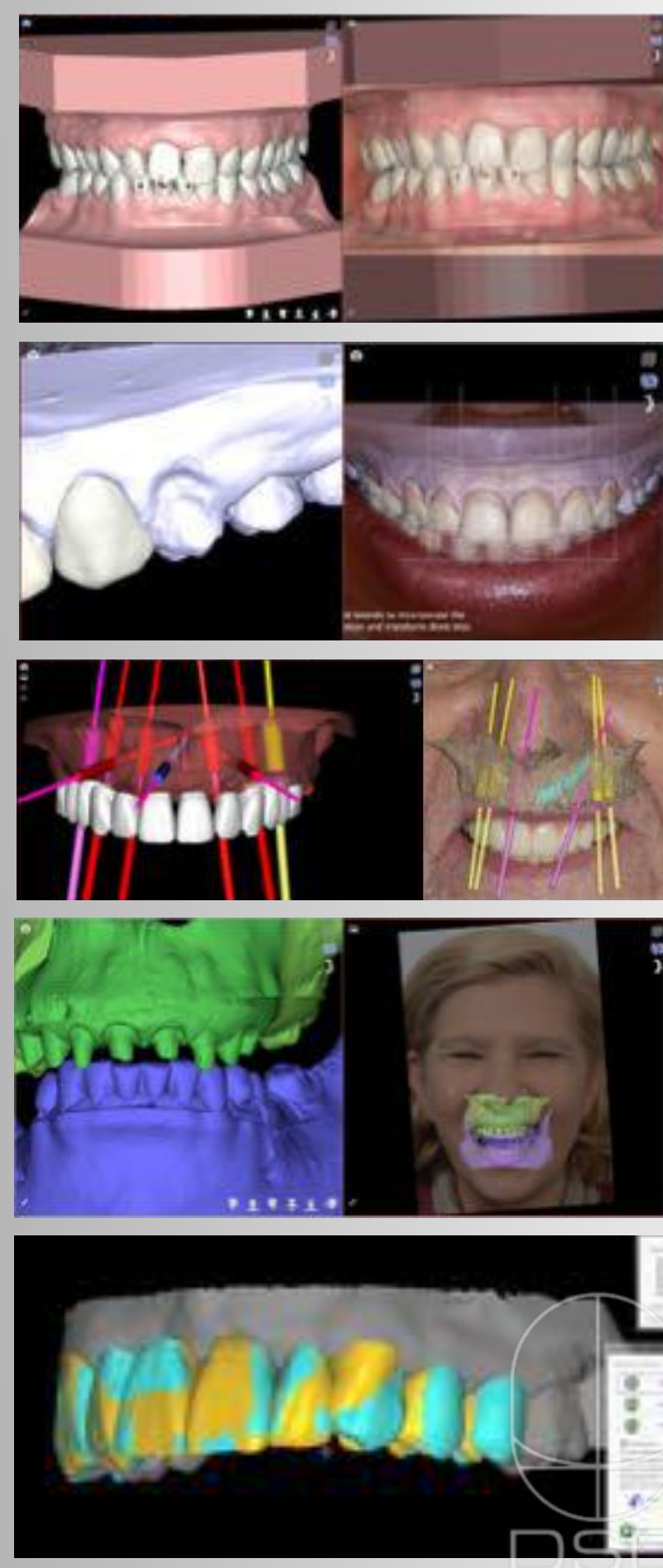
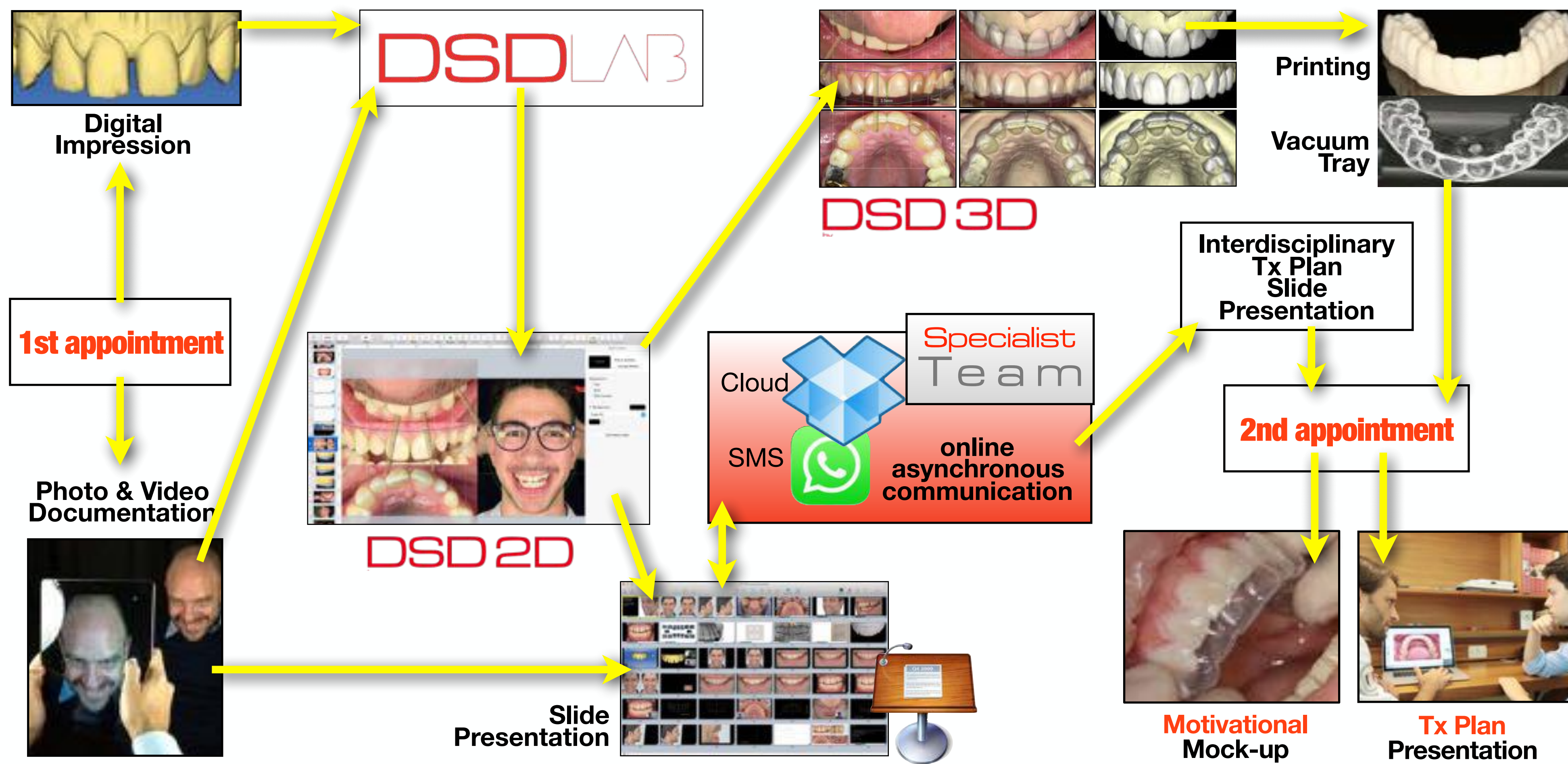




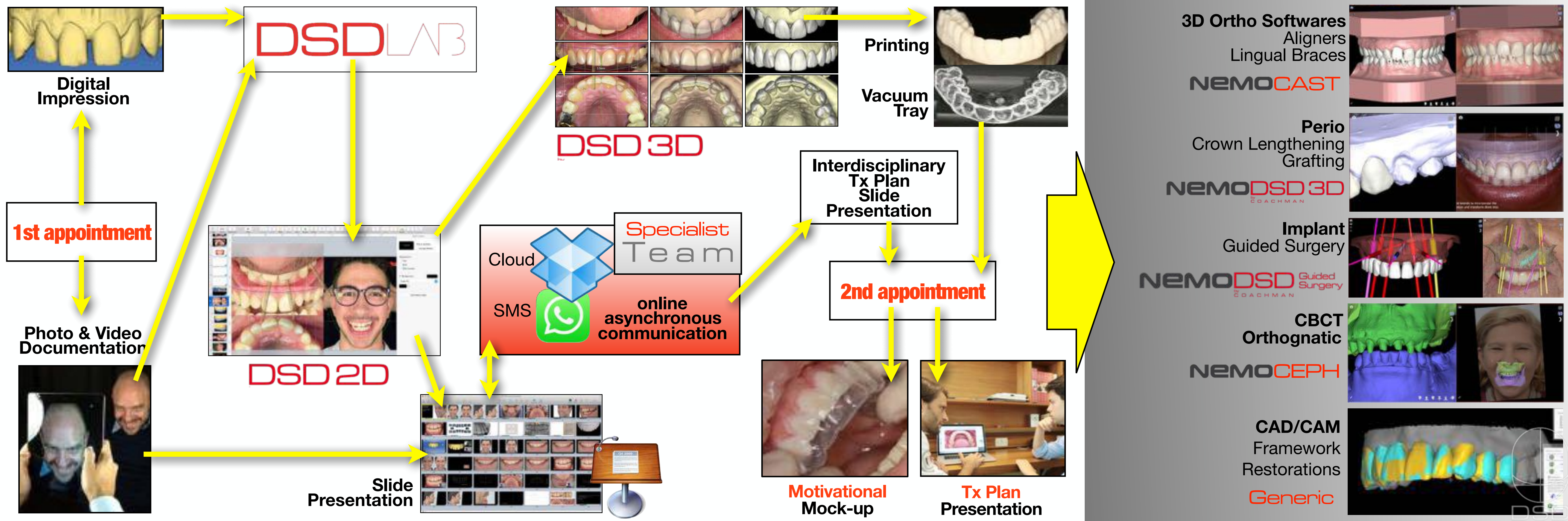




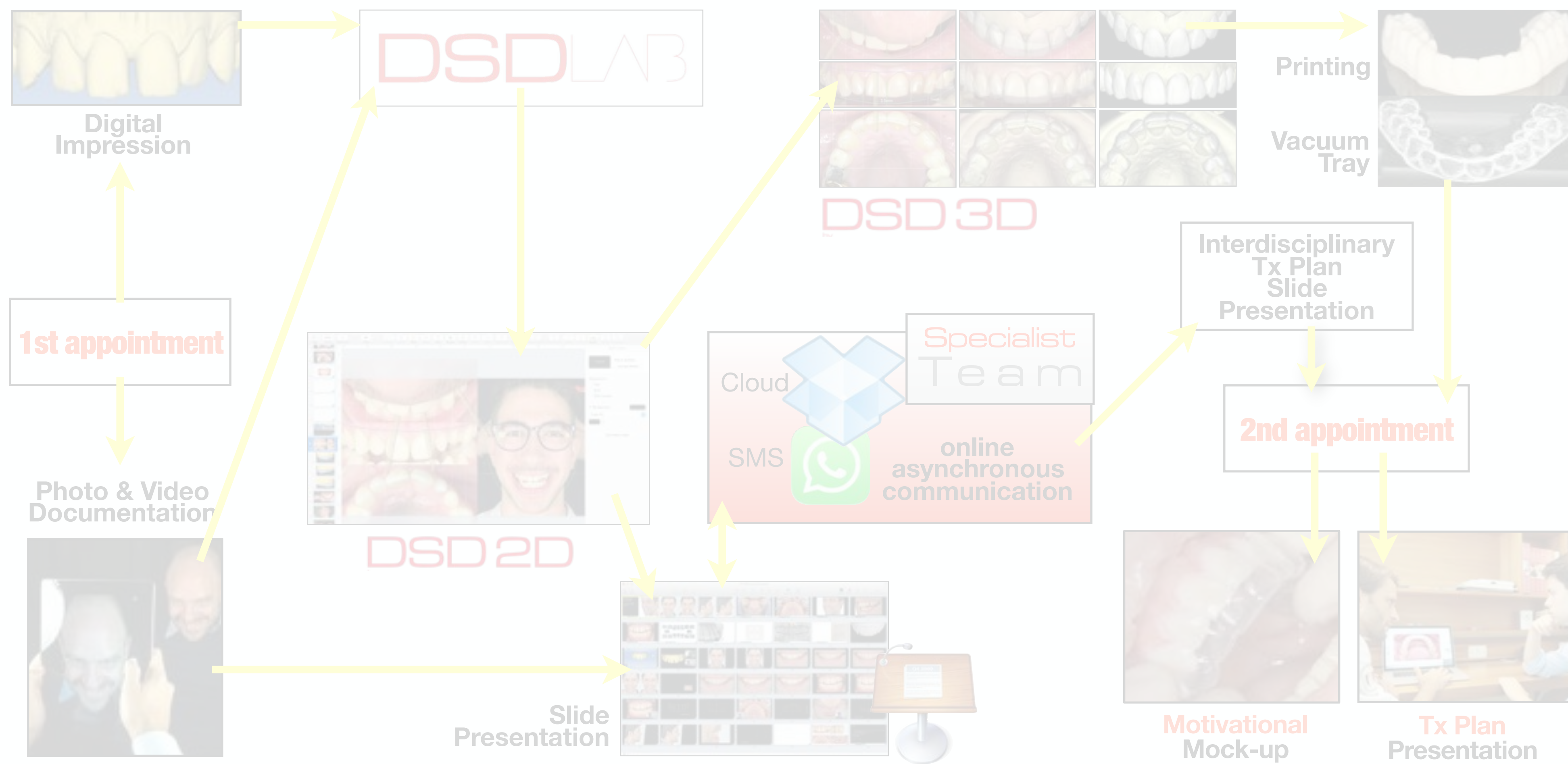












# TIME & COST



1st app = 1h  
Digital chart = 15min  
Documentation = 10min  
2D = 15min  
3D = 20min  
Printing = 1-3h  
2nd app = 1h  
Mock-up = 15min  
SD Presentation = 15min  
TP Presentation = 15min  
F Presentation = 15min



Test Drive strategy  
Investment/Do the math  
Unique experience  
Word of mouth  
Lab Partnership





**OK... I love it**

**but**

**I don't have the time!**







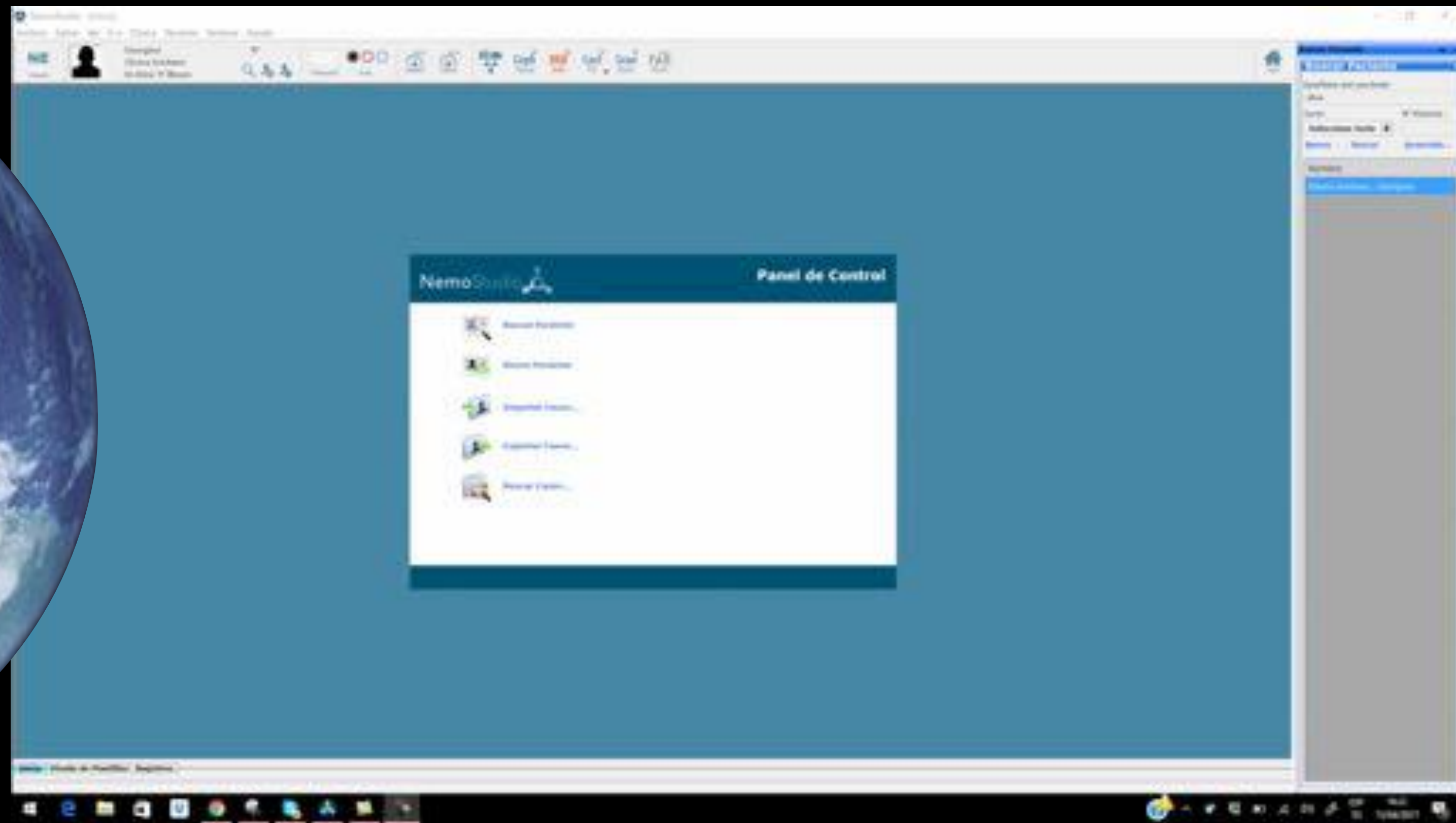


DSD Planning Center Online Tool

Video Tutorial

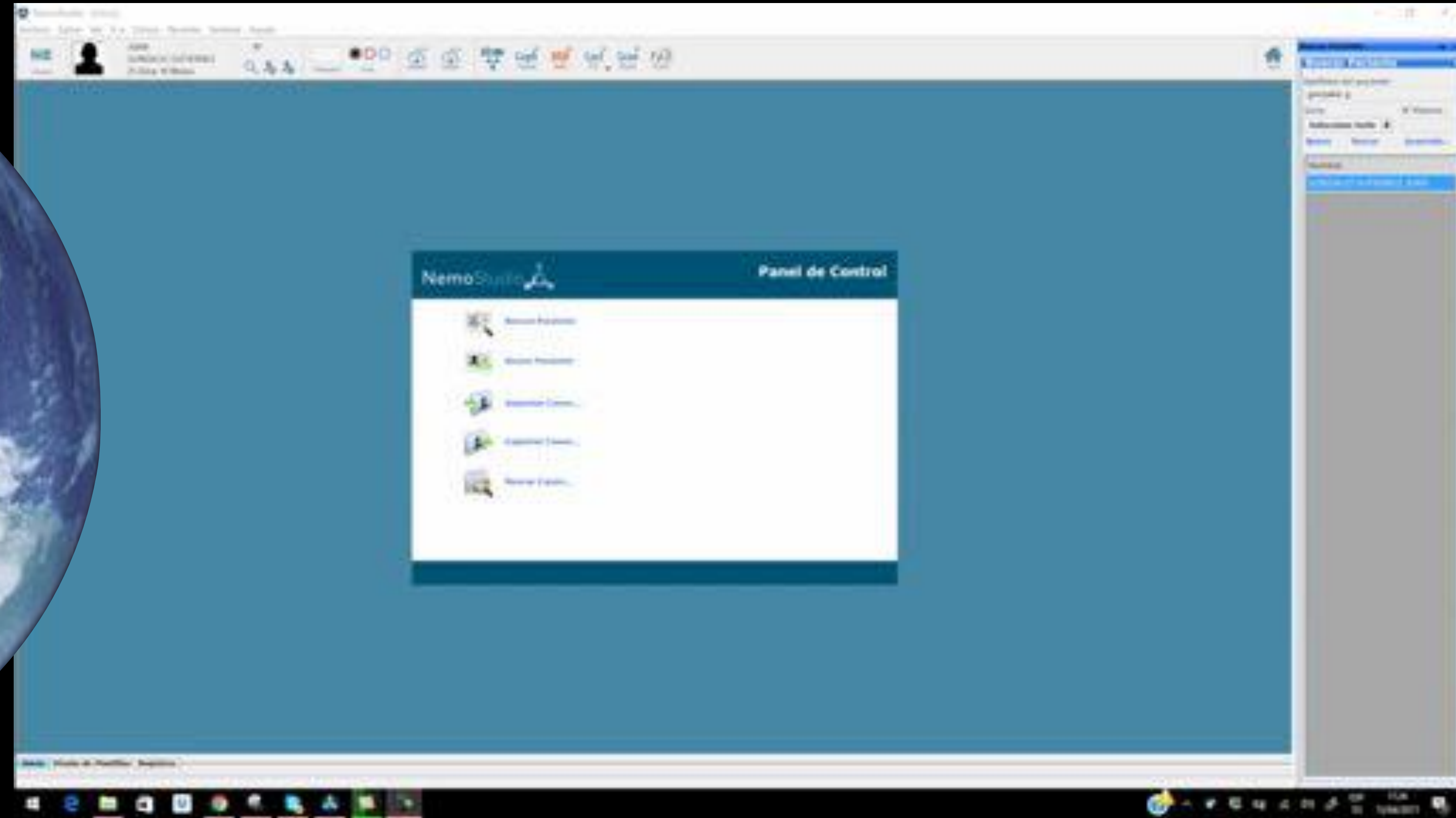
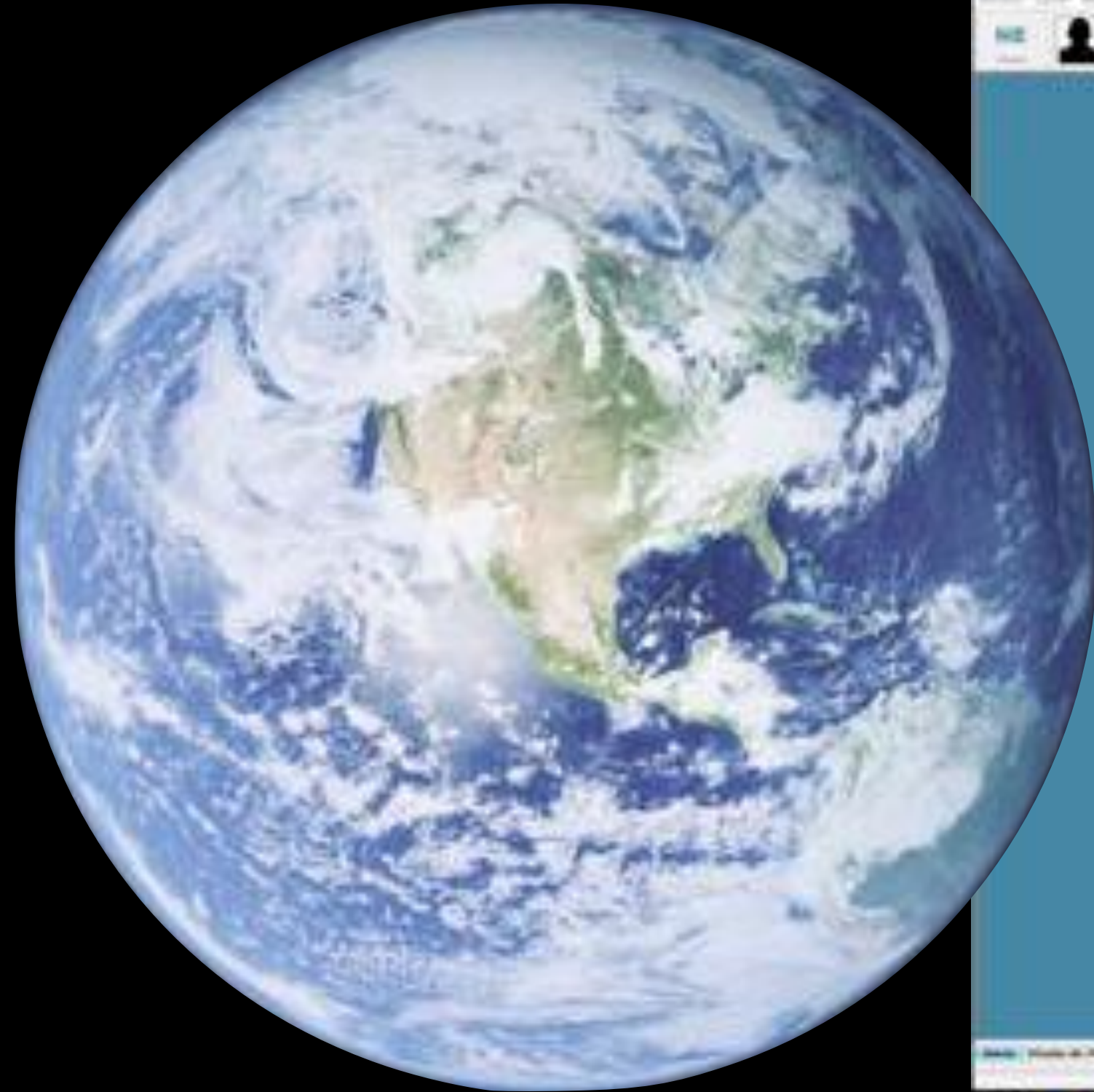
**ONLINE**  
**ASYNCHRONOUS**  
**COMMUNICATION**





**ONLINE**  
**ASYNCHRONOUS**  
**COMMUNICATION**





**ONLINE**  
**ASYNCHRONOUS**  
**COMMUNICATION**



# CREATING AN UNIQUE PATIENT EXPERIENCE

**THE GREEN ZONE**  
Loyalty  
Fan  
Promoter  
Spokesman

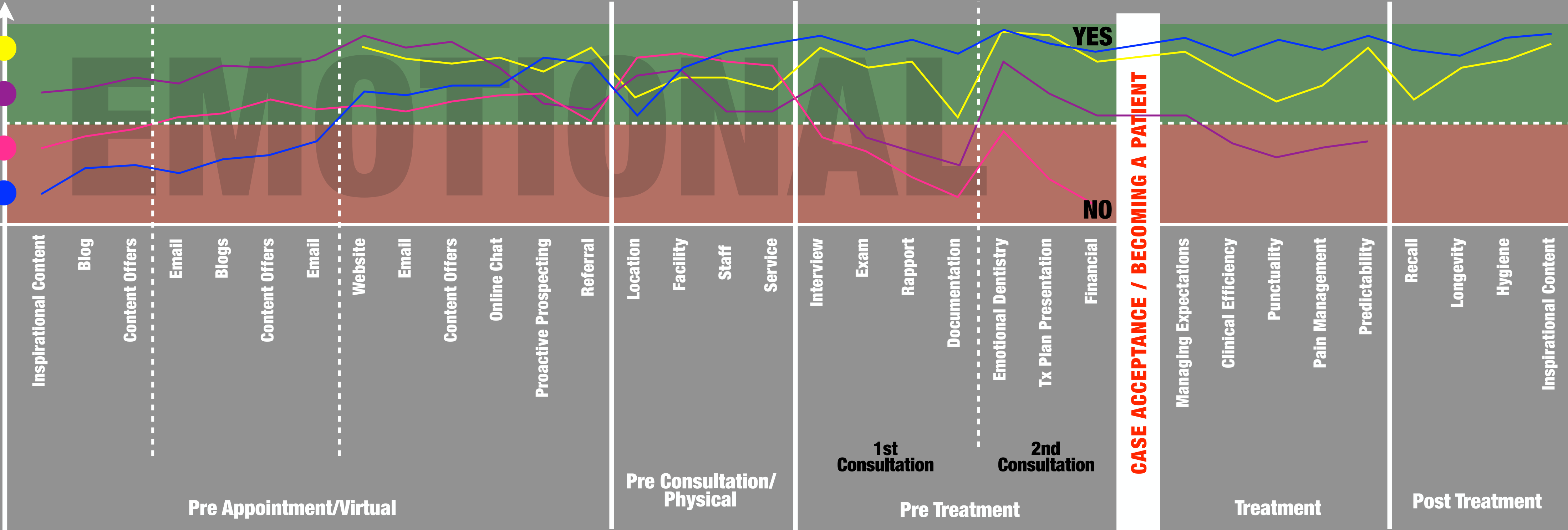
Tipping Point  
Case Complexity

Timeline

YES

NO

CASE ACCEPTANCE / BECOMING A PATIENT



Awareness  
Stage

Consideration  
Stage

Decision  
Stage

Delight

THE EMOTIONAL GAME  
Emotional Dentistry Approach,  
Modern Marketing Strategies  
& Patient Experience

by  
Coachman & Macdonald



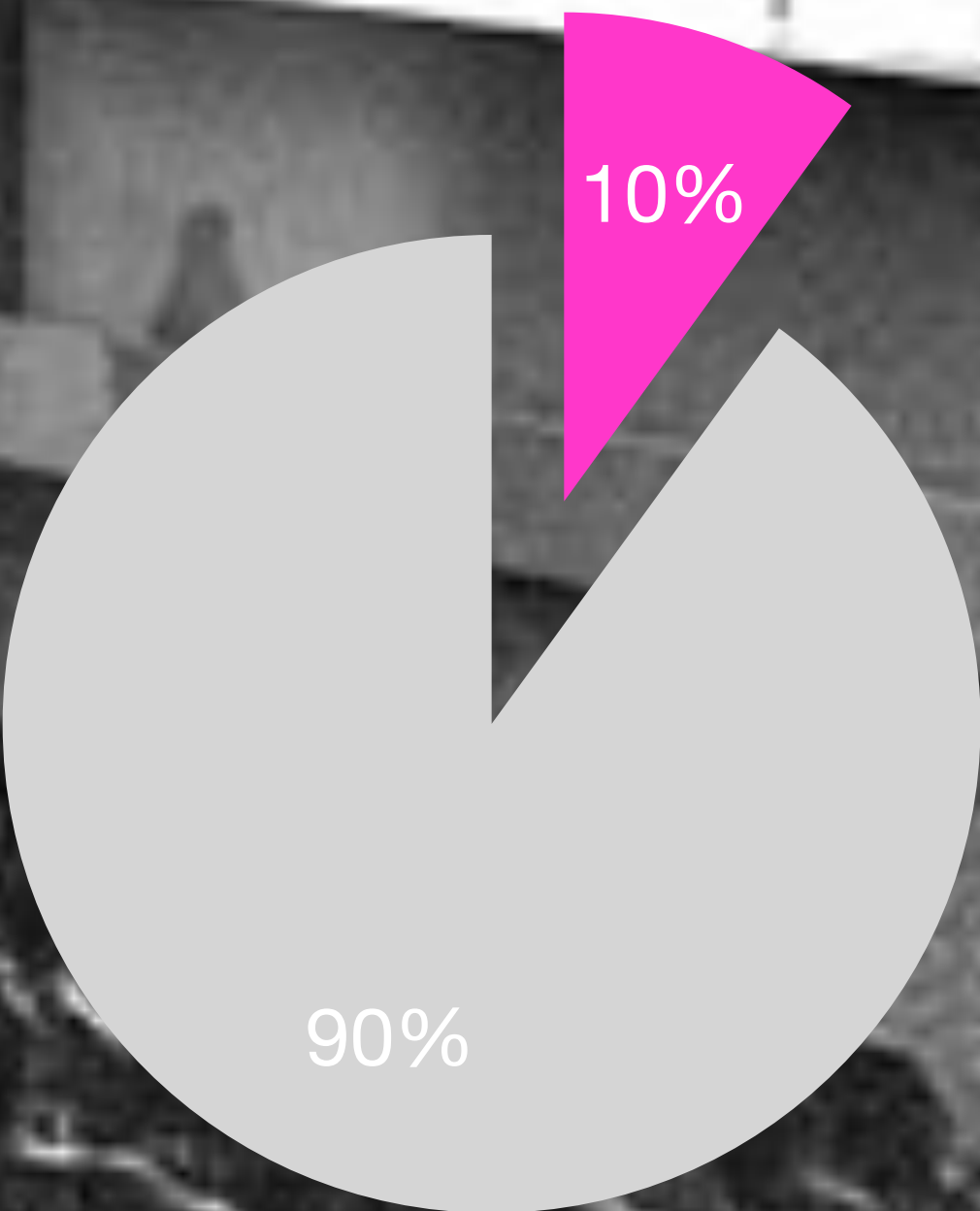
# OK... I love it, but how can I implement it?







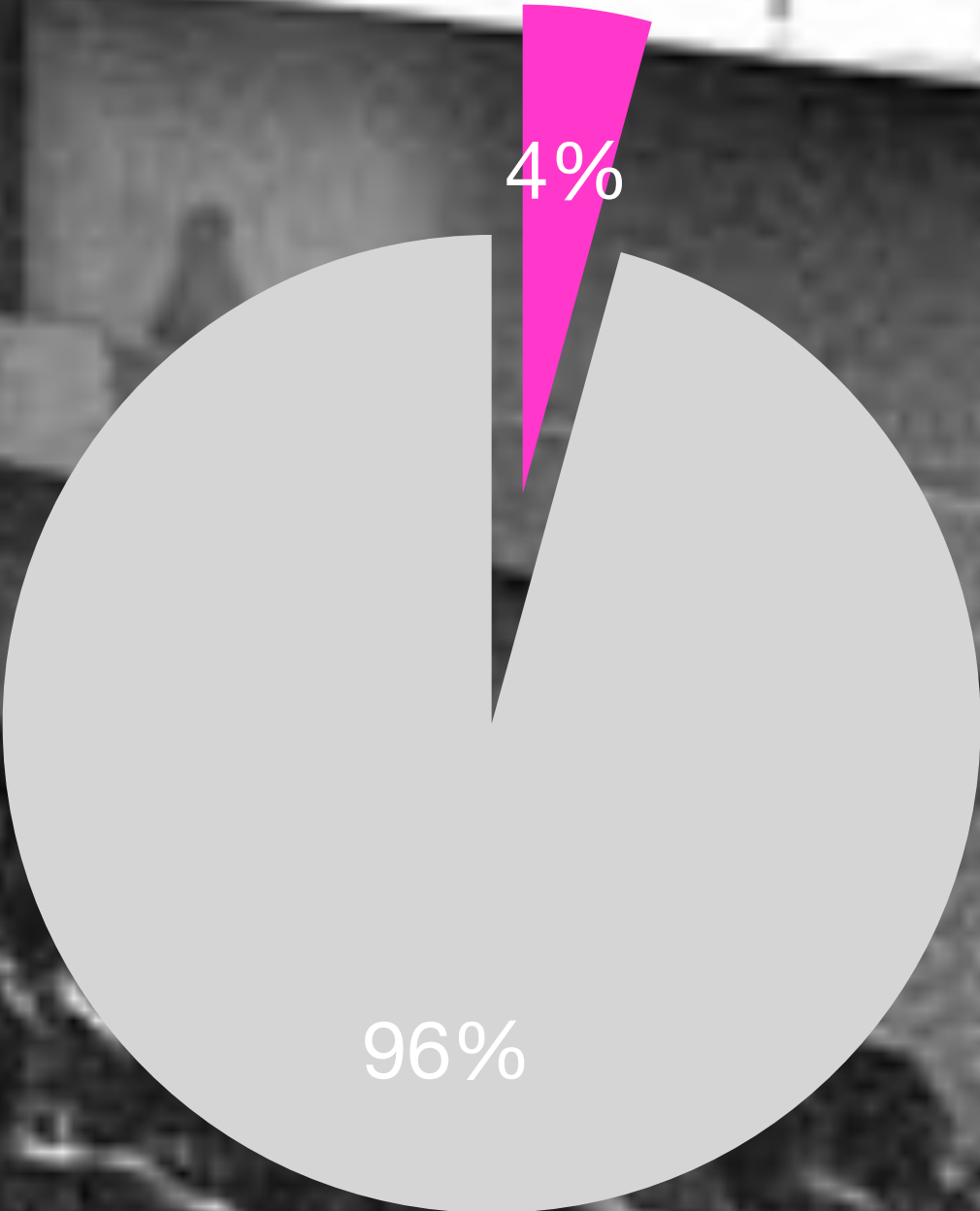




**After 1 month...**

**Doing something about it**



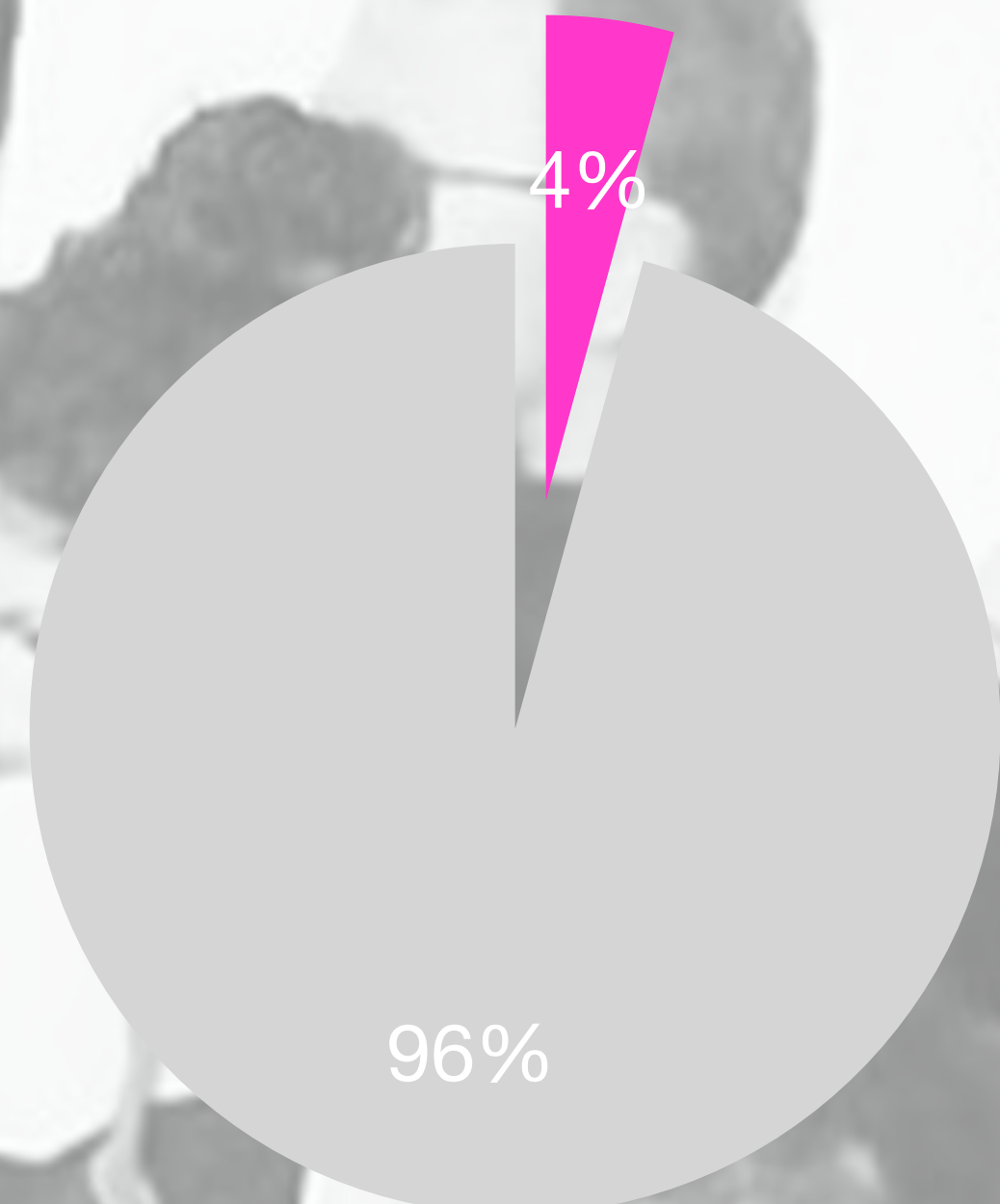


After 6 month...

Doing something about it



# Why?



**Doing  
something  
about it**





marketing . social media . website . communication . infrastructure . facility . equipment . technology . lab . digital workflows

implementing **DSD** day-to-day in your practice requires:



marketing . social media . website . communication . infrastructure . facility . equipment . technology . lab . digital workflows

training

discipline

staff

skills/  
knowhow

investment

time!

implementing **DSD** day-to-day in your practice requires:





DSD is an amazing tool!  
But, for some of us it is like early computers



An amazing tool,  
a steep learning curve!



Steve Jobs said in a press  
conference in 1980

“Computers are an amazing  
tool for solving problems but  
today we put a problem  
between you and your  
problem”





Steve Jobs  
1980







**So how many Dentists actually started using DSD after workshop training?**



# a DSD clinic

DIGITAL SMILE DESIGN



SMILE DESIGN

PLANNING

SIMULATIONS



IMPLEMENTATION

CONSULTANCY

TECHNOLOGIES



MARKETING

SOCIAL MEDIA

BRANDING



PRODUCTION

DEVICES

RESTORATIONS







DSO

1

2

3

4

S

T

E

P

S

10,80

10,90



**Understand  
the Concept**

1

COURSE  
ONLINE  
PUBLICATIONS

2

3

4

10,80

10,90



**Understand  
the Concept**

**1**

COURSE  
ONLINE  
PUBLICATIONS

**Prepare  
the Digital Workflow**

**2**

HARDWARE  
SOFTWARE  
INFRAESTRUCTURE

**3**

**4**



**Understand  
the Concept**

**1**

COURSE  
ONLINE  
PUBLICATIONS

**Prepare  
the Digital Workflow**

**2**

HARDWARE  
SOFTWARE  
INFRAESTRUCTURE

**Motivate  
your Staff**

**3**

EDUCATION  
ENGAGEMENT  
REHERSAL

**4**



**Understand  
the Concept**

**1**

COURSE  
ONLINE  
PUBLICATIONS

**Prepare  
the Digital Workflow**

**2**

HARDWARE  
SOFTWARE  
INFRAESTRUCTURE

**Motivate  
your Staff**

**3**

EDUCATION  
ENGAGEMENT  
REHERSAL

**Partnerships  
Digital Centers**

**4**

TYPE OF LAB  
PARADIGM SHIFT  
PARTNERSHIP

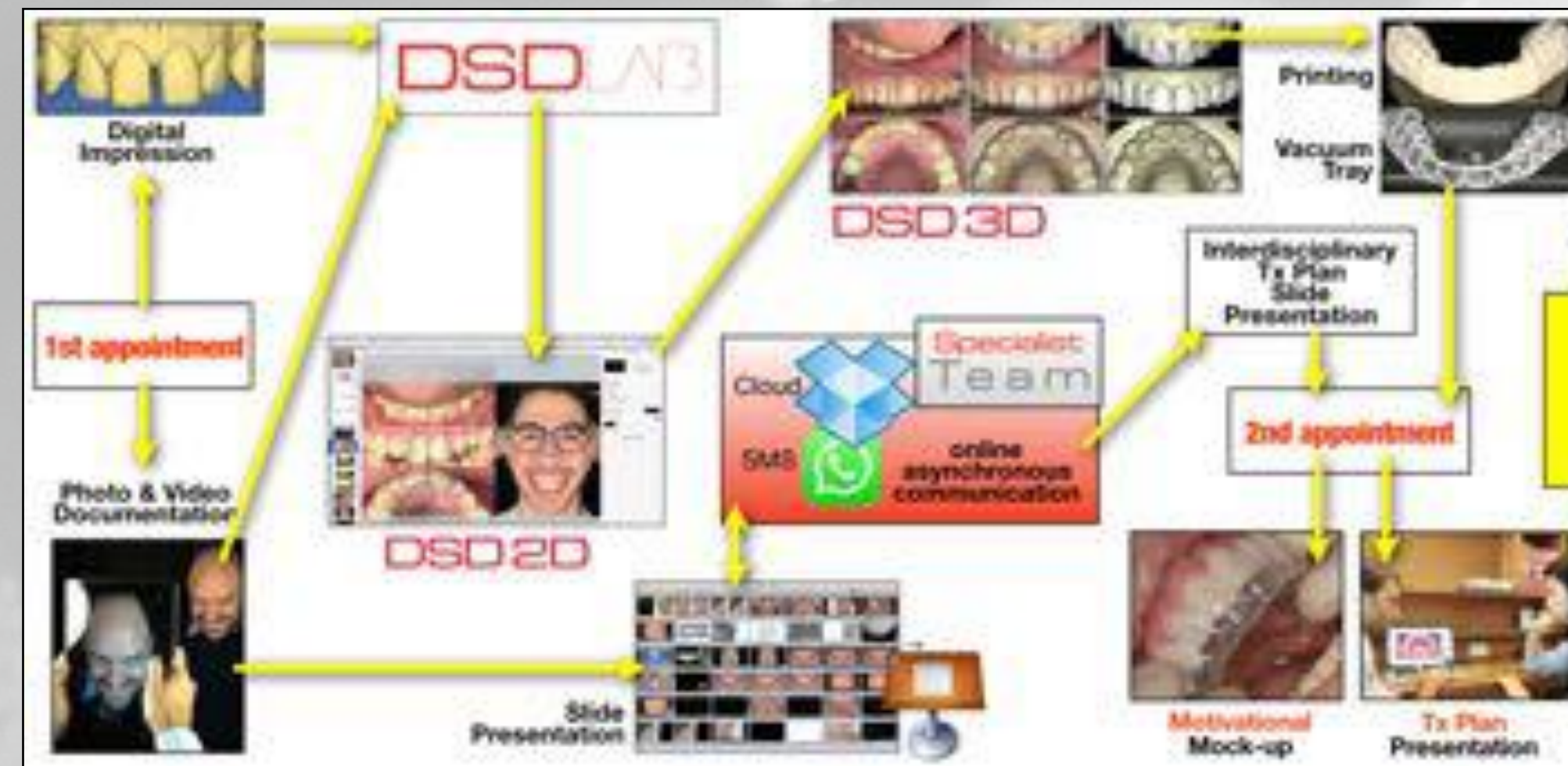


# DSD

Hardware, Software. Knowhow, Maintenance & Updates

Hardware, Software. Knowhow, Maintenance & Updates

PRE CLINICAL



Photo/Video  
Scan Models  
2D project  
3D project  
Team Communication  
Slide Presentation

Ortho Setup Software  
Orthognathic Planning Software  
Guided Surgery  
Perio Planning Software  
CAD/CAM restorative Software  
Scanners  
Milling  
Printing



CLINICAL

design

plan

sell

perform





“Waiting for perfect is never as smart as making progress.”

Seth Godin  
Author and Entrepreneur





“Your income is directly related to  
your philosophy, not the economy.”

Jim Rohn  
Author and Entrepreneur

“There is no security on the Earth,  
there is only opportunity.”

General Douglas MacArthur  
Five-star general and Medal of Honor recipient

10,80

10,90







Understand  
the Concept

1

COURSE  
ONLINE  
PUBLICATIONS





DSD  
COMMUNITY









“The way to get started is to quit talking and start doing.”

Walt Disney



 DSD Clinic  DSD Lab





[ABOUT DSD](#)[ACCREDITATION](#)[MEDIA](#)[PRODUCTS](#)[FIND A DSD SPECIALIST](#)[COURSES](#)[DSD VIRTUAL LAB](#)[MY ACCOUNT](#)



[ABOUT IADS](#)[ACREDITATION](#)[MEDIA](#)[PRODUCTS](#)[FIND A DSD SPECIALIST](#)[COURSES](#)[DSD VIRTUAL LAB](#)[MY ACCOUNT](#)[HOME](#) > [FIND A DSD SPECIALIST](#)

DSD CLINIC



DSD LAB



Search for a DSD Specialist

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DSD CLINIC



DSD LAB



Search for a DSD Specialist





Home

Accreditations

FAQs

Insurance

Find a DDS near you

Locations

Our services



Get started



## Accreditation levels

|  | DDS Standard | DDS Premier | DDS Elite | DDS Elite | DDS International |
|--|--------------|-------------|-----------|-----------|-------------------|
| Access to private Facebook Group       |              |             |           |           |                   |
| Official Certificate                   |              |             |           |           |                   |
| Included in DDS website and global map |              |             |           |           |                   |
| Access to DDS Software                 |              |             |           |           |                   |
| Promoted by DDS on social              |              |             |           |           |                   |



## BENEFITS OF BEING A DSD CLINIC

YEARLY FEE = 5.000€

- a) Use the **DSD Brand** according to the given Brand Book (**Not available** on the Trial Period)
- b) Access to **DSD Marketing** Strategy & Material support (Online & Offline) (**Not available** on the Trial Period)
- c) Promotion through **DSD Website** and **Media** (Online & Offline) (**Not available** on the Trial Period)
- d) **Technology and Software** products and support (**Available** on the Trial Period)
- e) Exclusive deals for **Purchases and Services** (**Available** on the Trial Period)

DSD PRODUCTS = Pay per Case

- a) Exclusive access to the Full **DSD Virtual Lab** Services (**Available** on the Trial Period)

INCREASE ON SALES = 2% - 3% of Total Sales (yearly)

- a) Use of **DSD Protocols**. Depending on the Increase on Sales of the 1<sup>st</sup> year after DSD Clinic Implementation we will request a %:  
0%-20% Sales Increase = 0% Payment (this will be reviewed every year - if the Clinic continuously fails to achieve 20% Increase the Certificate can be revoked)  
20%-30% Sales Increase = 2% Payment (this % will be set for the whole duration of the DSD Clinic Certification)  
30% + Sales Increase = 3% Payment (this % will be set for the whole duration of the DSD Clinic Certification)

\* **EXCLUSIVITY** (to be determined)

## OBLIGATIONS OF BEING A DSD CLINIC

- a) Use the "a DSD clinic" Logo
- b) Fulfill all required payments timely
- c) Facilitate access to sales figures of the clinic and being open to an Audit process if DSD requires it.

DSD MASTER

POTENTIALITY  
CHECK

ACTION PLAN

IMPLEMENTATION

TRIAL PERIOD

DSD CLINIC

## HOW TO BECOME A DSD CLINIC

BECOME A DSD MASTER

- a) Complete 1 of the **DSD Residency Clinical Modules**: "Clinical Over the Shoulder" or "Clinical Hands-on"
- b) Complete **3 full cases** following the **DSD Concept & Protocol**. At least 1 of them using DSD Virtual Lab

BECOME A DSD CLINIC

### 1. Be a DSD Master

#### 2. 2.1 Potentiality Check (1 day) = 0€

The DSD Team will visit the Clinic to check if it's eligible for the DSD Clinic Certification or not

#### 2.2 DSD Consultancy (1 day) = 10.000€ (in advance)

Our team will perform a Diagnosis & Analysis of the Clinic producing an tailored "**Action Plan to become a DSD Clinic**" with all the requirements they should fulfill.

#### 3. DSD Implementation (4 days) = 18.000€ (in advance)

The DSD team will spend 4 days at the Clinic training staff, applying protocols and supporting the Software & Technology implementation.

#### 4. Trial Period & DSD Clinic Certification (6-12 months) = 0€

After the DSD Implementation week the Clinic will start working as a DSD Clinic for a 6-12 month trial period in which all DSD Concepts, Protocols & Technology will be fully integrated. Once this period is over the DSD Team will visit the Clinic again to check the successful implementation and request the revision of any not properly implemented parts of the Action Plan before granting the **DSD Clinic Certificate**.



# DSD Clinic Consultancy Evaluation & Implementation

[illegible][illegible][illegible]



# Creating an Unique Patient Experience

**EMOTIONAL GAME**



# Creating an Unique Patient Experience

MOTIVATI

**EMOTIONAL GAME**

TIMELI



# Creating an Unique Patient Experience

## EMOTIONAL GAME

MOTIVATI

Patient



TIMELI

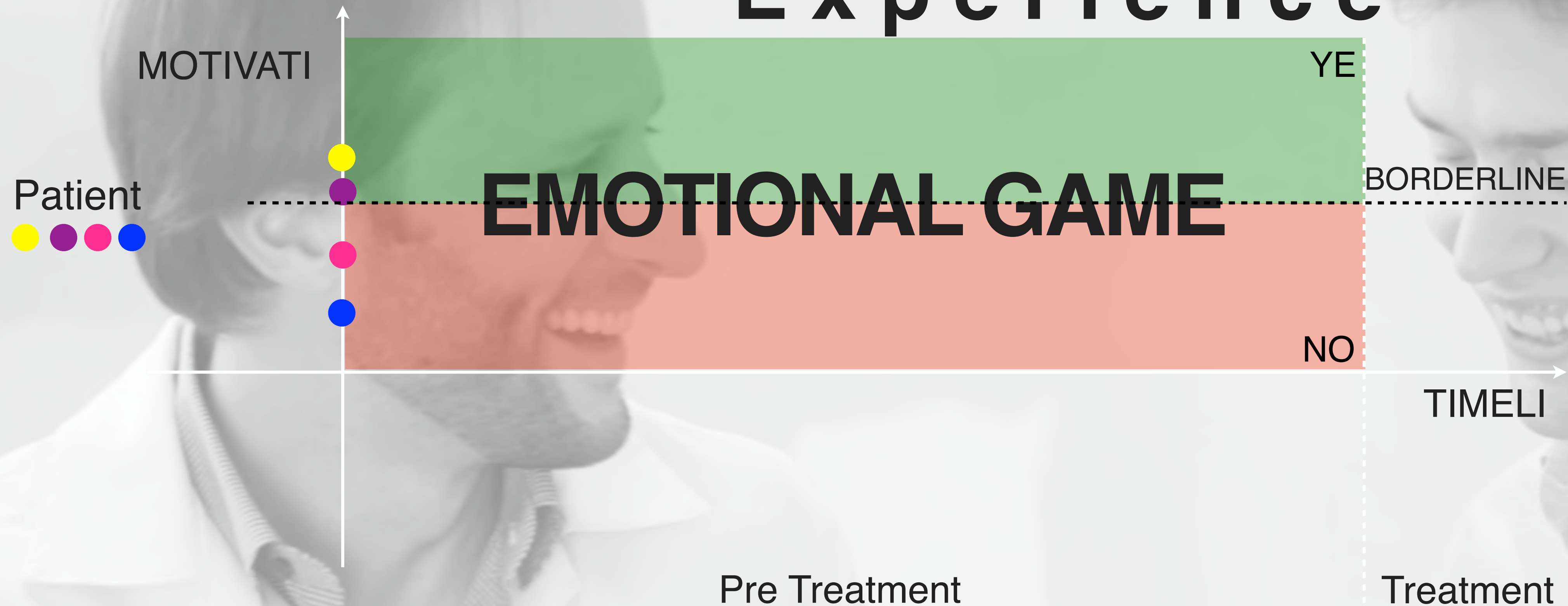
Pre Treatment

Treatment



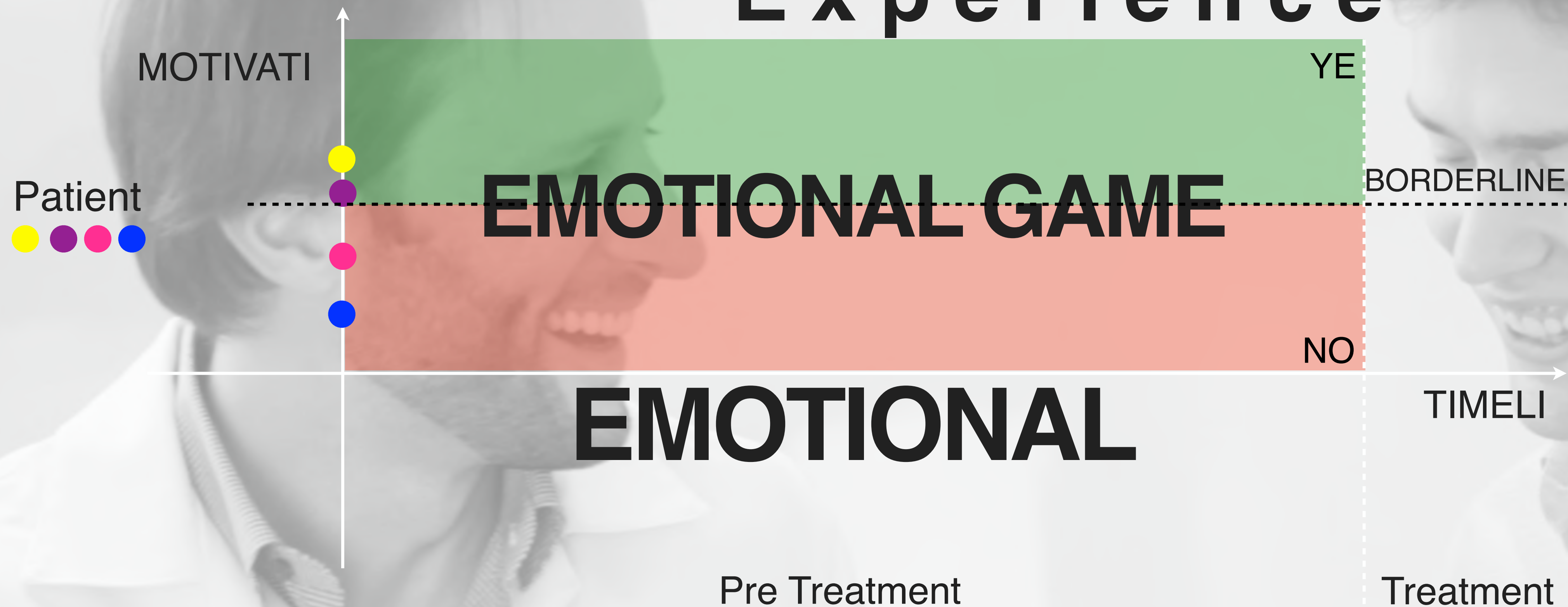
# Creating an Unique Patient Experience

## EMOTIONAL GAME



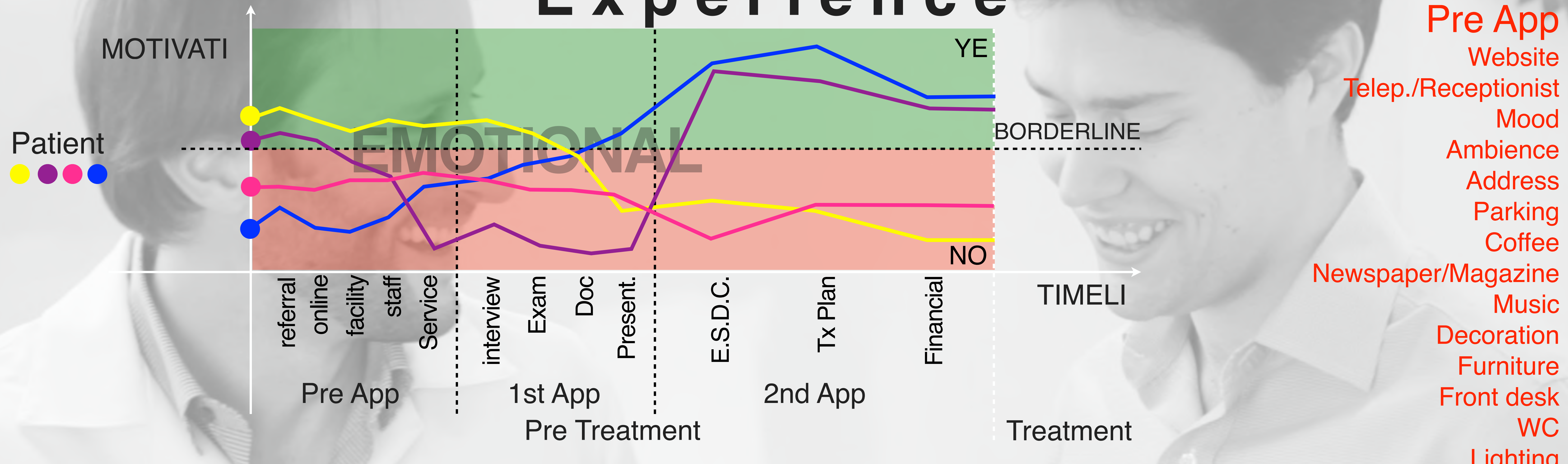


# Creating an Unique Patient Experience



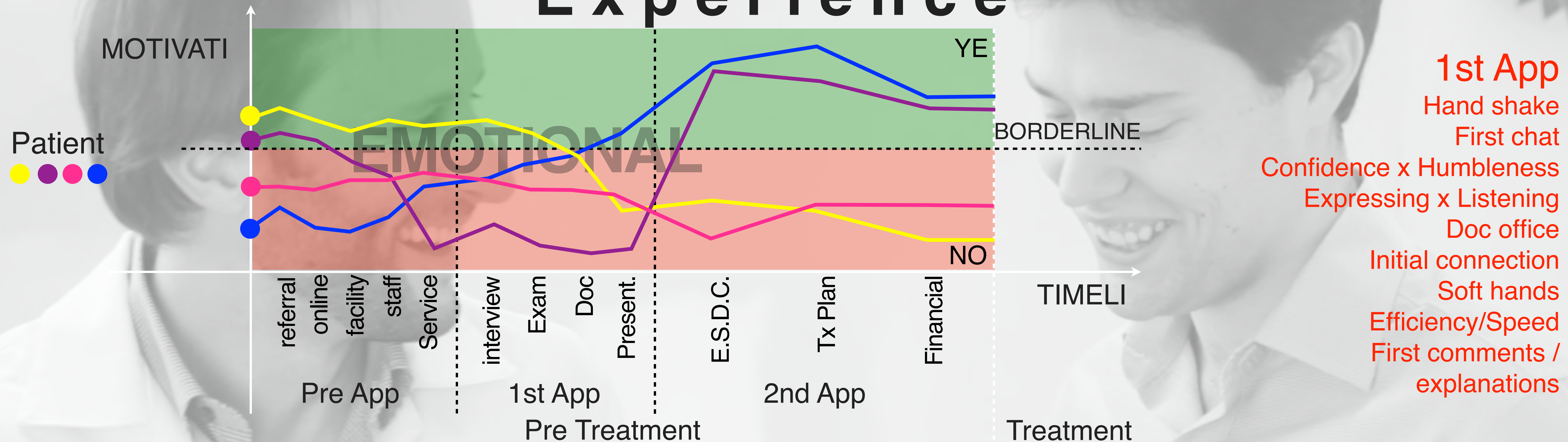


# Creating an Unique Patient Experience



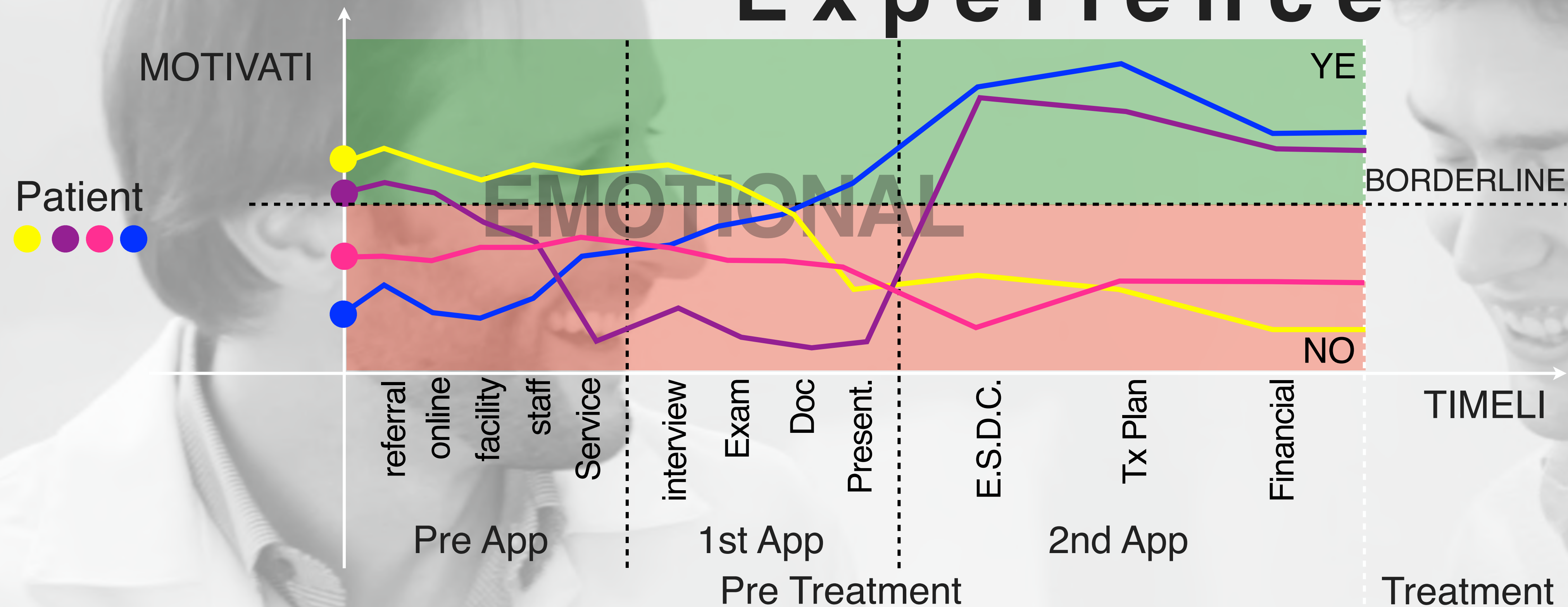


# Creating an Unique Patient Experience





# Creating an Unique Patient Experience



## 2nd App

Mock up precision  
Motivational Presentation  
Emotional Intelligence  
Educational skills  
Prepared staff  
Handy equipment  
Sells experience



## CASE ACCEPTANCE VALUE 2014-2015

↑ 46.1%

■ 2014

■ 2015





## BENEFITS OF BEING A DSD CLINIC

YEARLY FEE = 5.000€

- a) Use the **DSD Brand** according to the given Brand Book (**Not available** on the Trial Period)
- b) Access to **DSD Marketing Strategy & Material** support (Online & Offline) (**Not available** on the Trial Period)
- c) Promotion through **DSD Website** and **Media** (Online & Offline) (**Not available** on the Trial Period)
- d) **Technology and Software** products and support (**Available** on the Trial Period)
- e) Exclusive deals for **Purchases and Services** (**Available** on the Trial Period)

DSD PRODUCTS = Pay per Case

- a) Exclusive access to the Full **DSD Virtual Lab** Services (**Available** on the Trial Period)

INCREASE ON SALES = 2% - 3% of Total Sales (yearly)

- a) Use of **DSD Protocols**. Depending on the Increase on Sales of the 1<sup>st</sup> year after DSD Clinic Implementation we will request a %:  
0%-20% Sales Increase = 0% Payment (this will be reviewed every year - if the Clinic continuously fails to achieve 20% Increase the Certificate can be revoked)  
20%-30% Sales Increase = 2% Payment (this % will be set for the whole duration of the DSD Clinic Certification)  
30% + Sales Increase = 3% Payment (this % will be set for the whole duration of the DSD Clinic Certification)

\* **EXCLUSIVITY** (to be determined)

## OBLIGATIONS OF BEING A DSD CLINIC

- a) Use the "a DSD clinic" Logo
- b) Fulfill all required payments timely
- c) Facilitate access to sales figures of the clinic and being open to an Audit process if DSD requires it.

DSD MASTER

POTENTIALITY  
CHECK

ACTION PLAN

IMPLEMENTATION

TRIAL PERIOD

DSD CLINIC

## HOW TO BECOME A DSD CLINIC

BECOME A DSD MASTER

- a) Complete 1 of the **DSD Residency Clinical Modules**: "Clinical Over the Shoulder" or "Clinical Hands-on"
- b) Complete **3 full cases** following the **DSD Concept & Protocol**. At least 1 of them using DSD Virtual Lab

BECOME A DSD CLINIC

### 1. Be a DSD Master

#### 2. 2.1 Potentiality Check (1 day) = 0€

The DSD Team will visit the Clinic to check if it's eligible for the DSD Clinic Certification or not

#### 2.2 DSD Consultancy (1 day) = 10.000€ (in advance)

Our team will perform a Diagnosis & Analysis of the Clinic producing an tailored "**Action Plan to become a DSD Clinic**" with all the requirements they should fulfill.

#### 3. DSD Implementation (4 days) = 18.000€ (in advance)

The DSD team will spend 4 days at the Clinic training staff, applying protocols and supporting the Software & Technology implementation.

#### 4. Trial Period & DSD Clinic Certification (6-12 months) = 0€

After the DSD Implementation week the Clinic will start working as a DSD Clinic for a 6-12 month trial period in which all DSD Concepts, Protocols & Technology will be fully integrated. Once this period is over the DSD Team will visit the Clinic again to check the successful implementation and request the revision of any not properly implemented parts of the Action Plan before granting the **DSD Clinic Certificate**.



# DSD Clinic Consultancy Evaluation & Implementation

[illegible][illegible][illegible]



DSD  
CLINIC







## **NEW PROFILES OF A MODERN DENTAL CLINIC**

Hygienest & Recal  
Business Manager  
Concierge & Patient Experience  
Treatment Coordinator  
Digital Technician & Virtual Lab  
Marketing & Social Medias  
Valet & Security



**TRANSDISCIPLINARY**

BEYOND SPECIALTIES

**INTERDISCIPLINARY**

INTEGRATED SPECIALTIES

**MULTIDISCIPLINARY**

FRAGMENTED SPECIALTIES

**UNIDISCIPLINARY**

SINGLE SPECIALTY





Technical Dimension  
**INTERDISCIPLINARY**

TREATMENT

+

EXPERIENCE

Human Dimension  
**TRANSDISCIPLINAR**

High Tech

**ORO-FACIAL INTERDISCIPLINARY THERAPY**

Clinical Spirit

**DSD**  
CLINIC

High Touch

**SERVICE**

Care Spirit

High Soul

**INVOLVEMENT**

Team Spirit





# THE PATIENT EXPERIENCE





**DENTCOF**  
DSDClinic  
Timisoara, Romania







**Smylife**  
DSD Clinic  
Madrid, Spain







**Ivan Malagón**  
DSD Clinic  
Madrid, Spain







**Q-Dental**  
DSD Clinic  
Madrid, Spain





**Coachman-Well Clinic**

DSD Clinic

São Paulo, Brasil







john@digitalsmiledesign.com



[ABOUT DSD](#)[ACCREDITATION](#)[MEDIA](#)[PRODUCTS](#)[FIND A DSD SPECIALIST](#)[COURSES](#)[DSD LAB](#)[MY ACCOUNT](#)

## DIGITAL SMILE DESIGN

The Digital Smile Design Concept (DSD) seeks to present to the world a new face of Dentistry, more human, emotional and artistic, but also more efficient and precise through digital technology, further enhancing our noble profession in society, because after all there are not many things in this life that are more important than a healthy, natural, confident and beautiful SMILE.

Main goals of the DSD Concept:

-Improving the Smile Design process and transforming the patient into a co-author of his/her own new smile.



**DSD**  
COURSES

**DSD**

VIRTUAL  
LABS



**DSD**  
SOFTWARE



**DSD**  
ACCREDITATION



Chrome File Edit View History Bookmarks People Window Help

OSD VIRTUAL LAB

dsvirtualab.com

**DSD VIRTUAL LAB**

Creating smiles with Digital Smile Design.

**DSD<sub>2D</sub>**

**ORDER**

The DSD designer team will create a 2D snapshot with the simulation of the patient's before and after situation. We will deliver a preliminary presentation that will become an extraordinary tool in the presentation of the treatment to your patient.

**DSD<sub>3D</sub>**

**ORDER**

Our Planning experts at WISDPA PLANNING Center will create a 3D Virtual Wax-up Model on a STL file that can be used to print a 3D model of the case, based on a 2D smile design project.

**DSD<sub>Mock Up</sub>**

**ORDER**

DSD Mock-up is a complete Digital Smile Design treatment that begins with the 2D Smile Design and delivers a three-dimensional model by transfer the planning directly into the patient's mouth.

**SOFTWARE NEMO DSD<sub>2D</sub>**

**ORDER**

A really easy to use software that enables the Dentist with a few clicks and using a single facial photo to modify teeth and redesign smile making all kinds of orthodontic or aesthetic clinical procedures.

**SOFTWARE NEMO DSD<sub>3D</sub>**

**ORDER**

This revolutionary software allows the Dentist to bring a 2D Digital Smile Design into a 3D environment, working in real time with pictures of the Patient and adjusting every single detail to design the perfect functional and aesthetic smile for each patient.

**SOFTWARE NEMO DSD<sub>Guided Surgery</sub>**

**ORDER**

NemoDSD-Guided Surgery is used by implantologists all around the world to plan their guided surgery procedures with the maximum precision and ensuring the best aesthetic result.

**DSD-CPM** **DSD LAB**

**Search for a DSD Specialist**

Continent:

Country:

City:

DSD Type:

Professional name:

Client name:



VIRTUAL

3

DSD

| TREATMENTS                       | PLANNING | PLANNING<br>+<br>MANUFACTURE |
|----------------------------------|----------|------------------------------|
| DSD 2D                           | 150€     | -                            |
| DSD 3D                           | 200€     | -                            |
| DSD Mock-up                      | -        | 150€                         |
| DSD Pilot Guide                  | 200€     | 300€                         |
| DSD Implant Guide                | 200€     | 300€ + 25€/implant           |
| DSD Pin Guide                    | 50€      | 150€                         |
| DSD Provisional Positioning Tray | -        | 80€                          |

|                                    |              |         |
|------------------------------------|--------------|---------|
| DSD Milled Provisionals            | 40€ u.       | 60€ u.  |
| DSD Full Provisional Over Implants | 300€         | 500€    |
| DSD Custom Abutment                | 60€ u.       | 85€ u.  |
| DSD Restoration                    | 100€ u.      | 150€ u. |
| DSD Ortho                          | Coming Soon! |         |
| DSD Orthognatic                    | Coming Soon! |         |



# WHY DSD VIRTUAL

WB



Online  
Smile Design & Planning  
Center

DSD VIRTUAL  
LAB



**DSD** **LAB**  
CERTIFIED NETWORK

WWW.DIGITALSMILEDESIGN.COM



## ABOUT DSD

## COURSES

DSD VIRTUAL LAB

## COMMUNITY

## PRODUCTS

## MEDIA

**FIND A DSD SPECIALIST**

The logo for DSO VIRTUAL LAB. The letters 'DSO' are in a large, bold, red sans-serif font. To the right of 'DSO', the word 'VIRTUAL' is in a smaller, black, sans-serif font. Below 'VIRTUAL', the word 'LAB' is in a large, red, outlined sans-serif font. The background of the logo is a grayscale image of a person wearing a headset, looking down at a device.





**MOTIVATIONAL  
KIT**

**INTERDISCIPLINARY  
PLAN & DEVICES**

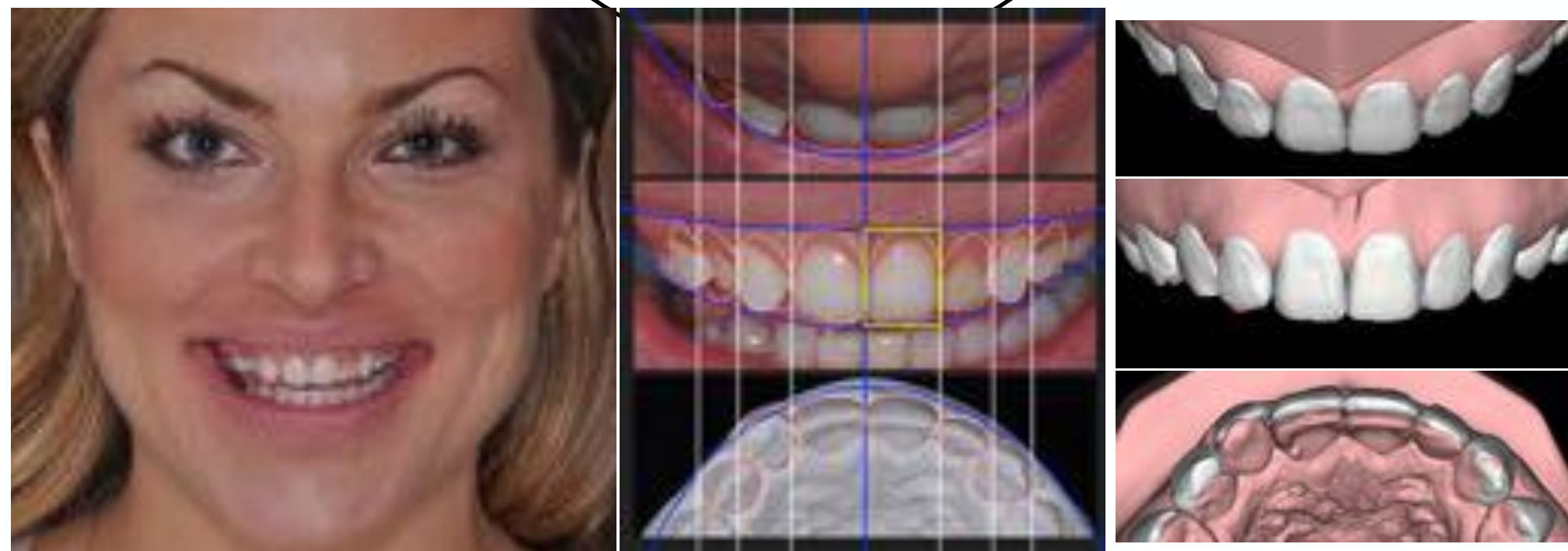
**FINAL  
RESTORATIONS**



**MOTIVATIONAL  
KIT**

**INTERDISCIPLINARY  
PLAN & DEVICES**

**FINAL  
RESTORATIONS**



Facially Driven 3D Smile Design project



**MOTIVATIONAL  
KIT**

**INTERDISCIPLINARY  
PLAN & DEVICES**

**FINAL  
RESTORATIONS**



**MOTIVATIONAL  
MOCK UP**



**TX PLAN  
PRESENTATION**



**MOTIVATIONAL  
KIT**

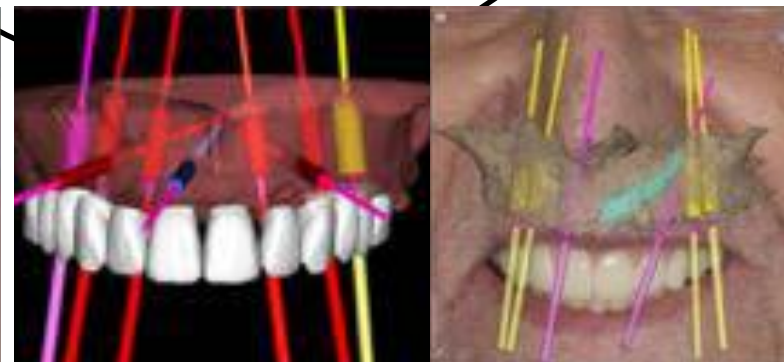


**INTERDISCIPLINARY  
PLAN & DEVICES**

**Perio**  
Crown Lengthening  
Grafting



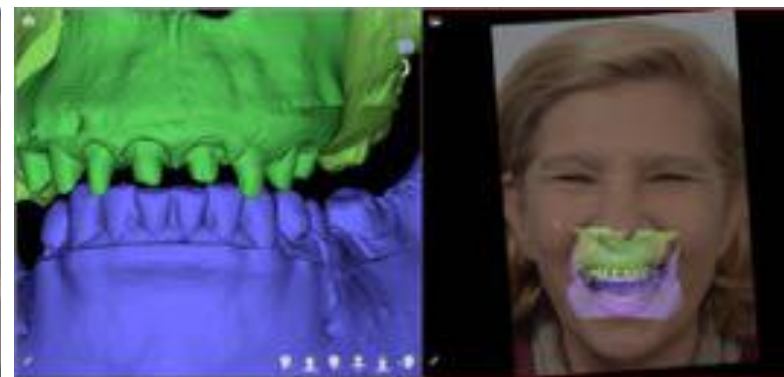
**Implant**  
Guided Surgery



**3D Ortho Softwares**  
Aligners  
Lingual Braces



**CBCT**  
Orthognatic



**FINAL  
RESTORATIONS**



**MOTIVATIONAL  
KIT**

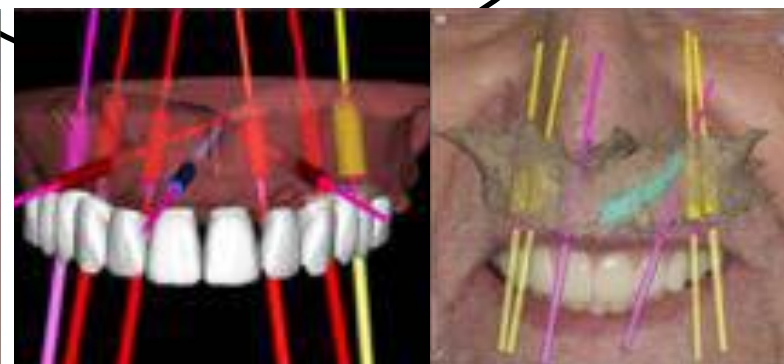


**INTERDISCIPLINARY  
PLAN & DEVICES**

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Crown Lengthening  
Grafting



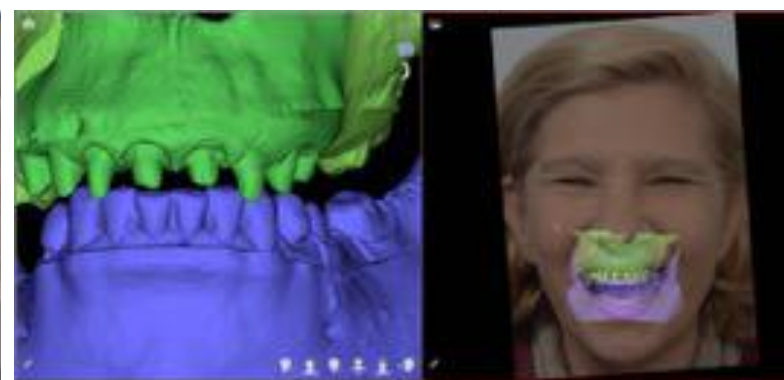
**Implant**  
Guided Surgery



**3D Ortho Softwares**  
Aligners  
Lingual Braces



**CBCT**  
Orthognatic



**FINAL  
RESTORATIONS**

**Design Devices**

Wax-ups

Models

Stents

Guides

Splints

Components

Abutments

Restorations

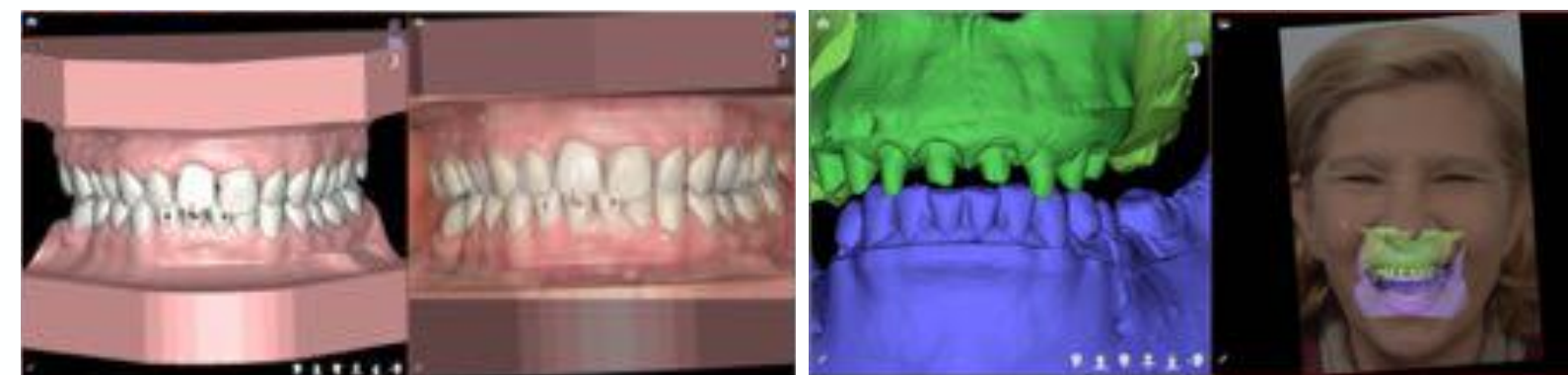
Ortho appliances



## MOTIVATIONAL KIT



## INTERDISCIPLINARY PLAN & DEVICES



## FINAL RESTORATIONS

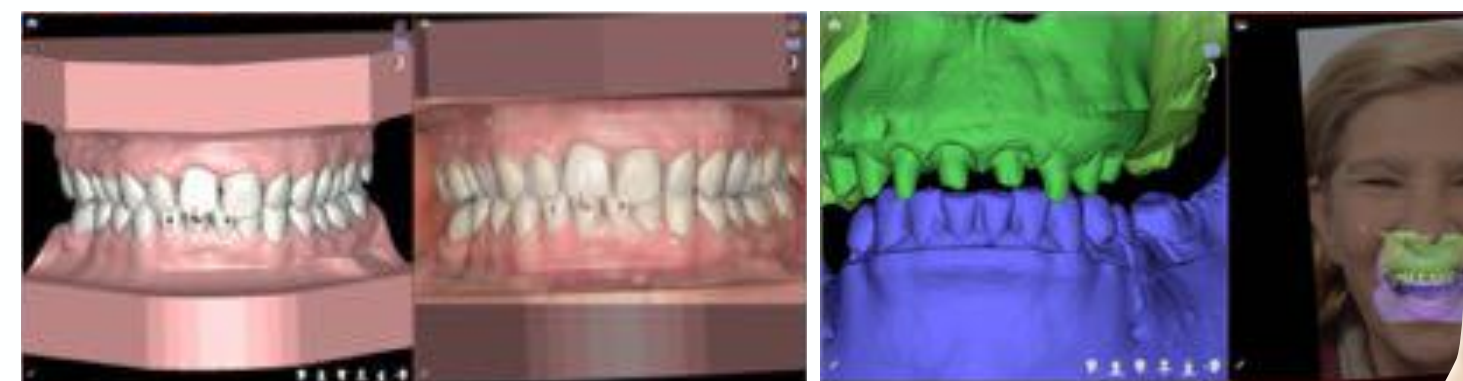




**MOTIVATIONAL  
KIT**



**INTERDISCIPLINARY  
PLAN & DEVICES**



**FINAL  
RESTORATIONS**

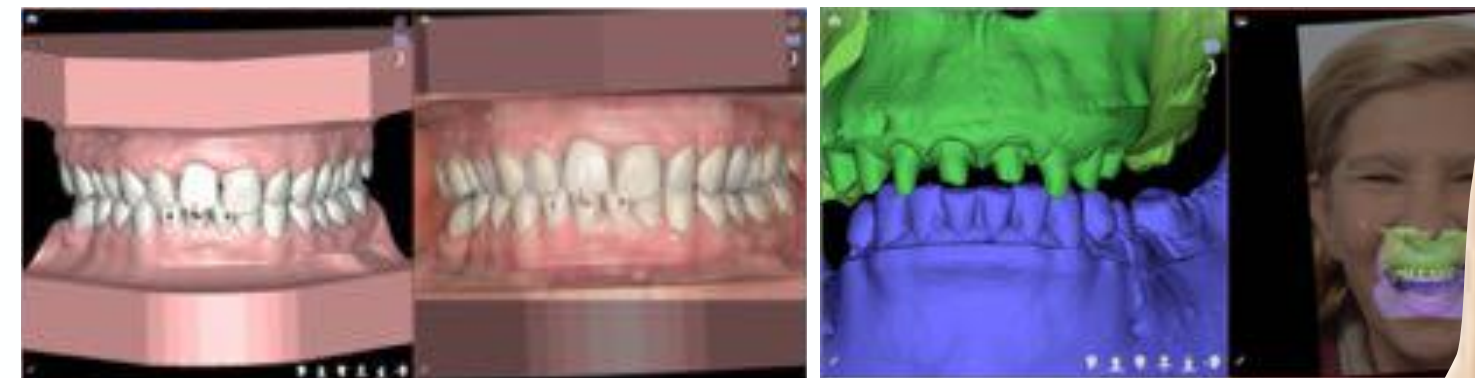




**MOTIVATIONAL  
KIT**



**INTERDISCIPLINARY  
PLAN & DEVICES**



**FINAL  
RESTORATIONS**

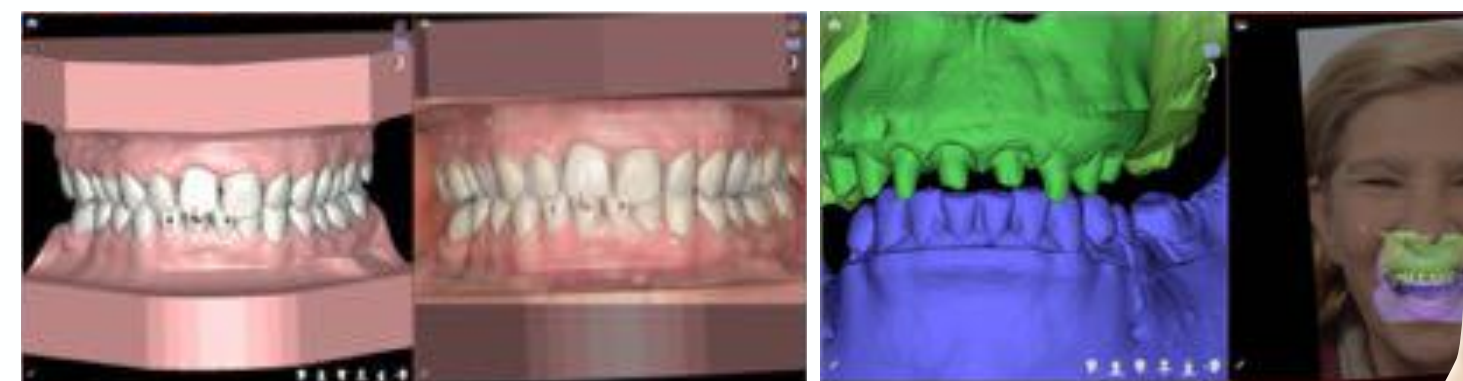




**MOTIVATIONAL  
KIT**



**INTERDISCIPLINARY  
PLAN & DEVICES**



**FINAL  
RESTORATIONS**

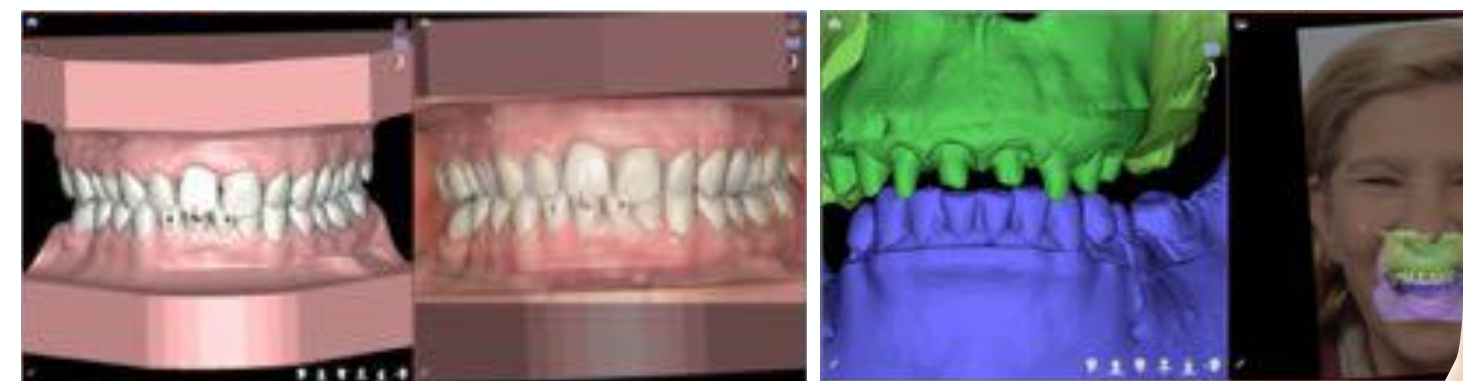




**MOTIVATIONAL  
KIT**



**INTERDISCIPLINARY  
PLAN & DEVICES**



**FINAL  
RESTORATIONS**







**MONOLITHIC  
CAD/CAM  
ANTERIOR  
RESTORATION**

No Wax-up  
No layering







[ABOUT DSD](#)[ACCREDITATION](#)[MEDIA](#)[PRODUCTS](#)[FIND A DSD SPECIALIST](#)[COURSES](#)[DSD LAB](#)[MY ACCOUNT](#)

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**DSD**  
COURSES

**DSD**

VIRTUAL  
LABS



**DSD**  
SOFTWARE



**DSD**  
ACCREDITATION





## DSD Software



Software for the DSD industry



Software for the DSD industry



Software for the DSD industry



Software for the DSD industry





# DSD Advisory Board

## **DSD & Tx Planning**

Dr. Robert Coachman  
[rcalanda@uol.com.br](mailto:rcalanda@uol.com.br)

Dr. Marcelo Catamita  
[mcatalita@uol.com.br](mailto:mcatalita@uol.com.br)

Dr. Gui Cabral  
[gucabral1234@hotmail.com](mailto:gucabral1234@hotmail.com)

## **DSD & Prosthodontics**

Dr. Andrea Ricci  
[andrea@studioconfesso.it](mailto:andrea@studioconfesso.it)

Dr. Alan Sulikowski  
[asulikowski@comcast.net](mailto:asulikowski@comcast.net)

Dr. Tony Rolando  
[tonyrolando@me.com](mailto:tonyrolando@me.com)

## **DSD & Restorative**

Dr. Eduardo Mahn  
[edomahn@gmail.com](mailto:edomahn@gmail.com)

Dr. Christopher Orr  
[christopherorr@me.com](mailto:christopherorr@me.com)

Dr. Victor Clavijo  
[clavijovictor@yahoo.com.br](mailto:clavijovictor@yahoo.com.br)

## **DSD & Implants**

Dr. Francis Coachman  
[francis.coachman@proxa3d.com](mailto:francis.coachman@proxa3d.com)

Dr. Miguel Stanley  
[miguelstanley@whitellendesign.com](mailto:miguelstanley@whitellendesign.com)

## **DSD & All on 4**

Dr. T Russell Young  
[russell@homeodentistry.com.au](mailto:russell@homeodentistry.com.au)

## **DSD & Dentures**

Dr. Rajiv Verma  
[rverma14@gmail.com](mailto:rverma14@gmail.com)

## **DSD & Orthognathic**

Dr. Octavio Cietra  
[ocietra@hotmail.com](mailto:ocietra@hotmail.com)

Dr. Rogerio Zambonato  
[zambonato.rogerio@gmail.com](mailto:zambonato.rogerio@gmail.com)

Dr. Marjies Pilla  
[mc.pilla@uol.com.br](mailto:mc.pilla@uol.com.br)

## **DSD & Endo**

Dr. Simony Katsuka  
[ssimonykatsuka@uol.br](mailto:ssimonykatsuka@uol.br)

## **DSD & Ortho**

Dr. Ivan Barbur  
[drbarbur@yahoo.com](mailto:drbarbur@yahoo.com)

## **DSD & Lingual Ortho**

Dr. Graça Guimarães  
[gracaguimaraes@me.com](mailto:gracaguimaraes@me.com)

## **DSD & Ortho Aligners**

Dr. Ivan Matagon  
[drivanmatagon@gmail.com](mailto:drivanmatagon@gmail.com)

Dr. Luciano Wagner  
[luciano.wagner@yahoo.com.br](mailto:luciano.wagner@yahoo.com.br)

Dr. Renato Mursa  
[renato.mursa@globe.com](mailto:renato.mursa@globe.com)

## **DSD & Perio Plastic**

Dr. Gustavo Giordani  
[drbarbur@yahoo.com](mailto:drbarbur@yahoo.com)

## **DSD & Function**

Dr. Javier Katsques  
[javierkatsques@uol.com](mailto:javierkatsques@uol.com)

Dr. Cyril Gaillard  
[cyril.gaillard@gmail.com](mailto:cyril.gaillard@gmail.com)

## **DSD & CAD/CAM**

Dr. Paulo Kano  
[pkano@hotmail.com](mailto:pkano@hotmail.com)

Dr. Josef Kunkela  
[kunkela@dentapoint.cz](mailto:kunkela@dentapoint.cz)

Dr. Alejandro Pineda  
[apineda@drivaweb@hotmail.com](mailto:apineda@drivaweb@hotmail.com)

## **DSD & Ceramics**

Dr. Adriano Schayder  
[adriano.schayder@hotmail.com](mailto:adriano.schayder@hotmail.com)

Dr. Edson Silva  
[edson@esopremiumsb.com.br](mailto:edson@esopremiumsb.com.br)

## **DSD & Technology**

Mr. George Cabanas  
[gcabanas@hemofec.org](mailto:gcabanas@hemofec.org)

Dr. Marius Hack  
[marius@hackdentists.com](mailto:marius@hackdentists.com)

## **DSD & Botulinum toxin**

Dr. Luciane Kneul  
[luciane@kneulclinic.com.br](mailto:luciane@kneulclinic.com.br)

## **DSD Photo & Video**

Dr. Florin Cofar  
[florin.cofar@dentocof.ro](mailto:florin.cofar@dentocof.ro)

Mr. Mihal Simoniia  
[mihal.simoniia@yahoo.com](mailto:mihal.simoniia@yahoo.com)

## **DSD & Social Media**

Dr. Victor Sanchez  
[vhsanchez@hotmail.com](mailto:vhsanchez@hotmail.com)

## **DSD & Management**

Dr. Gerry Rogers  
[gerryrogers@yahoo.com.au](mailto:gerryrogers@yahoo.com.au)

## **DSD & Research**

Dr. Nelson Silva  
[nlsilva@me.com](mailto:nlsilva@me.com)

Dr. Newton Sousa  
[nsousa@uol.br](mailto:nsousa@uol.br)

## **DSD Publications**

Mr. Christian Haase  
[c.haase@quintessenz.de](mailto:c.haase@quintessenz.de)





**Facebook**



# Christian Coachman



# DSD World Tour 2015



# Digital Smile Design



# DSD Team





# DSD Team





# DSD Team

Facebook sidebar menu with DSD-related items:

- DSD World Tour 2015**  
Education  
4,200 members
- DSD Team - Certified Members**  
Closed Group  
4,000 members
- DSD Brazil**  
multimedia  
100 members
- DSD World Tour 2015 - Buenos Aires, Argentina**  
Event  
August 14 at 8:00am to 8:00pm
- DSD World Tour 2015 - Berlin, Germany**  
Event  
November 20 at 9:00am to 10:00pm
- DSD World Tour 2015 - New York, USA**  
Event  
October 14 at 8:00am to 10:00pm
- DSD World Tour 2015 - London, UK**  
Event

Facebook profile page for Christian Coachman, showing a cover photo of a person in a blue shirt and a profile picture.

Detailed view of the 'DSD Team - Certified Members' Facebook group page.

**Group Info:** 4,000 members, 100 members online.

**Recent Posts:**

- Alexandre Pinheiro** (March 18 at 9:00pm - 10 minutes ago): 4,000 Members! Thank you!! We are a BIG family 🙌🏻
- Stefan Lohrer** (10 mins): Hi everybody Can anyone help me to find any related SKYN DSD course in Europe this year? The only one I can see in official schedule is in Brazil which is too far away if there is no such official course may be there is an accredited clinic or sp which can help me with that Thank You
- Alberto Rodriguez Sanchez** (10 mins ago): I am on the "DSD & SKYN Course"

**Group Info:** What is this group about? DSD. What is this group about? DSD.

**Recent Posts:** 10 posts.

**Group Info:** What is this group about? DSD. What is this group about? DSD.



# Christian Coachman





# Christian Coachman





# Christian Coachman

DSO | Find a DSD Specialist | EXPLORE DSD LAB | Christian Coachman

www.christiancoachman.com

Christian Coachman

Page Messages Notifications Insights Posts

SMILE DESIGN  
UNIFICATION

Christian Coachman  
Dentist

Create Call to Action Share

Timeline About Tickets Photos More

PEOPLE

★★★★★  
23,319 likes  
7 videos

Promote Your Page  
Connect with more of the people who matter to you  
Promote Page

ABOUT

Dentist, Generalist and International lecturer. Developed the Pink Hybrid Technique and the Digital Smile Design Concept.

http://www.digitalsmiledesign.com/ Promote

APPS

Status Photo/Video Other, Event

What have you been up to?

Christian Coachman  
Posted by video 11:14 14 min ago

It's Day 3 of the DSD World Tour 2015's latest stop in Istanbul! Here's what we'll be covering for our final day in this beautiful city: <http://bit.ly/1HwA8UJ>



Web Clinic Online | DSD | Find a DSD Specialist | EXPLORE DSD LAB | Christian Coachman

https://www.facebook.com/christiancoachman/photos\_stream/?tab=photos\_albums

Christian Coachman

Page Messages Notifications Insights Posts Settings Help

Interviews on 20 Smartest Segments

Interview for the American Acad...

November-December 2012 W...

Digital Dental Photography

One more article by our team!

Dental meetings and courses...

THIS WEEK

148 Page Likes

4,500 Post Reach

UNREAD

26 Notifications

16 Messages

See Your Ad Here

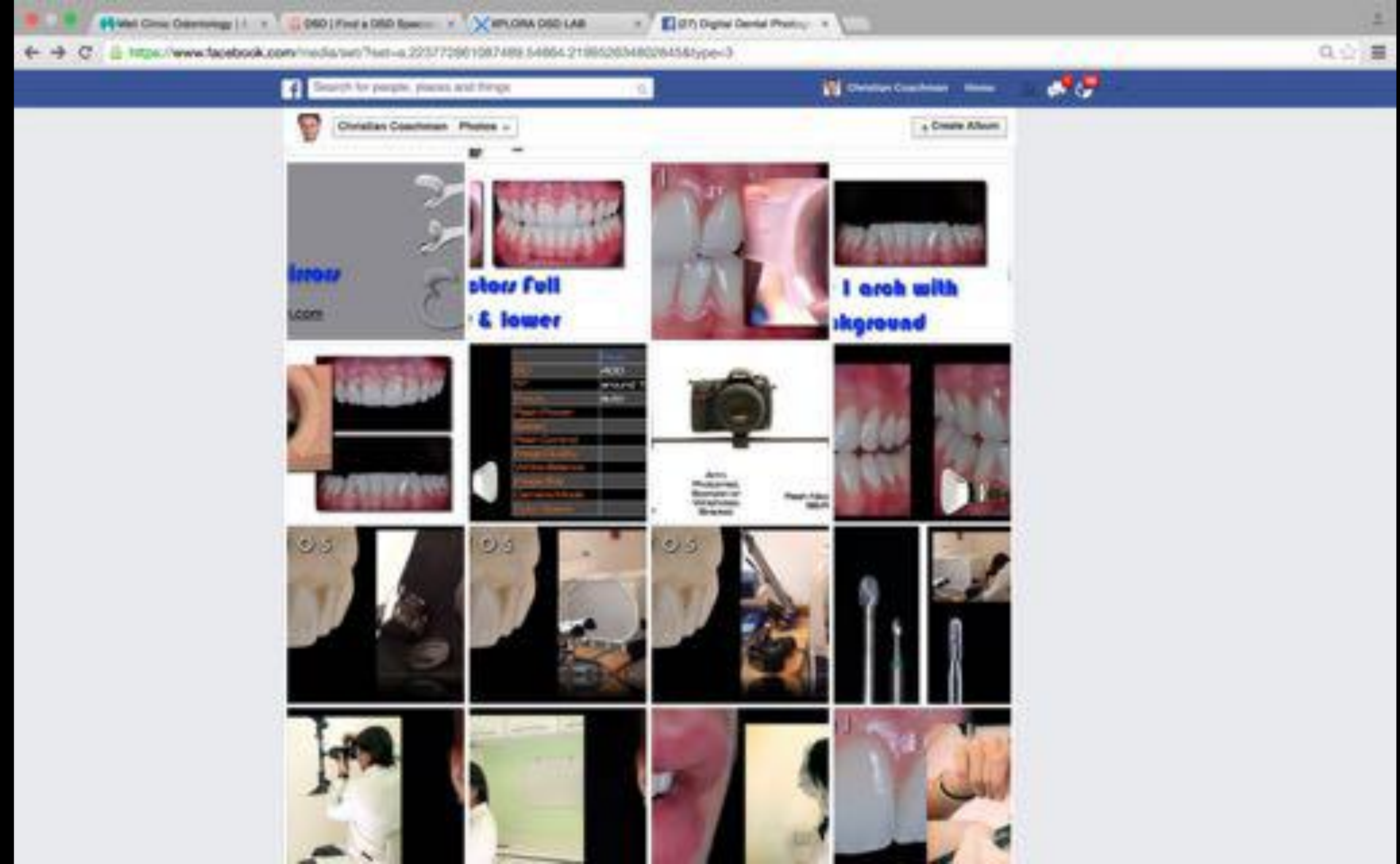
Christian Coachman  
Dentist, Generalist and International lecturer. Developed the Pink Hybrid Technique and Re...

Like Page 23,319  
Create Call to Action

Promote Page



# Christian Coachman





# Christian Coachman







**Instagram**



CHRIS COACHMAN



LIVIO YOSHINAGA



DIGITAL SMILE DESIGN



Instagram



●●●●● Turkcell 1:00 PM 66% 🔋

**CHRISCOACHMAN** ⚙️

 **1032** posts **7938** followers **265** following

Edit Your Profile

**chriskoachman**  
Owner of Well Clinic Odontologia.  
International lecturer and developer of the  
DSD Concept. [www.wellclinic.com](http://www.wellclinic.com)  
[www.digitalsmiledesign.com](http://www.digitalsmiledesign.com)

Grid of 8 photos showing various dental and lifestyle images.

Home Search Post Activity Profile

 **chriskoachman**  
Coachman Lab 9w


 

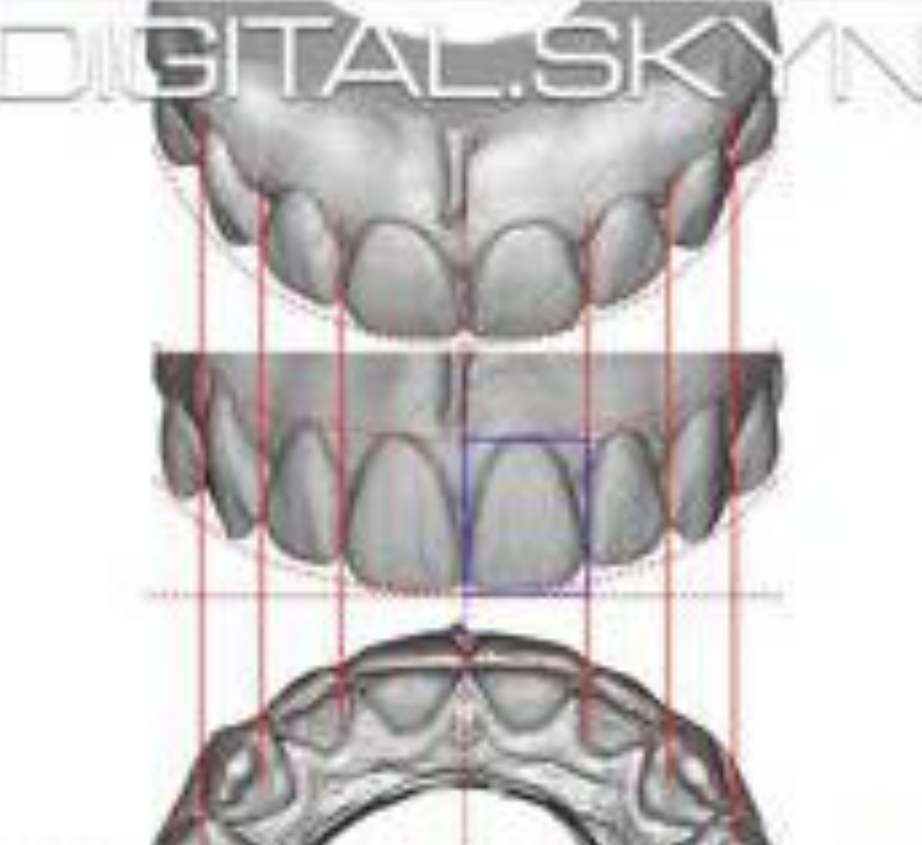
**PINK ABT** ceramics **COACHMAN**



524 likes

**chriskoachman** Pink meets single central. Double challenge to match natural crown and gingiva. The Pink Abutment was the solution due to buccal screw access.

 **chriskoachman**  
DSD Headquarters 4w



**DSD LAB** POWERED BY **XPLORA** PLANNING CENTER

258 likes

**chriskoachman** Sometimes we are so involved in what we do that we forget the big picture: we are making history in Dentistry!!! Nobody never ever did what we

 **chriskoachman**  
DSD Headquarters 3w

check the new **DSD Lab Series** in Istanbul

8 Steps

- 1. New technology
- 2. Photo from patient
- 3. 3D model
- 4. 3D Digital design
- 5. 3D Digital design
- 6. 3D Digital design
- 7. 3D Digital design
- 8. 3D Digital design

March 27-29 **DSD 2015** WORLDWIDE

[digitalsmiledesign.com](http://digitalsmiledesign.com)

128 likes

**chriskoachman** So happy to go back to Istanbul. One of the most exciting cities in the world in my opinion! #dsd #dsdworldtour #digitaldentistry

 **chriskoachman**  
DSD Headquarters 13w



**DSD** Digital Smile Design  
**Humble Brush**

161 likes

**chriskoachman** Coming up in 2015!!! DSD Humble Brush. Special project in partnership with @noelabdayem. Tooth brush 100% recyclable! the box is made



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## DIGITAL SMILE DESIGN

The Digital Smile Design Concept (DSD) seeks to present to the world a new face of Dentistry, more human, emotional and artistic, but also more efficient and precise through digital technology, further enhancing our noble profession in society, because after all there are not many things in this life that are more important than a healthy, natural, confident and beautiful SMILE.

Main goals of the DSD Concept:

-Improving the Smile Design process and transforming the patient into a co-author of his/her own new smile.



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