

cosmetic dentistry

— beauty & science

2²⁰¹⁵

| **practice management**

Why dentistry needs branding

| **case report**

'No-Prep' adhesive restorations

| **opinion**

What do our teeth betray about us?—Part I

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Dear Reader,

The quest for an improved appearance driven by the media's portrayal of beauty has dramatically changed dentistry from a need-based to a want-based practice. Patients' demands and expectations are high, and clinicians are continuously challenged to acquire innovative techniques to satisfy this need. One important part of providing aesthetic dentistry is to incorporate acceptable biological technology for long-term survival, function, and aesthetics based on the minimally invasive concept.

This concept entails a detailed diagnosis and treatment planning with attention to function and aesthetics. Furthermore, aesthetic treatment requires mastery of the art of understanding various types of personalities with different expectations for treatment. Proper communication will not only enhance the dentist-patient relationship, but also provide greater acceptance of treatment planning. The evolution of digital technology has created exciting opportunities for improving this communication process and facilitated a smooth workflow, from diagnosis to the final treatment and maintenance phase. In this year's autumn issue, we have included two special articles about digital smile design that will enlighten the reader about the specific protocol used for an aesthetic digital smile design and demonstrate how this concept can be applied to your daily work, providing you with a new means of communication.

As a member of the Health Technology Committee at the University of Iowa's College of Dentistry, I perceive that the digital smile design workflow transitions well to the widespread use of CAD/CAM technology. Given the success of CAD/CAM approaches in the clinical setting, computer-assisted learning or simulation systems are being introduced into dental education too. These systems are promoted for their ability to facilitate individual learning by providing objective and consistent feedback. It is expected that incorporation of this digital technology into the curriculum will have a great impact on aesthetic dentistry in the future.

In this issue of **cosmetic dentistry**, we also feature beautifully illustrated and documented articles that provide the solutions to improving aesthetics in the anterior region based on the minimally invasive concept and a multidisciplinary approach. I hope you will enjoy this issue and apply your new knowledge successfully to your daily practice.

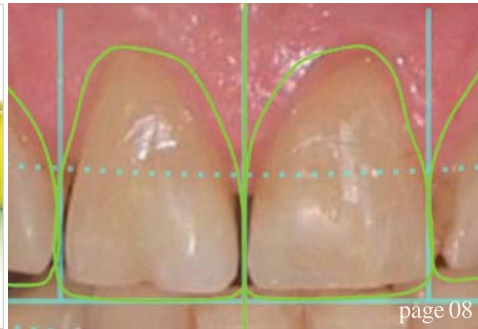
Yours faithfully,



Dr So Ran Kwon
Co-Editor-in-Chief



Dr So Ran Kwon
Co-Editor-in-Chief



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Dentistry by Dr. Didier Dietschi

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Why dentistry **needs branding**

Author _ Amanda Maskery, UK



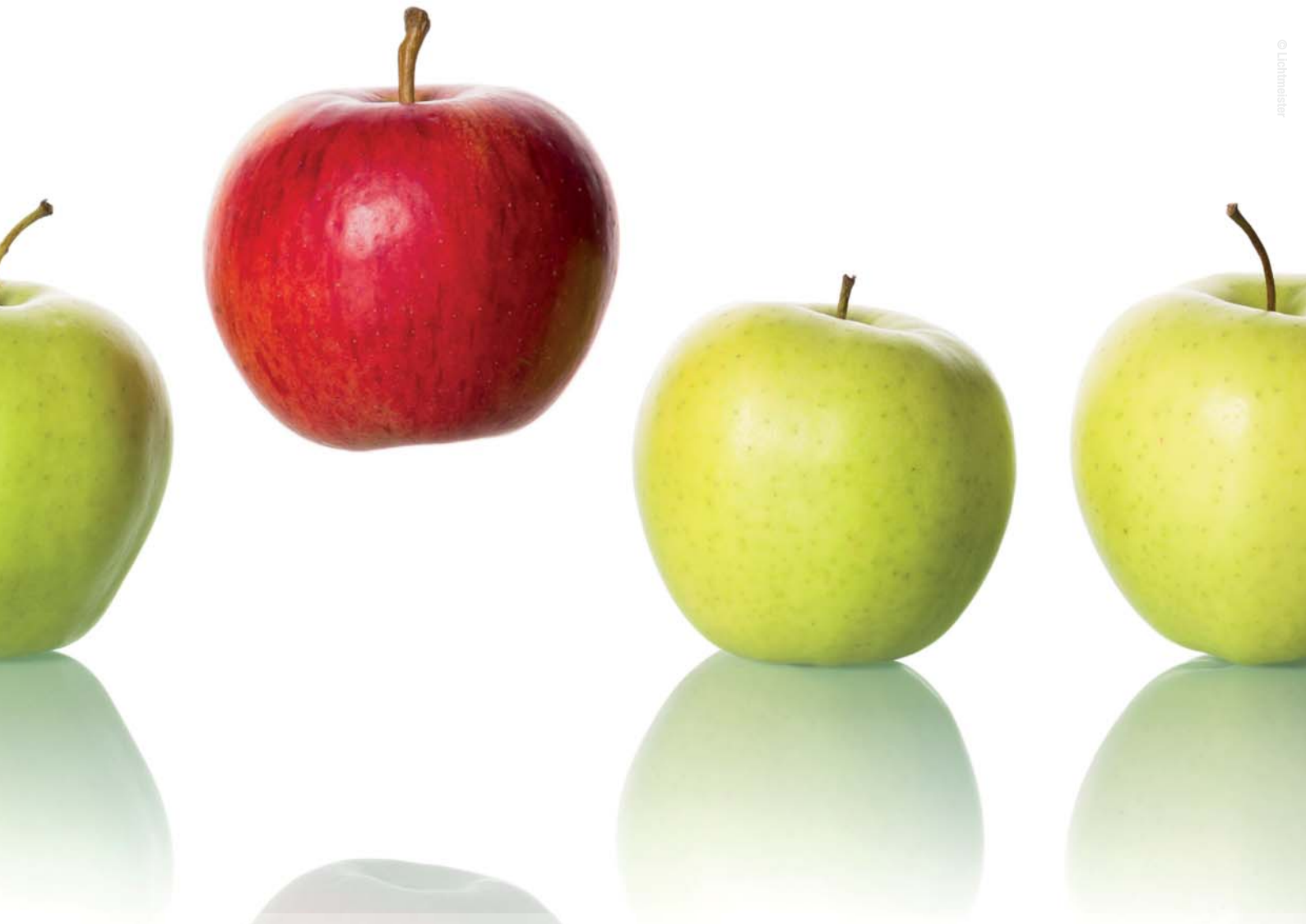
_Owning a dental practice or group has always presented challenges, but the marketplace has never been more crowded than it is now. With an ever-increasing level of choice for patients, it is more important than ever for dental businesses to stand out from the crowd. While we of course all know the value of providing a first-rate customer service, and that will always remain the most important factor, how many of us recognise the importance of creating and building a brand?

“...it is more important than ever for dental businesses to stand out from the crowd.”

Generally, in dentistry, branding has not been regarded in the same way it is in the corporate

world, where multi-national businesses expand on the strength of their brands. But now, with the growth of dental corporates and multi-practice groups, branding is becoming an increasingly important factor. That is not to say that branding is only the domain of the big players. Creating a brand which is unique and people can identify, talk about, recommend to others and remember is just as important for a single practice, and in some situations even more so, where there are other local competitors for existing and potential clients to choose from.

Effective branding is also important when looking to expand, franchise or sell one's business. When dentists are adding another site to their existing portfolio, doing so under a brand will enable people to know who is moving into their area, and can help give confidence that this is an established dental business taking over their local site. One example being a business in North East England I act for, the Burgess & Hyder Dental Group, who now operate eleven clinics across the region under their brand.



They are welcomed into each area as their brand is widely known, as is the quality associated with it.

Equally in franchising, the importance of a strong brand is crucial to enable a business to thrive in other areas relies on an existing strength of reputation. Through being part of that recognisable brand, patients will know that each site under that umbrella will offer the same levels of service and quality. Another of my clients, Damira Dental, has recently rebranded from Aspire Dental Care, and is pursuing a franchising model under its new and fresh identity. The business, which has 14 sites across the South of England, has amassed a strong reputation during its eight years in operation, and the strength of its service coupled with its branding will allow that to be replicated across the UK.

The creation of a brand identity, which can help support the expansion of a business, can also be of great importance when it comes to selling. It is much easier to market a business which is well known and has invested time and effort in standing out from

the crowd. To a potential buyer, they are important factors in instilling the confidence to take on a site in a new territory.

In this day and age of dentistry being an increasingly competitive business, distinguishing oneself from the many other players has never been more important, and is something that must be given due consideration.

_about the author

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Amanda Maskery

is one of the UK's leading dental lawyers. She is Chair of the Association of Specialist Providers to Dentists (ASPD) in the UK and a Partner at Sintons law firm in Newcastle. She can be contacted at

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Daily work with Coachman's Digital Smile Design protocol

Author_Stefan Krause, Germany

Figs. 1a & b_Facial frontal photographs in the headrest, retracted (a) and smiling (b).



_Case 1

Fig. 2_Facial frontal photograph in the headrest, retracted.

Fig. 3_Measurements for the technician.

Fig. 4_DSD.

Fig. 5_Direct mock-up, created with a silicone key, without correction.

_The Digital Smile Design (DSD) protocol developed by Dr Christian Coachman is an important part of daily work at our practice. It is an

integral way of viewing the patient that clearly improves the quality of the treatment planning, as well as the functional and the aesthetic results.

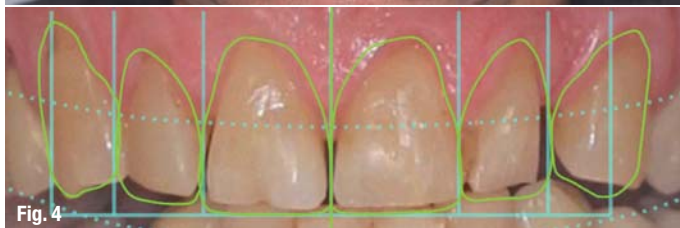




Fig. 6a



Fig. 6b

An important aspect of the DSD concept is that the patient is shown what his or her smile will look like after treatment in an emotive presentation. In this manner, we can easily convince the patient to accept the proposed treatment plan and encourage him or her through the perfect, immediate facial integration of the mock-up.

The DSD is a multipurpose conceptual protocol described in great detail by Dr Coachman and available on his website;¹ therefore, in this article, I will not present the DSD protocol, but will



Fig. 7a



Fig. 7b

Figs. 6a & b Comparison before (a) and after (b), intra-oral.

Figs. 7a & b Comparison before (a) and after (b), extra-oral.

focus on my personal experiences with this concept. Based on my observations, I wish to suggest

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