



Speak less,
show more

The **Digital Smile Design** guide
to creating powerful treatment
plan presentations that your
patients will **LOVE**

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Show your patients what you can do for them

As dentists, we spend time and money honing our clinical skills to deliver the very best treatment for our patients. However, when a patient comes to make a decision about a treatment plan, they don't see any of this – not your advanced skill in occlusion, nor your training in teeth preparation. In fact, whenever a patient makes a decision about treatment it's always a leap of faith for them – even if you have 100 diplomas on your clinic wall.

It's not enough to deliver clinically excellent treatment

To increase case acceptance in your clinic, patients need to fall in love with the way you present your treatment plan, not only with your dentistry skills. Unfortunately, it can be hard for patients to evaluate our clinical skills, so the way you present and plan is vital to success. The treatment presentation is the moment which makes your clinic successful or not, and it all hinges on how well you can explain it to your patients.

But there are no dental courses that teach you how to do this!

In this guide, you get our proven formula with step-by-step instructions on how to create high-impact presentations and what to do at every step.

Creating an emotional connection

In your first and second appointment with a patient, it's the emotional experience that ultimately makes them accept the treatment or walk away. This is where Emotional Dentistry comes in. It lets patients experience the life-changing impact of their new smile before undergoing elective procedures and become emotionally invested from the start. As a result, they place higher value on the treatment that will get them to this end result.

That's why Digital Smile Design created the **Emotional Presentation**. This is a tried-and-tested, high-impact tool that will:

- Let you show your patient their future new smile for the FIRST time with compelling visuals
- Create a powerful emotional connection between you and your patient by showing them their future self
- Make sure your patient truly understands the treatment and why it is needed (*no more polite nodding without REAL understanding*)
- Demonstrate how you are different from other dental clinics (*in a powerful way*)

The components of an effective treatment plan presentation

To ensure your patient values your treatment, you need to balance emotion, problems and solutions. That's why the presentation is structured in a way that guides your patient seamlessly through four journeys:

1. The Emotional Journey

This is where you create a connection with the patient. You show them the photos and videos of them 'wearing' their new smile in the test drive. This is the first time they get a glimpse of their future self and connect emotionally with their new smile.

2. The Problem Journey

Then, we bring our patient back to reality by showing them the current situation of their mouth and the problems we have found. This includes the clinical findings, the functional diagnosis and all the specifics of their own individual case. X-rays, scans and images allow patients to see it with their own eyes.

3. The Solutions Journey

Next, we talk through the treatment plan and the best ways for us to achieve the optimal outcome for them. In this section, you can use the DSD Planning Center presentation - the simulation videos in particular - to show your patient your treatment plan. These solutions are very visual so the patient is able to understand and feel secure about what you are proposing.

4. The Financial Journey

The final journey, the Financial Journey, becomes much more simple because now the patient has value: they fully understand the treatment and why it is necessary.

In this template, you have full access to the slides for the first part of the presentation - the Emotional Journey.

After this, you will take your patient through the next journeys by explaining your treatment plan.

Before the presentation

When you apply the **Digital Smile Design** methodology, the first step in every case is to 'digitalize' your patient by taking x-rays, intraoral scans, photos, and videos. This takes place in the first appointment.

After this first appointment, you order the case from the **DSD Planning Center** and compile a personalized treatment plan for your patient using the expertise of the Planning Center.

At this point, you can begin to create your treatment plan presentation that you will deliver to your patient in their second appointment (*when they see the reveal of their new smile*).

Before you begin to edit the template to make your own presentation, make sure you have the latest version of Keynote. If not, you can download or update it via the App Store.

How to use the template to create your own presentation

Phase 1: Download slides from the DSD Planning Center presentation

Step 1:

To start, you will only need your **iPad**. Make sure the iPad IOS is updated and that you have all patient files before you start (i.e. photos, videos, smile simulation screenshot from **DSDApp**, etc).

Step 2:

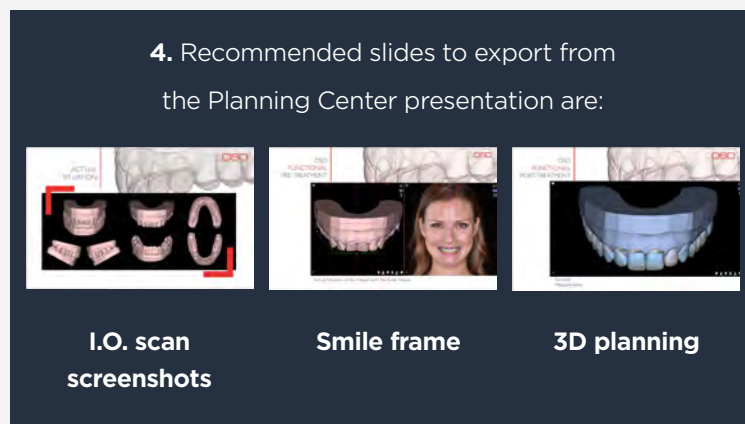
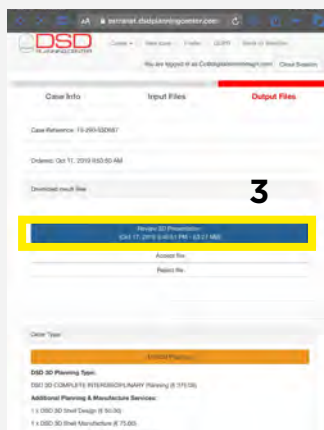
We want to extract some images from the 3D planning to tell the story to the patient, so open the DSD Planning Center website: www.dsdplanningcenter.com on your **iPad** and log in.

Step 3:

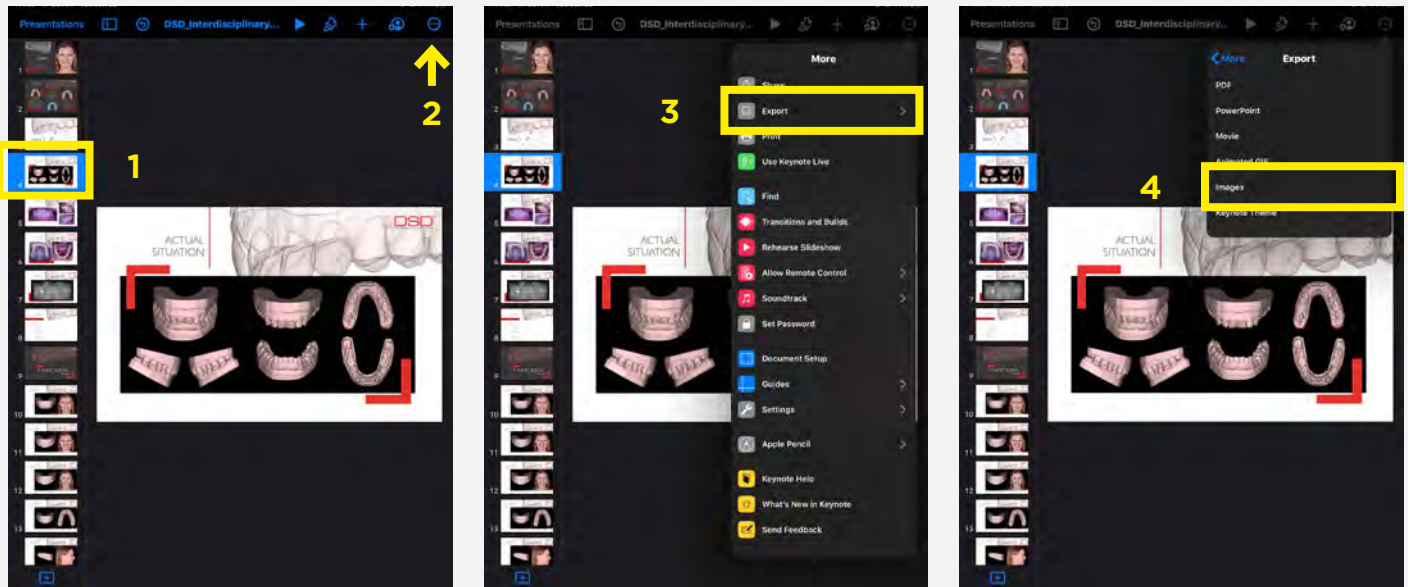
Find the case and download the **DSD Planning Center presentation** by clicking on the blue bar (see image below) and save it. We suggest iCloud files or you can save it locally on the **iPad**. Remember, the file is large so it may take some time to download.

Step 4:

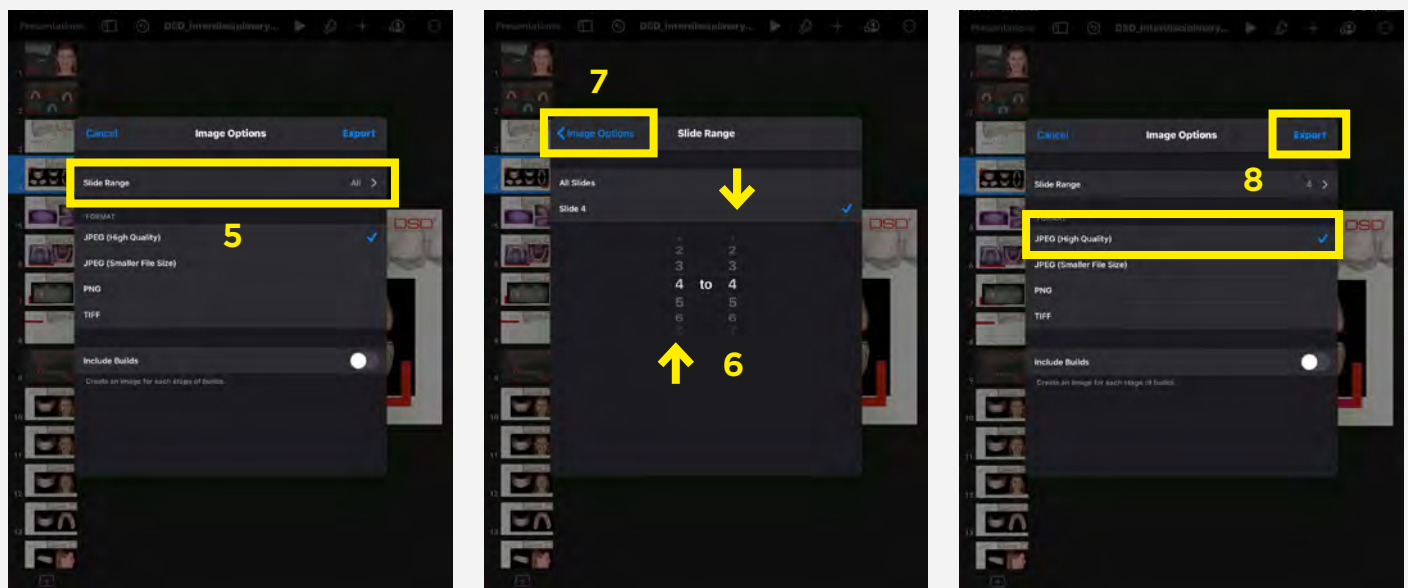
Open the **Planning Center presentation** and look for the slides to save. Later we will incorporate them into the mock-up Emotional Presentation:



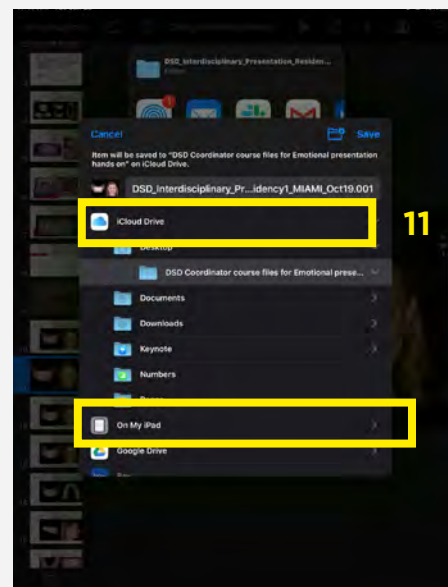
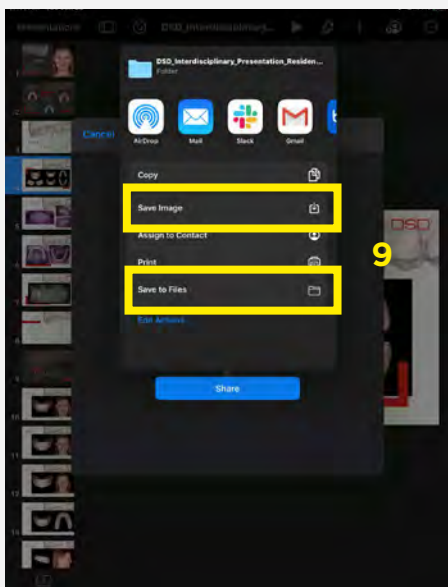
- 1) Find the slide with the image (as shown below) you want to export.
- 2) Click on the 3 dots in the right-hand corner in the top bar.
- 3) Select 'Export'.
- 4) Choose 'Images'.



- 5) To export only the slide you want, click on 'Select range'. (If you move forward, Keynote will export all the presentation slides as individual images.)
- 6) Scroll up and down until you find the slide number you want and add it to both sides. In this example we are exporting slide #4, so select "4 to 4".
- 7) Click 'Image Options' to go back.
- 8) Select the file format you would like to export ('JPEG (High Quality)' works well) and click 'Export'.



- 9) Choose where you want to save the files. We suggest 'Save Image' or 'Save to Files'. Either way, you will extract a picture from a slide of the presentation you've selected.
- 10) 'Save Image': the picture will be saved in the iPad Photos.
- 11) "Save to Files": a window will open for you to choose where you want to save the image: 'iCloud Drive' or 'On My iPad' (your preference). iCloud Drive allows 5GB storage for free.
- 12) Repeat the process for all slides you would like to export.

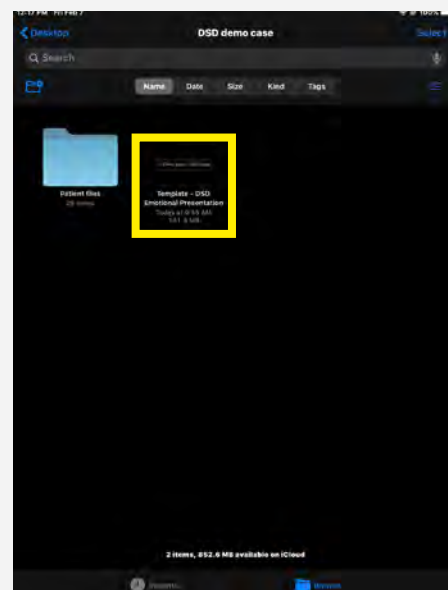
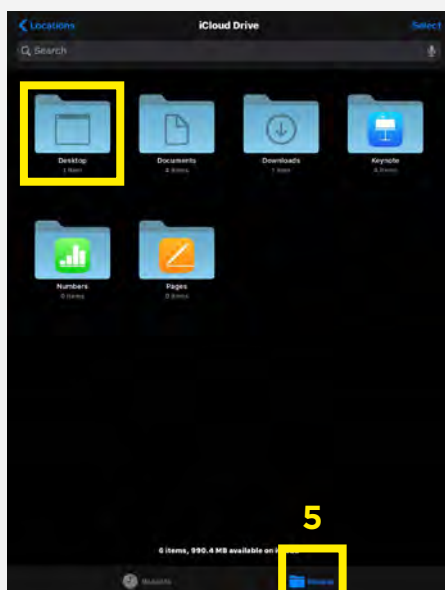


Phase 2: Find and open the DSD Emotional Presentation template

Now that you have extracted the patient files and the images from the DSD Planning Center presentation slides, find the Emotional Presentation template where you have saved it. We recommended saving it in 'Files'.

Step 5:

Click browse. In this example, click on 'Desktop', open the folder 'DSD demo case' and find 'DSD Emotional Presentation template.key'.

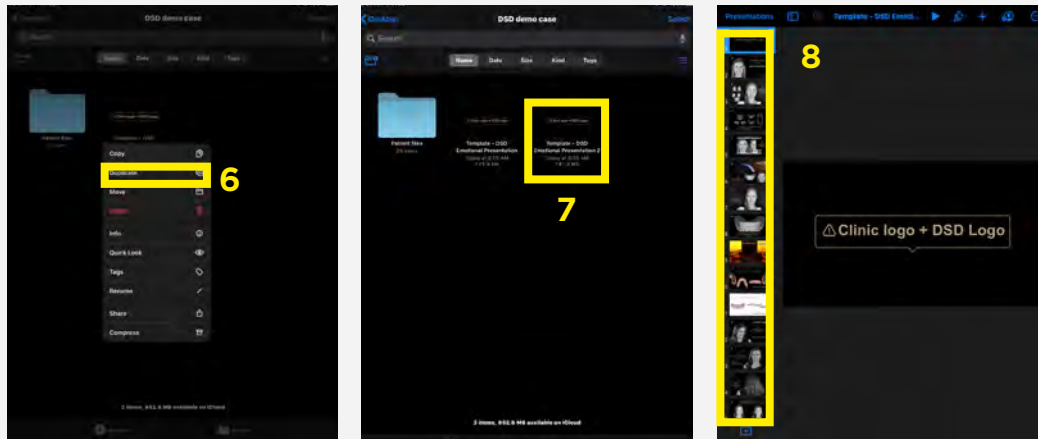


Step 6:

The first step is to duplicate the files so that you don't modify the template. Click and hold over the presentation and select "Duplicate". You can modify the template later creating a custom template and then use it as a starting point for all your presentations in the future.

Step 7:

Open the presentation by clicking on it. (The duplicated file will have #2 added at the end of the title.)



Phase 3: Edit the Emotional Presentation template (before the 2nd appointment)

SLIDE 1

Step 8:

When the presentation opens in Keynote (version 5.2.1), you will see black slides with the ideal images, videos and content. Start with the first slide.

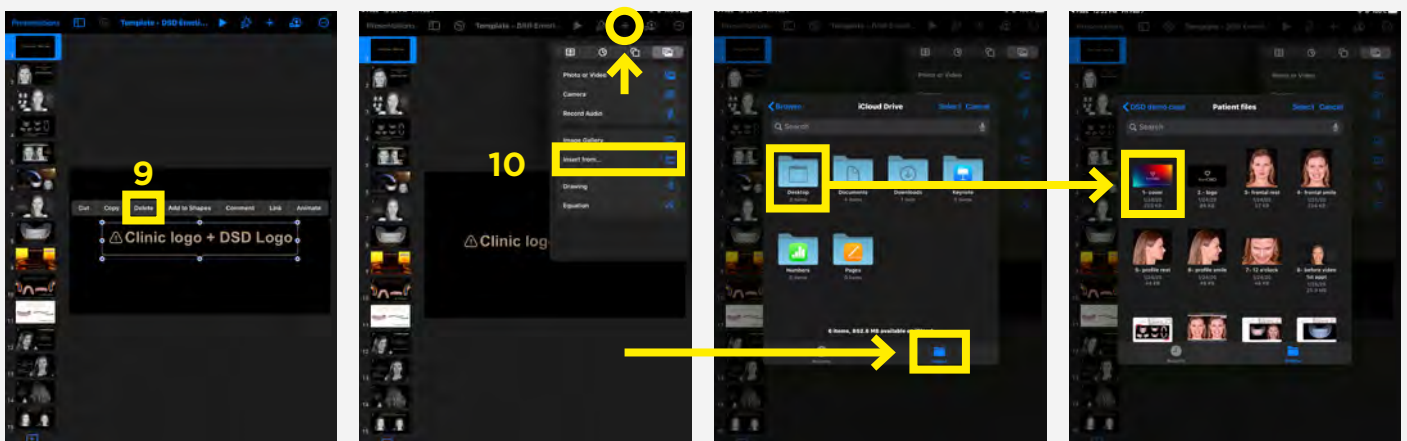
Step 9: In each slide template you will find:

- text that we will replace
- photos or videos (in black and white) that we will replace,
- color videos, images and white text that we will keep.

Start by deleting the existing text. Click over it all and select 'Delete'.


Step 10:

- Add the office logo to create a cover page slide (in this case you will look for the demo patient we shared).
- Click + in the top bar and select 'Insert from...'
- Then click 'Browse' - 'Desktop' - 'DSD demo case' - 'Patient files' - '1-cover'.



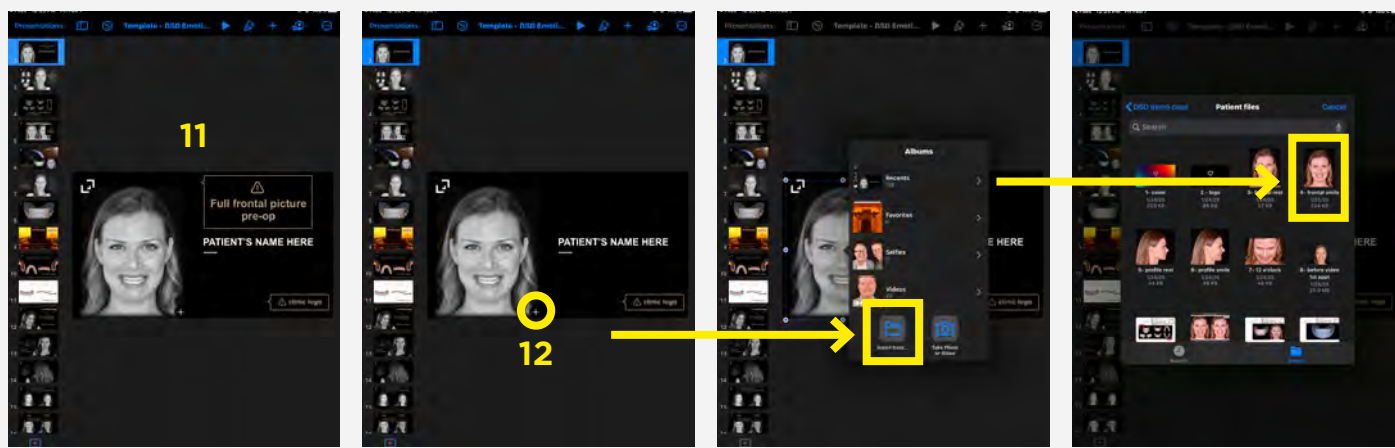
SLIDE 2

Step 11:

Click on the second slide in the left bar. For your own patients' photos, this will allow the process to be much faster as the image you will add will follow this format. Start by deleting the  content in the same way as in step 9.

Step 12:

You will see a black and white photo and a small + in the bottom right-hand corner. This photo is just holding the space and format for the new picture you will add. Click on the +, select "Insert from..." and find the image "4-frontal smile" inside Patient files.

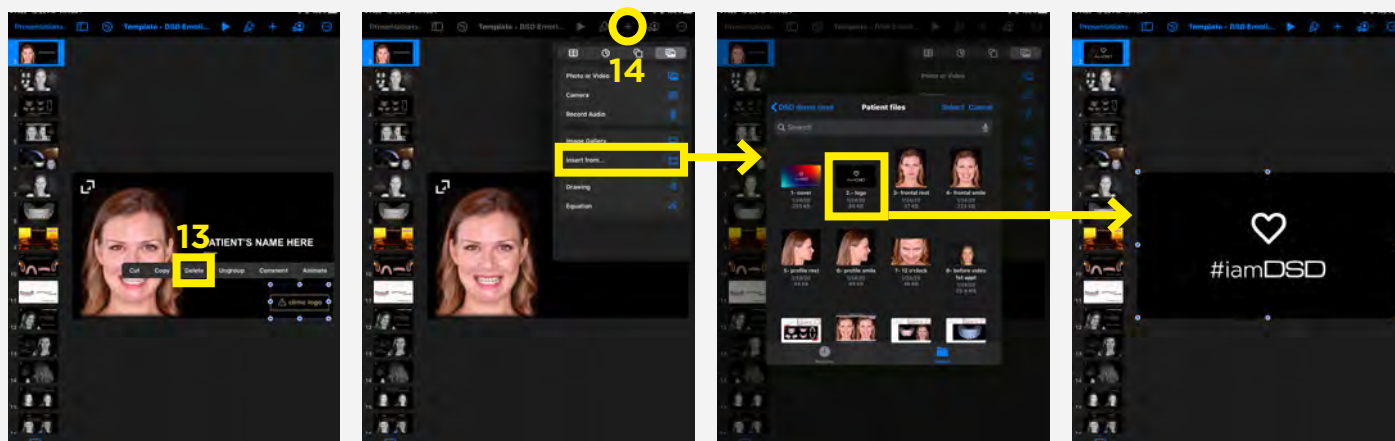


Step 13:

Delete the  content.

Step 14:

There is another way to add a file to a slide. Click on the + in the top bar, select "Insert from...", find the folder 'Patient Files', and select "2-logo".



Step 15:

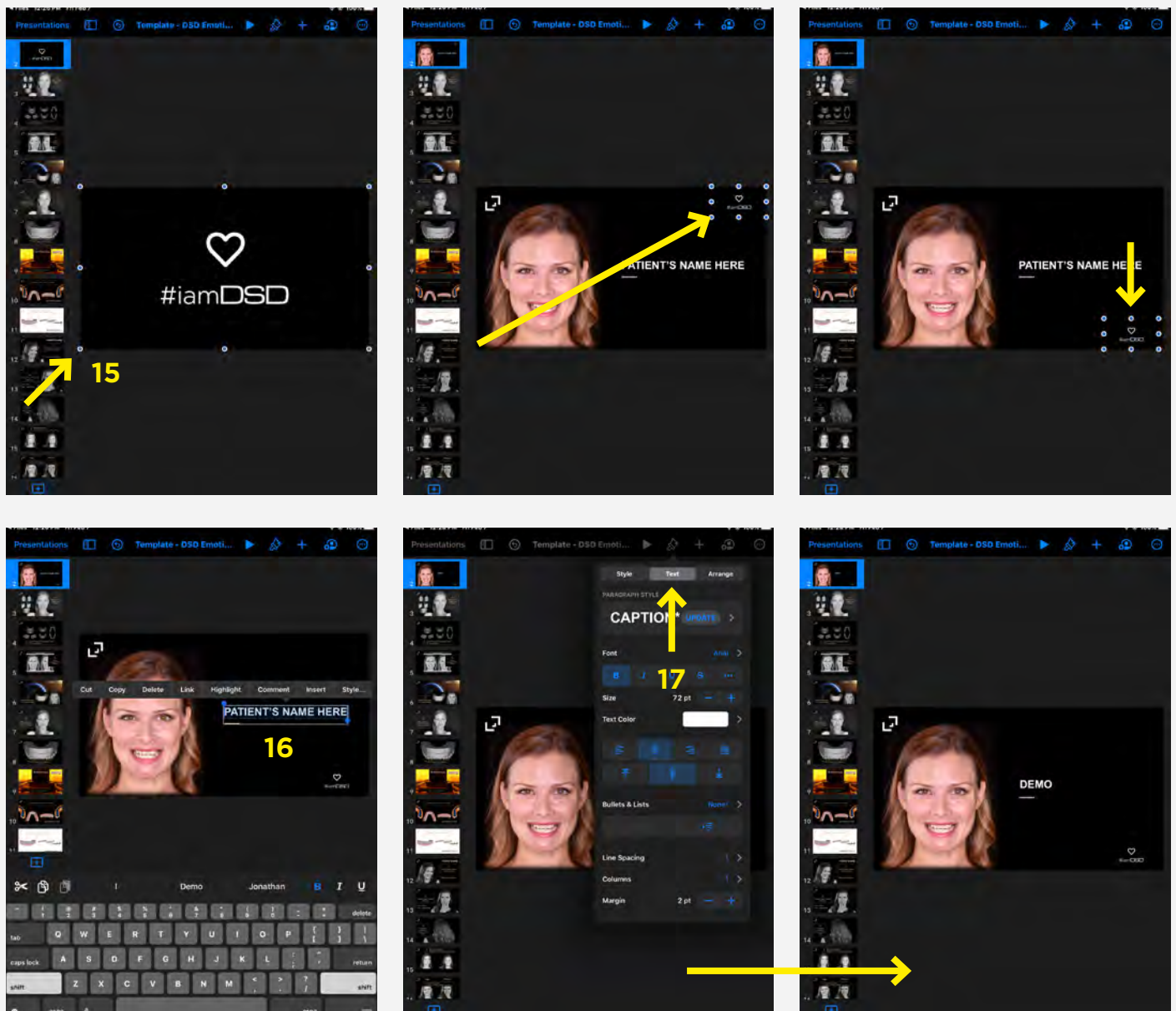
If the image is too big (see below) you can resize it. Click on the image, hold one of the blue circles in one of the corners and drag to make it smaller. To move the image around the slide, hold and drag it.

Step 16:

Add the patient's name by double-clicking on the text "PATIENT'S NAME". Type the name using the keyboard that will appear. To exit, click anywhere on the slide. If you want to move the text around, hold and reposition it.

Step 17:

To edit the text format, click on it and on the paint brush in the top bar. A window will allow you to edit the text (i.e. change the font, size, color, alignment, etc).



SLIDE 3

Step 18:

Repeat the same steps described before. Delete the '△ content' (step 9), click on the + close to the photo/video and find the one to replace it (step 12) until you add all photos and videos to the slide.

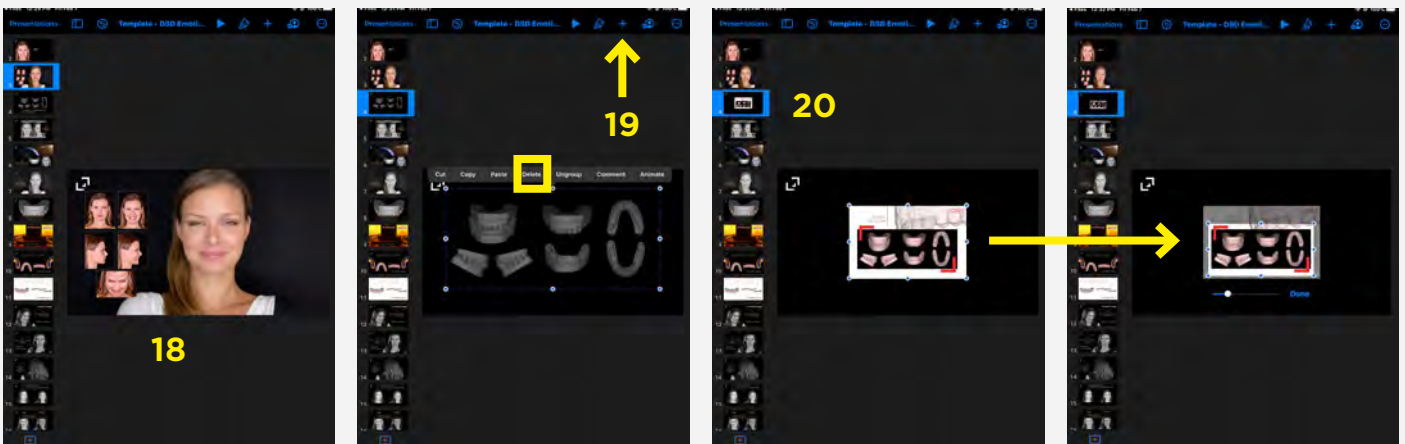
SLIDE 4

Step 19:

On slide #4, add the model's picture created from the I.O scanner slide by the DSD Planning Center. After deleting the '△ Content' and the picture, find the slide you exported from the DSD Planning Center presentation previously (phase 1). Click on the + in the top bar and find the image (step 14).

Step 20:

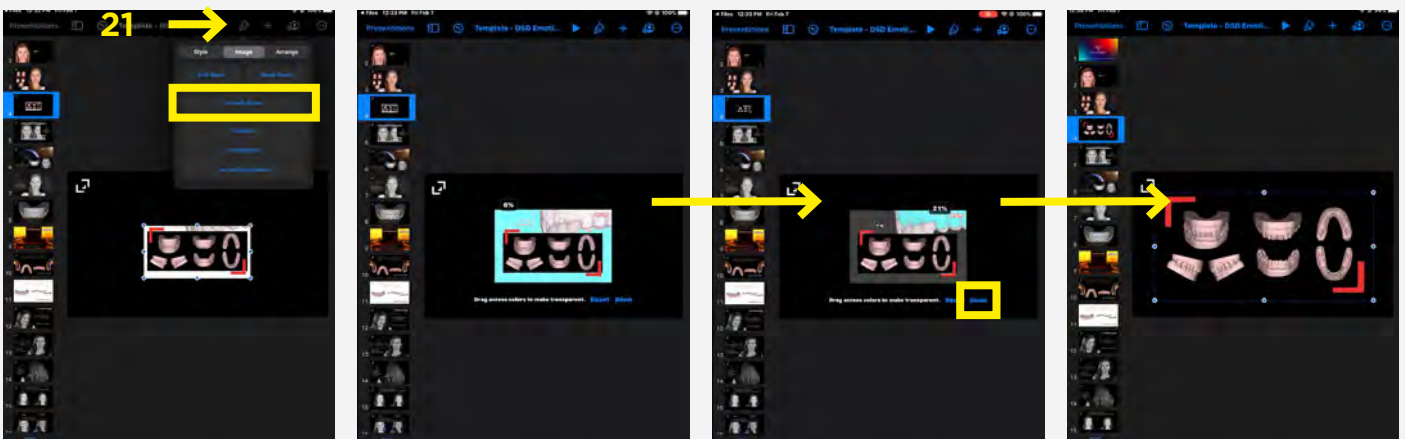
You can adjust the size of the picture (step 15) to fit the whole slide, or you can crop the picture. To crop, double-click on the image, drag the blue circles to where you want and click outside the slide.



Step 21:

Often, the picture background is not the same color as the slide background, so we can remove it. This is an advanced optional tip: Select the image, click on the paint brush and on 'Image'. Click on 'Instant Alpha' and touch on an area you want to remove on the picture.

You will see a light green selection that changes as you move your finger around. You don't need to select all areas to remove them all at once, you can remove them slowly by selecting a different area. When you're ready, click 'Done'.



SLIDE 5

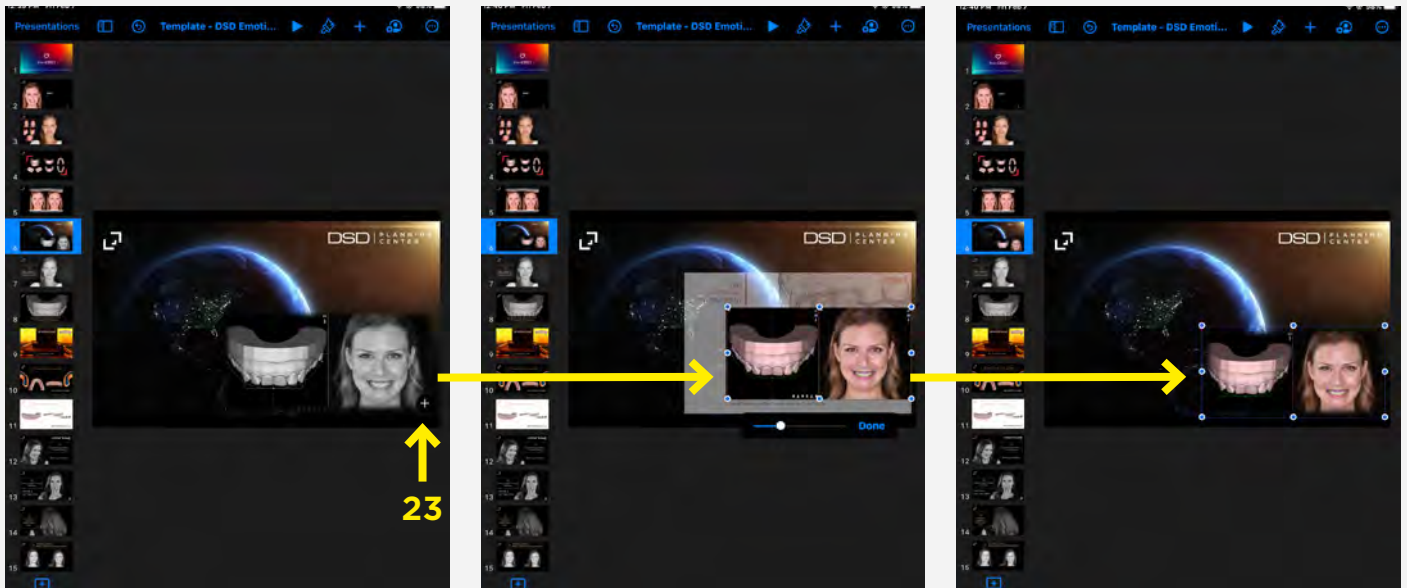
Step 22:

For slide #5, add a print screen from the DSDApp smile simulation if you did that in the first appointment. If not, just delete the slide by clicking over it in the side bar and selecting 'delete'. It helps to build the story about the digital technology that we use to differentiate ourselves and create value for the patient.

SLIDE 6

Step 23:

For slide #6, add the second picture you exported from the Planning Center presentation (phase 1). Add the image repeating step 12. If needed you can crop the image following step 20.



SLIDES 8 AND 9

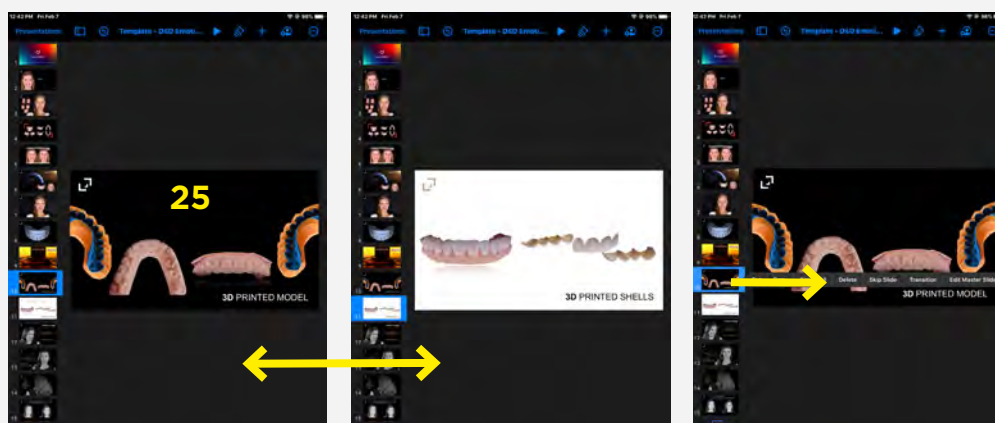
Step 24:

Slide #8, add the last image we exported from the Planning Center Presentation and crop to fit the slide following the previous steps. On slide #9 only delete the '△ Content', keeping the 3D printing video.

SLIDES 10 AND 11

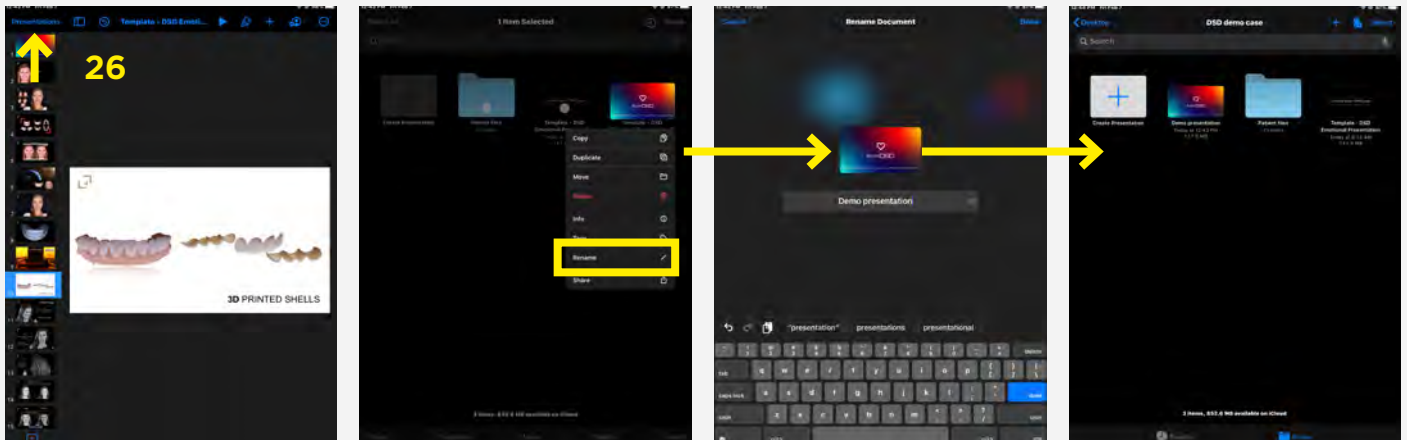
Step 25:

Remember to choose and keep the slide that represents the type of mock-up you are performing (traditional or shells) on that patient, so choose between slides #10 or 11. To delete a slide, click on it and click 'Delete'.



Step 26:

Up to this slide, you can prepare before the patient comes for their 2nd appointment. You already have all the files needed from the 1st appointment and planning. Save the presentation and rename the file with the patient's name. This will allow you to create the presentation much faster during the second appointment. To save: click on 'Presentations', click over the duplicated template you were editing, select 'Rename', type the patient's name, and that's done.



Phase 4: Edit the Emotional Presentation template (during the 2nd appointment)

SLIDE 11

Step 27:

In the second appointment, you will take the photos and videos from before and after the mock-up, open the saved presentation and continue. Restart the process on slide #11: delete the '△ Content', add the picture/video and edit the text.

You don't need to add multiple artistic pictures. This will vary between patients, so delete slides if needed.

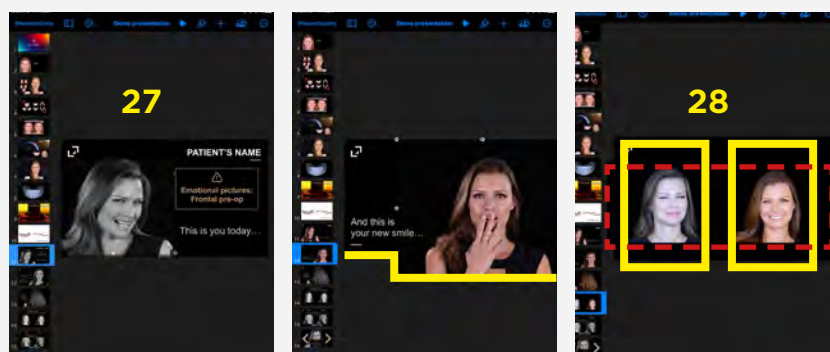
Tip: Always remember to check the videos to look for screenshots.

Sometimes when you resize an image it will be bigger than the slide. You don't need to worry because it will not show when you present, but you can crop the image if you want.

SLIDE 14

Step 28:

Slide #14 with the before and mock-up videos side by side is very powerful. To make it easier to fit both videos on the slide (different than the example), record them in a vertical position so the videos don't overlap when we add them to the slides. You can also select the length of the video when adding it to the presentation. Trim if there are moments you don't want or if the video is too long.



Phase 5: Finalize the presentation

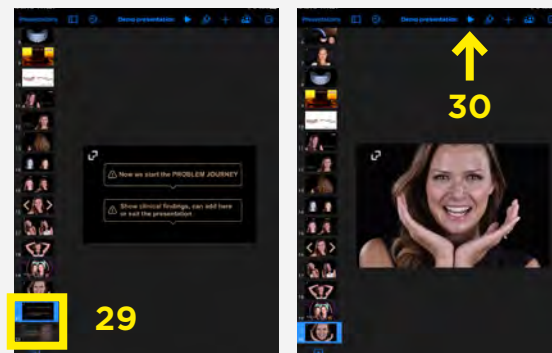
Step 29:

Remember to delete the last two slides.

Step 30:

When you finish, check the presentation once by clicking on the play button in the top bar. Check if the transitions are correct, the videos are muted, looped and playing simultaneously, etc. The template already has these added for you, just double-check them. To move the slides when in presentation mode, click anywhere on the screen.

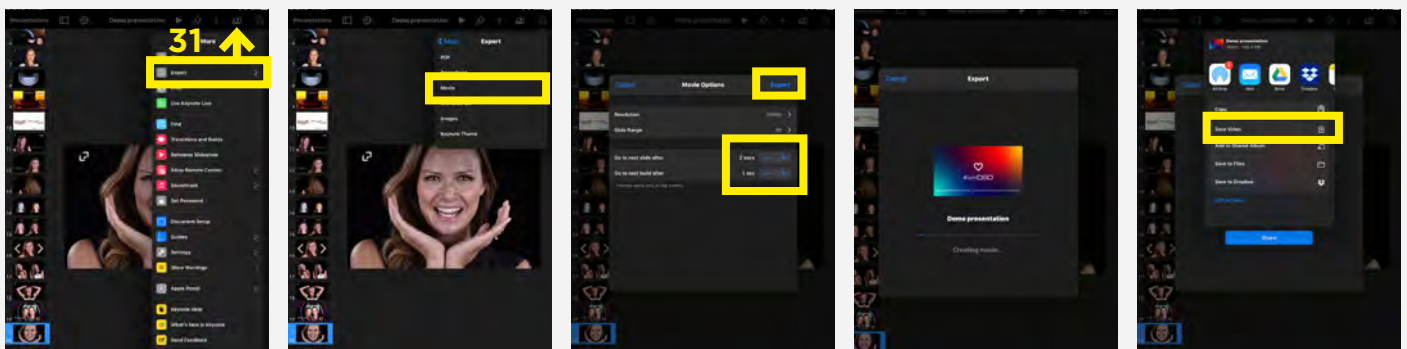
Don't forget to add music while presenting - it can be from a computer or a cell phone connected to a speaker. We don't add it in the presentation so that we have freedom to move the slides at the patient's pace.



Phase 6: After the presentation

Step 31:

After presenting the presentation to the patient and going over the 4 journeys, we should share a video of the presentation with the patient before they leave the office. This way they go home and show it to their family and friends. It also keeps them motivated and is a powerful marketing source for the office. To create a video from the presentation, click on the 3 dots in the top bar, select 'Export', 'Movie', change the timing to go to the next slide, 'Export' 'Save Video'. You will find the video in the iPad Photos. Share it with the patient via Airdrop (if they have an iPhone), via WhatsApp or by email.





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