

Hamada Makarita, DDS

Photography

*An Essential Tool for Patient Education,
Smile Design and Lab Communication*

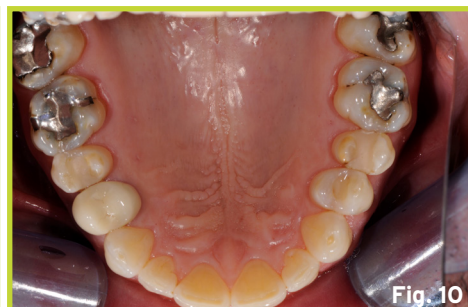


Producing aesthetically pleasing and predictable restorations is a creative process requiring collaboration and input from a team that includes the patient, doctor and ceramist. This article will focus on how photography is used to aid in the workflow from consultation to creation and cementation. In order to produce excellent results and give the patient the restorations they desire, there must be clear communication between the dentist and patient during the initial consultation. The patient's desires must then be clearly relayed to the lab, along with any other pertinent clinical information in order to receive the best results possible. A successful case is one where clinically the results are excellent and where both the doctor and patient are happy with the results. The dentist is the leader and the responsible party in the team to make sure the patient receives exactly what they desire.

Photography can be used in three phases of the creative process: education, design and creation.

PATIENT EDUCATION

During the initial consultation, we need to listen to the patient to find out their desires. Once we have a clear understanding, we must educate the patient on the procedures and materials available and the pros and cons of each. With a pre-op series of photos (**Figs. 1-11**), the dentist can point out specific challenges and discuss all potential issues that may arise. These images can be shown to the patient on a computer screen, an ipad, the camera screen and even a smartphone. When the dentist and patient view these photos together, issues such as smile design, tissue health and symmetry, width and length proportions, shade selection and any other topics can be discussed. This patient education is very important so there are no misunderstandings or false expectations. During this visit, the patient will have the opportunity to address any questions or concerns.



Figs. 1-11 show a pre-op series

Other photographs that can be shown to help educate patients are examples of previous work the dentist has done, showing before, and after images, what a veneer or a crown looks like and photos showing showing lab techniques. **(Figs. 12-15).** Patient personalities vary; therefore, some of them want more detailed explanations and ask more questions than others. An informed patient can make an educated decision based on what treatment is best for him or her, and they can begin their treatment with confidence. In addition to making an informed decision, the patient will undoubtedly be impressed and appreciate the time the dentist took to explain and show photos of certain procedures. As a result, it is an indirect form of marketing the dental practice.



Fig. 12



Fig. 13



Fig. 14



Fig. 15

Figs. 12-15 are examples of photos used to educate the patient on lab techniques and materials

DESIGN

Once the patient has had the opportunity to express their desires and has had their questions answered, the smile design should be discussed. Having this conversation ahead of time will allow the dentist to tell the lab to wax up a specific smile style. The patient should see different tooth shapes and before and after images to be able to express their likes and dislikes. Participation in the design by the patient reduces the potential for disappointment on the delivery appointment. For example the patient can see the difference between square, square oval and oval shaped teeth **(Figs. 16-18)**. In addition, they can see the difference it makes if nothing in the smile design changes except the length of the lateral incisor **(Figs. 19-21)**. Besides the smile design, it is important to discuss the final shade, length, translucency, cervical warmth and texture in the restorations **(Fig. 22)**. The patient will appreciate the artistry involved and understand that it is truly a custom design that they participated in creating.



Fig. 16



Fig. 17



Fig. 18

Figs. 16-18 show different smile designs from square to more rounded shapes



Fig. 19



Fig. 20



Fig. 21

Figs. 19-21 are identical to figs 16-18 except the lateral incisors are shorter, creating a very different look



Fig. 22

Fig. 22 shows an example of the artistry involved in creating a natural restoration including shade variance, translucency, surface texture and cervical warmth

PHOTO

DENTAL PHOTOGRAPHY

BRAND NEW COURSE

Be The Best You Can Be



INSTRUCTOR:
DR. HAMADA MAKARITA
PREREQUISITES: None
CE CREDITS: 7.5
AGD CODES: 130
TUITION: \$995
TEAM: \$595
LENGTH OF COURSE: 1 DAY

MAY 19, 2018

OCTOBER 24, 2018

COURSE DESCRIPTION

Case presentations and marketing are essential to your success and in this course; we will present simplified and straightforward dental photography techniques to market your work and communicate with the lab. We will also outline which views to photograph in order to present your cases and which views are essential for lab communication. You will learn how to easily use your photos in PowerPoint and utilize some aspects of Photoshop to create a presentation that will look professional and properly showcase your work. This will be a hands-on course where you will have a chance to take intra oral and portrait shots. In addition, you will have your camera settings reviewed.

COURSE OBJECTIVES

- Discuss the basics of dental photography
- Utilize your camera settings for the different views
- Utilize basic portrait photography
- Utilize the proper views for lab communication
- Utilize basic Photoshop techniques to crop and make universal edits
- Create a simple but effective PowerPoint presentation to showcase your work
- Create a smile gallery to use on your iPad or computer
- Customize the settings on your own equipment

Note: Please bring a camera setup to include camera, lens and flash and Photoshop and PowerPoint loaded on a laptop.

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CREATION

Once we have established our smile design with the patient, it is essential to communicate this information to the lab who relies on information provided in order to create the restorations. The ceramist has not met or spoken to the patient, therefore the dentist bears the responsibility of relaying all smile design information from the design as well as to the clinical information gathered during the prep appointment. In addition to the smile design, the dentist should provide the width and length of central incisors, prep shades (**Figs. 23-24**) and any other details such as characterization or custom shading. The best way to relay information to the lab is to provide them with photos, which should include the pre-op images of the patient and the prepared teeth in occlusion from the frontal and lateral views. This is a verification photo in case the lab has mounted the models and has a question about the accuracy of the mounted casts. (**Figs. 25-26**).

MARKETING AND DOCUMENTATION

Once a case is successfully delivered, it is a good idea to take a post op series of photos similar to the pre op series. It is important to use the same settings and magnification so if one were to put them side by side, the before and after view would be similar in size, magnification and exposure (**Figs. 27-28**). These images can then be used for building a smile gallery for marketing and for use in consultation appointments. They can be printed in an album or even better, stored and categorized on an ipad. Another important use of the images is legal documentation, where you will always have an image before the teeth were treated, in addition to a record of the preparations. Keep in mind that if you intend on using full face images, you must obtain a signed photographic release form as some patients don't want an image of their face used in external marketing. Patients like seeing smile pictures and face pictures, but they generally do not like viewing retracted photos. The best views for a smile library are before and after full face and natural smiles. It is a good idea to train the dental team to take good photos, where the best cases can be used on the website, newsletters, print ads and more. It is very powerful during a consultation to show a patient images of actual patients that were treated in the office, as opposed to showing pictures of cases that were done by others.



Figs. 23-24 show prep shade images which help the lab during fabrication of the restorations



Figs. 25-26 are views used to verify the mounting of the casts in the lab



Figs. 27-28 show before and after images with similar composition, magnification and exposure