

DSD

RESIDENCY 1

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MADRID
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16-18 SEPTEMBER / 2021

SMILE DESIGN, DIGITAL DENTISTRY
& PATIENT EXPERIENCE

DISRUPTIVE STRATEGIES, STORYTELLING & DSD UPDATES

WHEN & WHERE

Course Dates:

**MADRID,
SPAIN**

16-18 SEPTEMBER / 2021

DSD
RESIDENCY 1

DSD HQ:



Calle Enrique Granados,
Building B, Floor 2, Offices 4, 5
& 6, Madrid, Spain
Tel: +34 916646603



PROGRAM INTRODUCTION

**SMILE DESIGN,
DIGITAL DENTISTRY &
PATIENT EXPERIENCE.
Live Patient Demo.**

Speakers:

Christian Coachman and
the DSD team

WE DEMONSTRATE. YOU DO IT!

In this course, Christian Coachman and team will introduce you to the **DSD (Digital Smile Design)** concept through lectures and a live patient demonstration of the Smile Design process, team communication protocol and Emotional Dentistry approach by using a unique digital workflow.

We will design and discuss many cases together to go over the process until it becomes intuitive and natural.

The **Digital Smile Design concept (DSD)** seeks to present a new side of dentistry to the world. One that is 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 life that are more important than a healthy, natural, confident and beautiful **smile**.



Understand the 5 main challenges of modern dentistry and their solutions:

1. Improving the **smile design** process and transforming the patient into a co-author of their own new smile.
2. Developing a communication protocol that facilitates real and daily **interdisciplinary dentistry**.
3. Increasing the perceived value of a dental treatment, and therefore case acceptance, through the **Emotional Dentistry approach**.
4. Integrating technology to generate **efficient and predictable clinical procedures**.
5. Training and **empowering your staff** and having the right people doing the right tasks by your side so that everything flows.

PROGRAM HIGHLIGHTS

Digital Smile Design principles - DSD

Digital dentistry and smart phone video/ photo protocol, intraoral scanning and 3D printers

Emotional Dentistry - exceed patient expectations through unique experiences

Dynamic facial analysis and 3D smile design - complete digital protocol

Artistic vision - projecting smiles with the right side of the brain

Modern dentistry - global diagnoses and facially driven dentistry

Facial analysis and modern orofacial principles

Morphological research for smile reconstruction. Dento-gingival prosthesis

Orofacial research and literature review

21st century management strategies

The DSD Planning Center concept

The ideal 1st and 2nd appointments and interconsultation dynamics in a modern clinic

PROGRAM OVERVIEW

Topics that will be covered:

- DSD Goals: Design, plan, present, perform, promote.
- The challenges of modern interdisciplinary esthetic dentistry and the solutions to overcome them.
- The Smile Frame concept. The esthetic potential of the case.
- Smile design and treatment planning.
- Smile design parameters. The decision-making process to integrate face, lips, teeth and gingiva.
- Morpho-psychology. The customized smile design project.
- Online asynchronous communication protocol. Creating and delivering realistic interdisciplinary treatment plans.
- Emotional Dentistry. Creating perceived value and case acceptance through the Motivational Mock up strategy.
- Digital workflow: orthognathic software, DSD and ortho protocol, DSD and perio protocol, DSD and implants protocol, guided surgery, DSD and All-on-X, DSD and worn dentition cases, DSD and orthognathic.
- Digital quality control of clinical procedures.
- Digital wax up.
- Monolithic beautiful anterior CAD/CAM restorations. DSD Natural Restorations.
- Digital dentistry: cameras, scanners and CBCT / software / milling and printing.
- DSD Planning Center.
- Smartphone video/ photo protocol.
- DSD implementation. Preparing your clinic, staff and lab to take advantage of digital dentistry.
- Marketing and business strategies for growth, the decision-making process, case acceptance and differentiating yourself.

The live patient demonstration will demonstrate:

- Smartphone video/ photo protocol
- DSD Smile Frame
- Digital wax-up
- DSD 3D Shell
- Motivational Mock up strategy
- Motivational documentation and presentation to the patient

The steps you will learn:

- Communication tools. Transforming your slide presentation into a powerful communication tool
- Dropbox/WhatsApp. Asynchronous communication protocol
- Smile design decision-making process
- The smile curve
- Tooth proportion
- 12 o'clock analysis
- Natural tooth texture concept
- Virtual smile simulation
- Patient presentation

SCHEDULE

DAY 1

DAY 2

DAY 3

THE CONCEPT & PATIENT DIGITALIZATION

Why DSD & the Smile Rehabilitation Clinic
My smile designer journey
Improving performance & differentiation
5 main challenges of modern dentistry

SMILE DESIGN, TREATMENT PLANNING & CASE ACCEPTANCE

Smile design & interdisciplinary treatment planning
Orofacial principles
The Smile Frame in 10 steps
Functional Design

DIGITAL CLINICAL SOLUTIONS & IMPLEMENTATION

DSD & Ortho. DSD-Invisalign® workflow
DSD & Perio-Double Crown Lengthening Guide
DSD & Implants. All-on-X and DSD Clic Guide

COFFEE BREAK

COFFEE BREAK

COFFEE BREAK

WHY DIGITAL?

The new digital way
Modern digital workflow
Guided dentistry and digital quality control

Interconsultation dynamics & DSD Planning Center

DSD & FUNCTION

Bite Lift. Treating Worn Dentition with digital
The Complete Restorative Workflow

Interdisciplinary patients presentation demo

LUNCH

LUNCH & GROUP PHOTO

LUNCH & CERTIFICATES

GUEST SPEAKER

How DSD impacted my practice

THE DSD PATIENT

DSD Timeline & 1st Appointment Dynamics (*Patient Digitalization*)

2nd Appointment Dynamics & the DSD room

The motivational Mockup

DSD Direct Composite
DSD Natural Restoration-CAD/CAM
Digitally Guided Tooth Preparation

EMOTIONAL PRESENTATION DEMO

LIVE PATIENT DEMO

Patient digitalization
Intra Oral Scanner
Photo protocol
Video protocol

LIVE PATIENT DEMO

The Smile Test Drive
Motivational Mock-up
Treatment presentation

DSD IMPLEMENTATION

WELCOME DRINKS

DSD PARTY

MEET OUR SPEAKERS



DSD
RESIDENCY 1



CHRISTIAN COACHMAN

Madrid, Spain

Christian Coachman is a Brazilian sixth generation dentist whose family has worked in dentistry for over 170 years (verified by Guinness World Records). As well as being a qualified dentist from the most prestigious dental school in Brazil, he is also a certified dental laboratory technician.

Years ago, Christian realized that not only can cosmetic dentistry often give people fake-looking smiles, but there are also huge issues with the way that patients, dentists and dental laboratories communicate with each other. In 2010, he founded Digital Smile Design to introduce a game-changing methodology.

Fast forward to today and Digital Smile Design has trained thousands of dentists worldwide and is a strategic partner of Align Technology, one of the biggest dental companies in the world and owner of Invisalign®, the popular clear tooth aligner system.

“Digital Smile Design (DSD) seeks to present a new side of dentistry to the world. One that is more human, emotional and artistic, further enhancing our noble profession in society.

After all, there are not many things in this life that are more important than a healthy, natural, confident and beautiful smile!

”

- Christian Coachman.



LUKEN DE ARBELOA

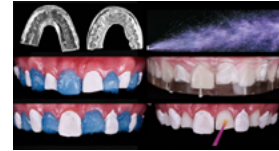
Madrid, Spain

Luken de Arbeloa is an international DSD lecturer with a Master's in Dental Prosthesis, Implant Prosthesis and Esthetic Dentistry.

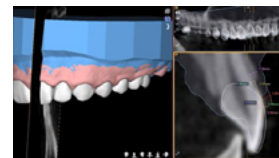
Having worked in the DSD Planning Center since its inception, he has become a Digital Smile Design expert and Christian Coachman's right hand in the field of education.

Luken will explain how the digital workflow can be applied to actual clinical cases, sharing his first-hand experience of the integration of digital planning and real clinical application.

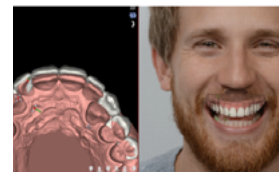
DIGITAL CLINICAL SOLUTIONS



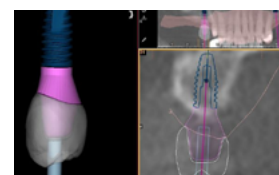
DSD Direct



DSD & Perio



DSD & Aligners



DSD & Implants



DSD Natural Restorations



CARMEN CABALLERO

Madrid, Spain

Carmen Caballero graduated in dentistry from Universidad Europea de Madrid in Spain before moving to Rome, Italy where she developed her professional career as a dentist. In 2015, she started her official masters degree in Oral Surgery and Implant Restorative Dentistry at CEU San Pablo University in Madrid. That same year, Carmen also began working at the first and only digital and interdisciplinary planning center in the world: the DSD Planning Center.

In 2016, she became a professor at the CEU San Pablo University in Madrid in the subject of Gerodontology, where she continues to teach to this day. She worked for several years as a CAD CAM designer and planner for the DSD Planning Center, combining this with private clinical practice and her role at the university.

Carmen also graduated in photography from Griffith College of Dublin.

Currently, Carmen is the DSD Academics & Community Coordinator, focusing on the creation and research of clinical content, lecturing at international courses and consulting for dental offices.



WHO WE ARE



**CHRISTIAN
COACHMAN**
FOUNDER
& CEO



**FRANCIS
COACHMAN**
PLANNING CENTER
& LAB OPERATIONS
MANAGER



**TATIANA
COACHMAN**
CLINICAL
EXCELLENCE
MANAGER



**JOHN
COACHMAN**
SALES & BUSINESS
DEVELOPMENT
MANAGER EMEA



**LUKEN DE
ARBELOA**
EDUCATION
STRATEGY
DIRECTOR



GEORGE CABANAS
RESEARCH &
DEVELOPMENT
MANAGER



JUAN J. GÓMEZ
SALES & BUSINESS
DEVELOPMENT MANAGER
AMERICAS



**BRENDON
MACDONALD**
CORPORATE
MARKETING
MANAGER



DAVID SAN JOSÉ
EDUCATION TEAM
COORDINATOR



**CARMEN
CABALLERO**
ACADEMICS &
COMMUNITY
COORDINATOR
EMEA



**JOSÉ LUIS
HEREDIA**
CLINICAL
CONSULTANT



**LORENA
LABANDERA**
CAD DESIGNER
TEAM LEADER



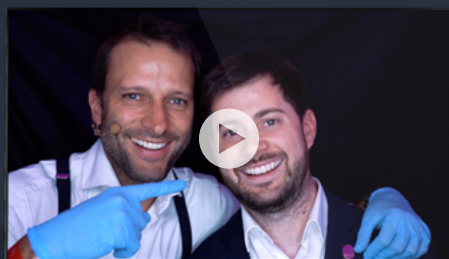
**CATERINA
CASTELLANOS**
ACCOUNT
EXECUTIVE



COVA RAMIS
ACCOUNT
EXECUTIVE

WHAT TO EXPECT

To really understand the difference the DSD Residency 1 can make to your career, clinic and future, watch these two short videos from our previous events:



MADRID / SPAIN

WATCH NOW



MIAMI / USA

WATCH NOW



EVOLVING CLINICIAN

Created by Digital Smile Design, Evolving Clinician is a fun, safe and exclusive space for forward-thinking dental professionals to share their experiences, ask questions and learn from each other. Our goal with Evolving Clinician is to help you to:



Share, learn and evolve in your dental career with access to high-quality content and fascinating, exclusive topics.



Get inspiration and advice from like-minded dental professionals.



Meet other clinicians like you to exchange ideas, learn new methods and discover new ways to successfully evolve in your professional field.



Find answers to the questions you can't Google when it comes to a difficult case and discover ways to grow your business.



Visit our platform

www.evolvingclinician.com

ADDITIONAL CONTENT

WHAT IS WATCHDSD?

WatchDSD is Digital Smile Design's online premium video content platform made for the worldwide dental community. It's your one-stop shop for all things DSD where you can access the latest training in modern smile design techniques and theory in your own time - on the go, in your office or at home.



TRY WATCHDSD FOR FREE

Get a taste of some of our favorite classes with Christian Coachman - we're sure you'll love them!



Try now for FREE



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