



---

# ONLINE COURSE

---

## **COURSE 1 - DSD CONCEPT**

### New Trends of Modern Dentistry

What brought us successfully till now will not necessarily maintain us successful in the near future. Understanding the new trends and preparing a strategy to succeed. How the DSD ideas may help on this transition.

#### **Goals:**

- Understand the DSD Concept and new trends of Dentistry.
- Exercise the 1st appointment dynamics - performing and managing digital patient documentation
- Improving efficiency through digital processes

## **COURSE 2 - DESIGN**

### OroFacial Analysis & Smile Design

A modern perspective of the face and smile. Improving the aesthetic diagnosis and facially driven design process through technology. Using the DSDapp to design smiles in harmony with faces in a simple intuitive way.

#### **Goals:**

- Becoming a modern Smile Designer.
- Exercise, step by step, the facially driven smile design process.

## **COURSE 3 - PLAN**

### Digital Dentistry & Treatment Planning

How to empower the most challenging part of dentistry, interdisciplinary treatment planning, with technology, cloud dentistry, asynchronous communication and the DSD Planning Center.

#### **Goals:**

- Delivering better interdisciplinary plans by improving digital team communication and collaborating with the DSD Planning Center

## **COURSE 4 - PRESENT**

### Client Journey & Modern Marketing

Changed the perception of Dentistry towards the general public, becoming a storyteller to create perceived value and increase case acceptance with Emotional Dentistry. Understand modern digital marketing to generate intake of new patients beyond word of mouth.

#### **Goals:**

- Becoming a better communicator and creating a unique experience for the patient. Understand how to use the DSD Storylines to differentiate yourself.

## **COURSE 5 - PERFORM**

### Digital Solution for Clinical Guided Procedures

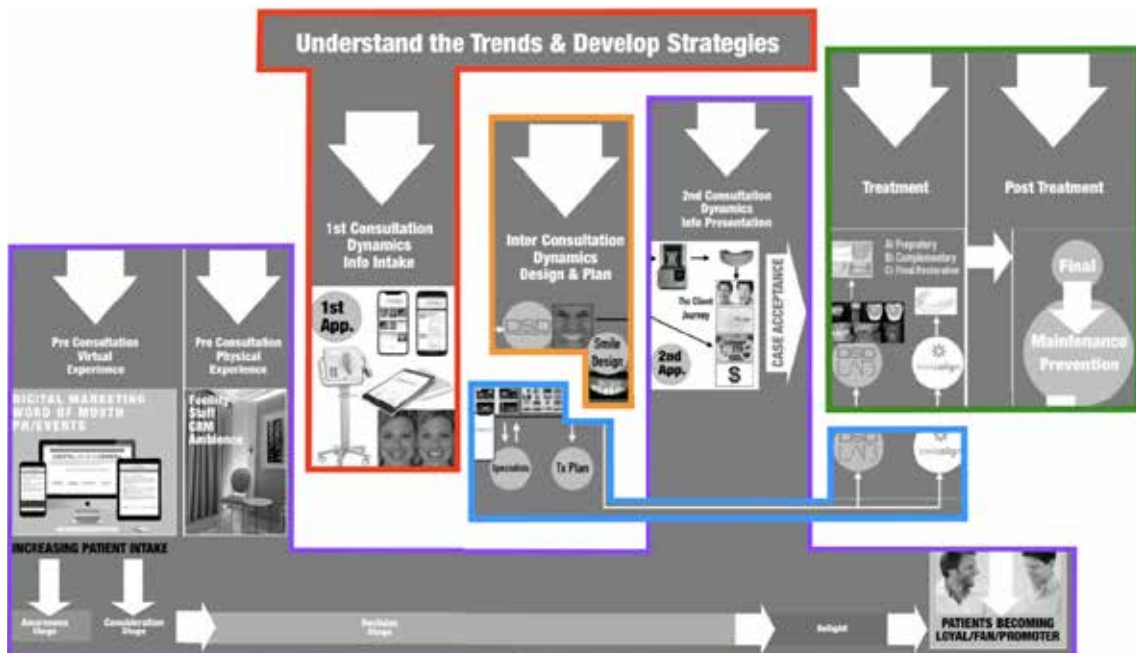
Realistic workflow to increase clinical efficiency using modern digital dentistry. Incorporating the processes of Guided Dentistry and Digital Quality Control. Linking the clinical team, DSD planning centre and digital Lab through the DSD App

#### **Goals:**

- Get ready to use DSD services and products.
- Understand all clinical procedures that can be positively impacted by Digital solutions.

## **COURSE 6 - CHRISTIAN COACHMAN JOURNEYS**

# BECOMING A COMPREHENSIVE SMILE DESIGNER



● Module 1: DSD Concept

● Module 2: Design

● Module 3: Plan

● Module 4: Present

● Module 5: Perform



## **COURSE 1 - DSD CONCEPT**

### NEW TRENDS OF MODERN DENTISTRY

#### **Module 1 - Thinking Outside The Box**

##### **Episodes:**

1. Welcome - A Moment Of Disruption
2. The Challenges Of Implementation
3. Clinical And Business Impact
4. Getting Out Of My Comfort Zone
5. Sharing Vs Protecting
6. Expert Vs Beginner's Mind
7. Social Media Bubble
8. Getting Out Of Your Comfort Zone
9. Efficiency & Differentiation
10. Theory Vs Practice
11. Analogue Learning & Digital Production
12. Ethics Above All
13. Where Do You Want To Be In 5 Years?  
The New Roles In Dental Profession
14. The Architect Of The Smile & Dreams
15. Getting Future Ready. What Makes You Special.
16. Real Value Vs Perceived Value
17. Changing Society's Perception Of Dentistry
18. What Is DSD

## Module 2 - Becoming A Comprehensive Smile Designer

### Episodes:

1. Suffering With My Own Mistakes
2. My Facially Driven Smile Architect Journey
3. Design, Plan & Perform
4. Challenges Of Modern Restorative Dentistry - Reconnecting With Natural Beauty
5. Confident Smile Vs Perfect Smile
6. The Real Challenge Of Interdisciplinary Planning & Asynchronous Communication
7. Closing The Gaps Of Comprehensive Orofacial Care
8. The Orofacial Team & Holistic 1st Appointment

## Module 3 - The Client & Business Perspective

### Episodes:

1. Emotional Dentistry - The Power Of Mastering How To Express Yourself
2. Clients Want Unique Experiences
3. Powerful Communication Combining Storytelling Technique & Visual Communication
4. Business Perspective Intro
5. The Outside In Pressure & Return On Investment
6. The Patient's Emotional Perspective
7. The Dental Bubble And The Corporate World
8. Our Business Options
9. The Future Belongs To Team Builders. Outsourcing And Delegating
10. Improving The Intake Of New Patients. The Buyer Persona

## Module 4 - Why Digital

### Episodes:

1. Why Digital? Technology Adoption & First Mover Advantage
2. Dentistry Dying Entities
3. Modern Natural Restoration. New Solutions With Copy Paste Dentistry
4. Digital Smile Donator & The Patient As The Co-author Of Their Own New Smile
5. What Makes Natural Restorations Beautiful & The "Copy-paste" Restorative Dentistry

## Module 5 - Modern Digital Workflow & Treatment Script

### Episodes:

1. The New Digital Workflow In 6 Steps - Step 1: Patient Digitalization
2. The New Digital Workflow In 6 Steps - Step 2: Cloud Dentistry
3. The New Digital Workflow In 6 Steps - Step 3: Virtual Treatment Simulation
4. The New Digital Workflow In 6 Steps - Step 4: Patient Digital Presentation
5. The New Digital Workflow In 6 Steps - Step 5: Guided Dentistry
6. The Treatment Script For Guided Dentistry - Part 1 - Putting The Script Together
7. The Treatment Script For Guided Dentistry - Part 2 - Diagnosis With Ios
8. The Treatment Script For Guided Dentistry - Part 3 - Mobile Communication
9. The Treatment Script For Guided Dentistry - Part 4 - Crown Lengthening
10. The Treatment Script For Guided Dentistry - Part 5 - Opening The Vdo & Table Tops
11. The Treatment Script For Guided Dentistry - Part 6 - Anterior Restorations
12. The Treatment Script For Guided Dentistry - Part 7 - Pre & Post Case Acceptance Procedures
13. How Should We Charge For This?
14. The New Digital Workflow In 6 Steps - Step 6: Digital Quality Control
15. Digital Tooth Preparation

## Module 6 - 1st Appointment & Intra Oral Scanners

### Episodes:

1. 1st Appointment Dynamics - DSDapp Documentation & Smile Simulation
2. DSD App Documentation Demo, Patient Management And Corporate Account (Lindi And Luken)
3. Some Info On I.O.S.
4. Things To Consider When Buying An I.O.S. (Record At Residency)
5. Omnicam
6. Trios
7. Itero
8. Carestream
9. Discussion, Pros & Cons And Comparison Among Major Systems
10. Creating Systems, Delegating, Outsourcing & Production Line

# COURSE 2 - DESIGN

## OROFACIAL ANALYSIS & SMILE DESIGN PRINCIPLES

### Module 1 - Orofacial Analysis & Smile Design / Coming soon

### Module 2 - The Smile Frame

#### Episodes:

1. The Smile Frame In 10 Steps - Intro
2. The Smile Frame In 10 Steps - Step Zero - Natural Head Position
3. The Smile Frame In 10 Steps - Step 1 - Midline
4. The Smile Frame In 10 Steps - Step 2 - Smile Curve
5. The Smile Frame In 10 Steps - Step 3 - Interdental Proportions
6. The Smile Frame In 10 Steps - Step 4 - Central Incisor Proportion
7. The Smile Frame In 10 Steps - Step 5 - Gingival Curve
8. The Smile Frame In 10 Steps - Step 6 - Papilla Curve
9. The Smile Frame In 10 Steps - Step 7 - 12 O'clock
10. The Smile Frame In 10 Steps - Step 8 - Occlusal & The 3d App Dynamics
11. The Smile Frame In 10 Steps - Step 9 & 10 - Profile

### Module 3 - Drawing Exercises

#### Episodes:

1. Drawing Exercise - Free Drawing Of An Arch
2. Drawing Exercise - Step 1 - Midline
3. Drawing Exercise - Step 2 - Smile Curve
4. Drawing Exercise - Perception Of Width
5. Drawing Exercise - Step 3 - Interdental Proportions
6. Drawing Exercise - Step 4 - Central Incisor Proportion
7. Drawing Exercise - Step 5 - Gingival Curve
8. Drawing Exercise - Step 6 - Papilla Curve
9. Drawing Exercise - Step 7 - 12 O'clock
10. Drawing Exercise - Step 8 - Occlusal
11. Drawing Exercise - Step 9 & 10 - Profile

12. Drawing Exercise - Step 9 & 10 - Profile Continuation

13. Drawing In "3d"

14. Full Arch Drawing

## **COURSE 3 - PLAN**

### DIGITAL DENTISTRY & TREATMENT PLANNING

#### **Module 1 - Intro To Digital Dentistry & Interdisciplinary Software Platform**

#### **Module 2 - Functional Principles**

##### **Episodes:**

1. Functional Rehabilitation - Intro
2. Functional Rehabilitation - The Questions To Ask - Deciding The Jaw Position
3. Functional Rehabilitation - The Questions To Ask - Finding The Ovd
4. Functional Rehabilitation - The Questions To Ask - Test Driving The Ovd
5. Functional Rehabilitation - The Questions To Ask - Translating Into Final Restorations
6. Ovd Augmentation - The Advantages & Principles
7. The Buccal Wax-up Concept
8. Bite Lift - Step By Step - Step 1 & 2 - Integrating Function & Esthetics

#### **Module 3 - Designing Before Planning**

##### **Episodes:**

1. Advantages Of Full Digital Documentation
2. Smile Design Guided By The Video
3. Improving The Vision - Smile Design Guiding The Treatment Plan
4. Smile Design And Tooth Movement
5. Considerations About DSD-invisalign Workflow
6. Restorative Case Classification Through The Smile Frame
7. Facially Driven, Digitally Facilitated Treatment Plan
8. Intro To The Emotional Smile Design Experience - Motivational Mock Up



## **Module 4 - Rehabilitating Worn Dentition Digitally**

### **Episodes:**

1. Bite Lift - Step 3 - Deprogramming The Bite
2. Bite Lift - Step 4 - Digital Bite Registration
3. Bite Lift - Step 5 - Transitional Restorations, The 4 Paths
4. Transitional Restorations Path 1 - Milled Orthotic
5. Transitional Restorations Path 2 - Printed Models, Guide & Bisacryl
6. Transitional Restorations Path 3 - Injected Composite. Anterior Case
7. Transitional Restorations Path 3 - Injected Composite. Functional Case
8. Transitional Restorations Path 4 - Milled Pmma Or Composite Blocks
9. Some Restorative Considerations

## **Module 5 - The Planning Center Concept**

### **Episodes:**

1. The DSD Planning Center Team - Introduction With Francis Coachman
2. The DSD Planning Center Concept, Services & Products / Coming soon
3. Dentist/DSD Planning Center Dynamics

## **Module 6 - Global Diagnosis & Lip Lift**

### **Episodes:**

1. Global Diagnosis / Coming soon
2. Lips & Global Diagnosis
3. Lip Lift / Coming soon

# **COURSE 4 - PRESENT / COMING SOON**

## CLIENT JOURNEY & MODERN MARKETING

### **Module 1 - The Power Of Becoming A Great Communicator**

#### **Episodes:**

1. The Client Journey Intro
2. Great Dentistry Equals Great Income?
3. Creating The Value We Deserve
4. Making Dental Treatment A Priority
5. Do We Charge More Than We Deserve?
6. The Magic Of Dentistry - Facts On Our Favor
7. What Do I Do For A Living? - Taking Advantage Of The Answer
8. Learning How To Tell Attractive Dental Stories To Non Dentists
9. What Do We Sell?
10. The Wow Effect

### **Module 2 - How People Choose Us**

#### **Episodes:**

1. Case Acceptance Analysis
2. The Emotional Game - Gaining Or Loosing Emotional Credits
3. Coachman Well Clinic Workflow
4. The Power Of The First 3 Minutes - Making People Like Us
5. The Power Of Transmitting Passion - Making People Trust Us
6. Ambience
7. Public Relations & Buyer Persona

### **Module 3 - DSD Storylines**

#### **Episodes:**

1. Preparation To Take Advantage Of The DSD Storylines
2. The Storylines & The 12 Journey Steps
3. DSD Storyline 1 - DSD Itself

4. DSD Storyline 2 - Emotional Dentistry & Smile Design
5. DSD Storyline 3 - Holistic Care
6. DSD Storyline 4 - Smile Journey
7. DSD Storyline 5 - Digital Workflow
8. DSD Storyline 6 - Guided Dentistry
9. DSD Storyline 7 - Digital Tooth Movement
10. DSD Storyline 8 - Digital Natural Restorations
11. DSD Storyline 9 - Digital Smile Donator
12. DSD Storyline 10 - First Fit Technology
13. DSD Storyline 11 - Bite Lift
14. DSD Storyline 12 - Smile In A Day
15. DSD Storyline 13 - Light Dentistry
16. DSD Storyline 14 - Printing Technology
17. DSD Storyline 15 - Concierge Service
18. DSD Storyline 16 - DSD Planning Center
19. DSD Storyline 17 - Orofacial Treatments
20. DSD Storyline 18 - Hygiene Spa Experience
21. One Appointment Solutions
22. DSD Storyline 20 - Digital Anesthesia
23. DSD Storyline 21 - Microscope Dentistry
24. DSD Storyline 22 - DSD App
25. DSD Storyline 23 - DSD Intra Oral Scanners
26. DSD Storyline 24 - Digital Lab
27. DSD Storyline 25 - Becoming A DSD Clinic
28. Direct To Consumer DSD Brand

## **Module 4 - Inbound Marketing and Storytelling**

### **Episodes:**

1. Introducing Brandon Macdonald
2. Different Types Of Marketing
3. 4 Steps Plan To Success
4. Step 1 - Be Easy To Find. Our Website Alive

5. Step 2 - Create Smart Content
6. Step 3 - Communicate In Storylines
7. Step 4 - Intelligently Automate
8. How Do We Start - Implementation Stack
9. How To Choose A Marketing Agency

## **Module 5 - Emotional Presentation Journey**

### **Episodes:**

1. Emotional Smile Test Drive
2. Getting Your Staff On Board & The DSD Coordinator
3. Trusting Words Vs Visual Communication
4. 2nd Appointment Journey - Step 1 - Emotional Journey
5. 2nd Appointment Journey - Step 2 - Problem Journey
6. 2nd Appointment Journey - Step 3 - Solution Journey
7. 2nd Appointment Journey - Step 4 - Financial Journey
8. New Job Descriptions In A Dental Office
9. Summery Of The DSD Workflow

## **Module 6 - Motivational Mock Up**

### **Episodes:**

1. The Mock Up Strategy
2. The DSD Presentation Room
3. Talking About Money Before Talking About The Plan
4. The Magic Box & Printed Mock-up Model
5. The DSD Shell Mock Up
6. Become The Mock-up Magician
7. The Before Video
8. Inserting The Mock Up
9. The After Video
10. The Wow Effect! Showing To The Patient

## **Module 7 - DSD App Before And After Layout And Presentation**

# **COURSE 5 - PERFORM / COMING SOON**

DIGITAL SOLUTIONS & CLINICAL GUIDED PROCEDURES

**Every DSD Solution Should Be A Chapter**

**Module 1 - DSD And Invisalign**

**Module 2 - DSD Injected Composite Technique**

**Module 3 - DSD Natural Restoration, Digital Smile Donator And Cad/Cam Workflow**

**Module 4 - DSD First Fit**

**Module 5 - DSD And Orthognathic Planning**

**Module 6 - DSD Clic Guides**

**Module 7 - DSD Sfet Guide**

**Module 8 - DSD Bite Lift And Digital Kois Deprogrammer**

**Module 9 - DSD and Artificial Pink Prosthesis. The In Between Implant Placement Strategy.**

**Module 10 - DSD Double Crown Lengthening Guide**

# **COURSE 6 - CHRISTIAN COACHMAN JOURNEYS**

## **Module 1 - My Family Dentistry Journey**

### **Episodes:**

1. How my family tradition shaped who I am today.

## **Module 2 - My Comprehensive Dentistry Journey**

### **Episodes:**

1. The important professional decisions that impacted my career.

## **Module 3 - Credit where credit is due**

### **Episodes:**

1. Valuing our mentors and followers.

DSD | EDUCATION