

Connecticut State Dental Association

October 4, 2023

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Connecticut State Dental Association
1000 Main Street
Hartford, CT 06103
HAWEN

MASTERING PREDICTABLE AND BEAUTIFUL COMPREHENSIVE ESTHETIC RESTORATIVE THERAPY

“From *soup to nuts* - an interdisciplinary modular and collaborative approach between the patient, dentist, specialist and laboratory”

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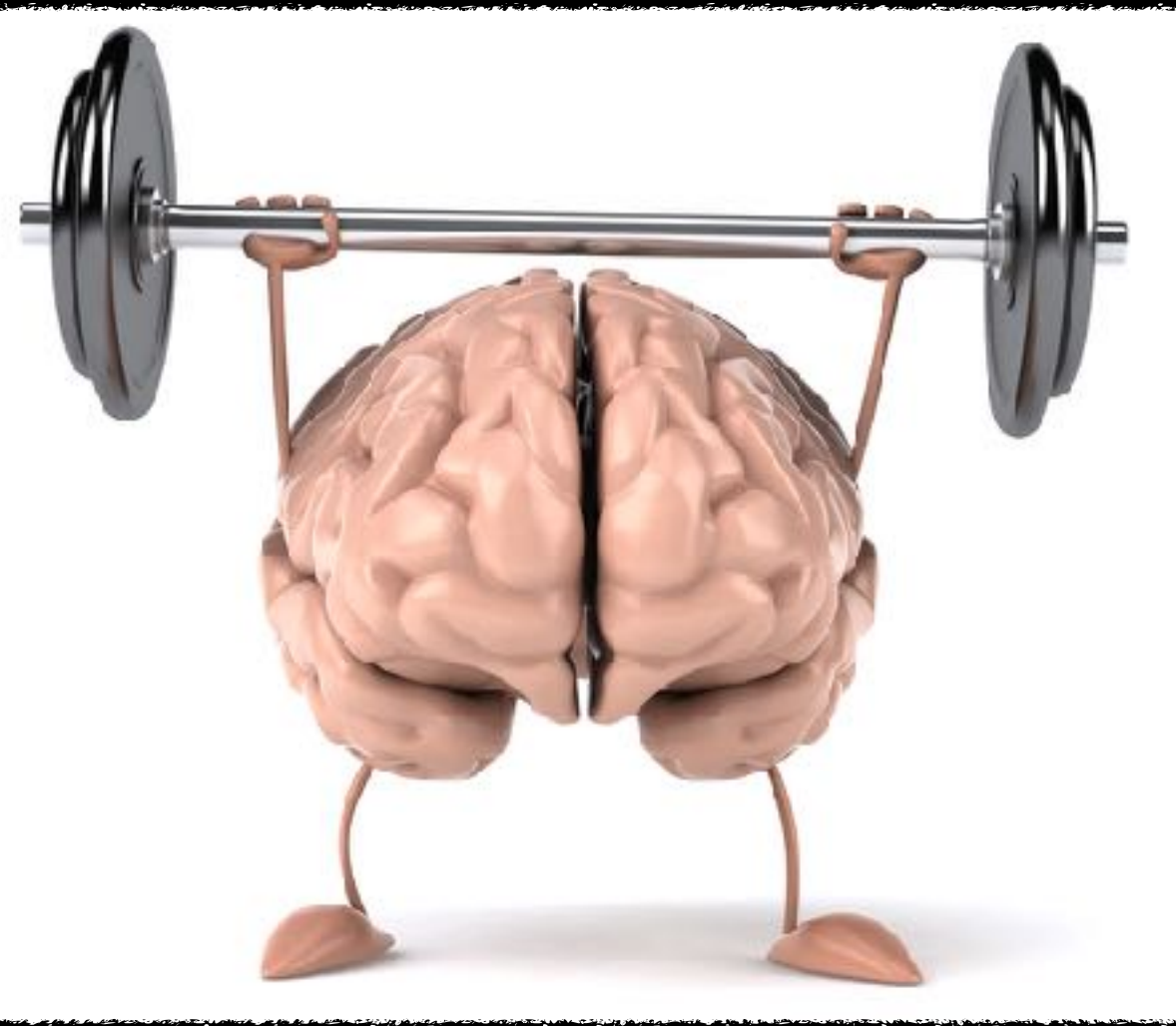


D Definition of comprehensive dentistry

"Comprehensive dentistry is complete oral care that combines art and science to optimally improve dental health, function, emotion and esthetics."



Understanding...



How to effectively communicate, evaluate esthetics and treatment plan?

What protocol is necessary regarding interdisciplinary care?

How to prep, impress and create prototypes?

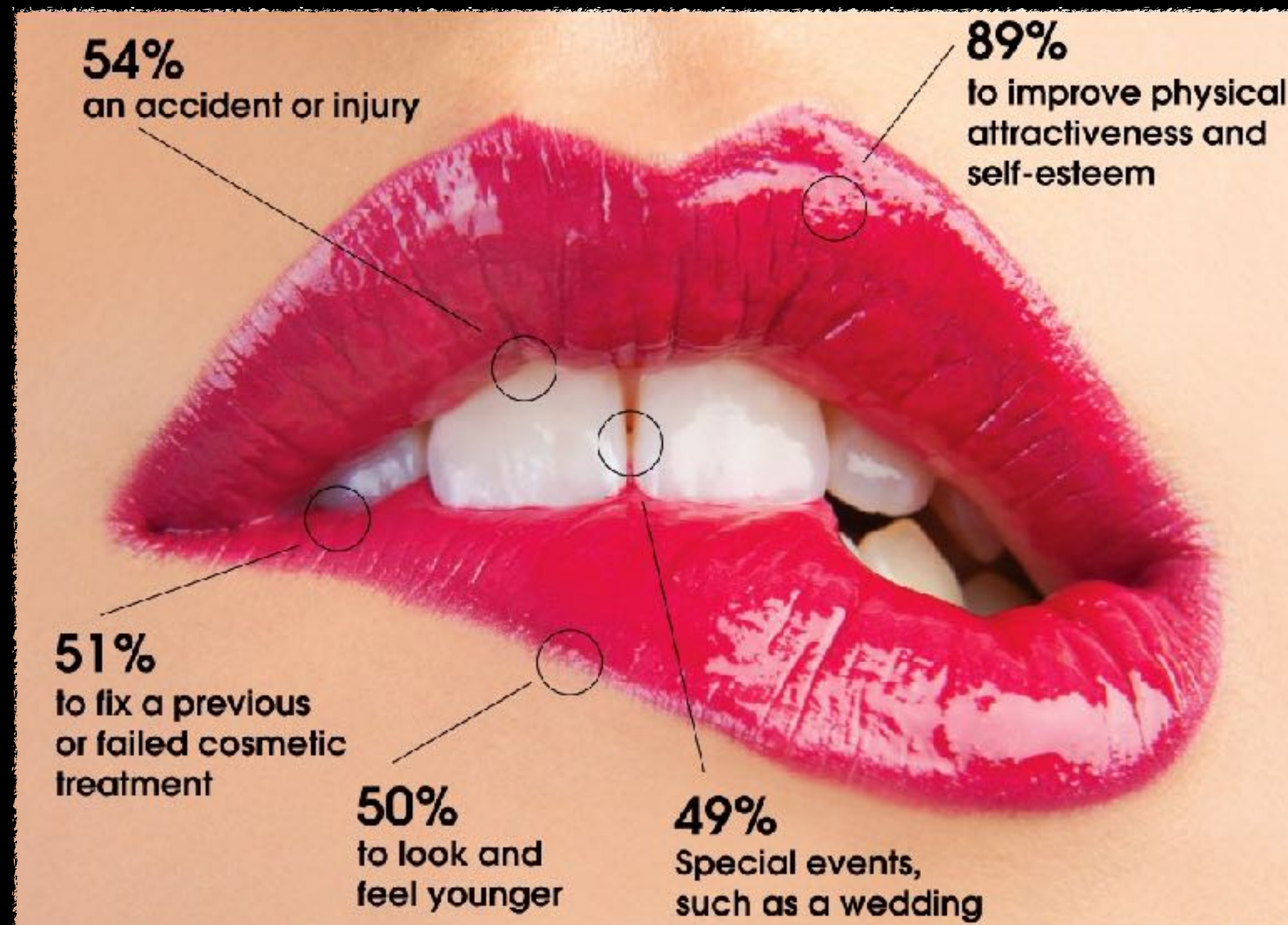
What adhesives, materials and equipment options are available?

How to work and communicate efficiently with the laboratory?

What are the delivery techniques and maintenance considerations?

How to drive patients to your office

Along with understanding the public's growing *wants* for esthetic dentistry...

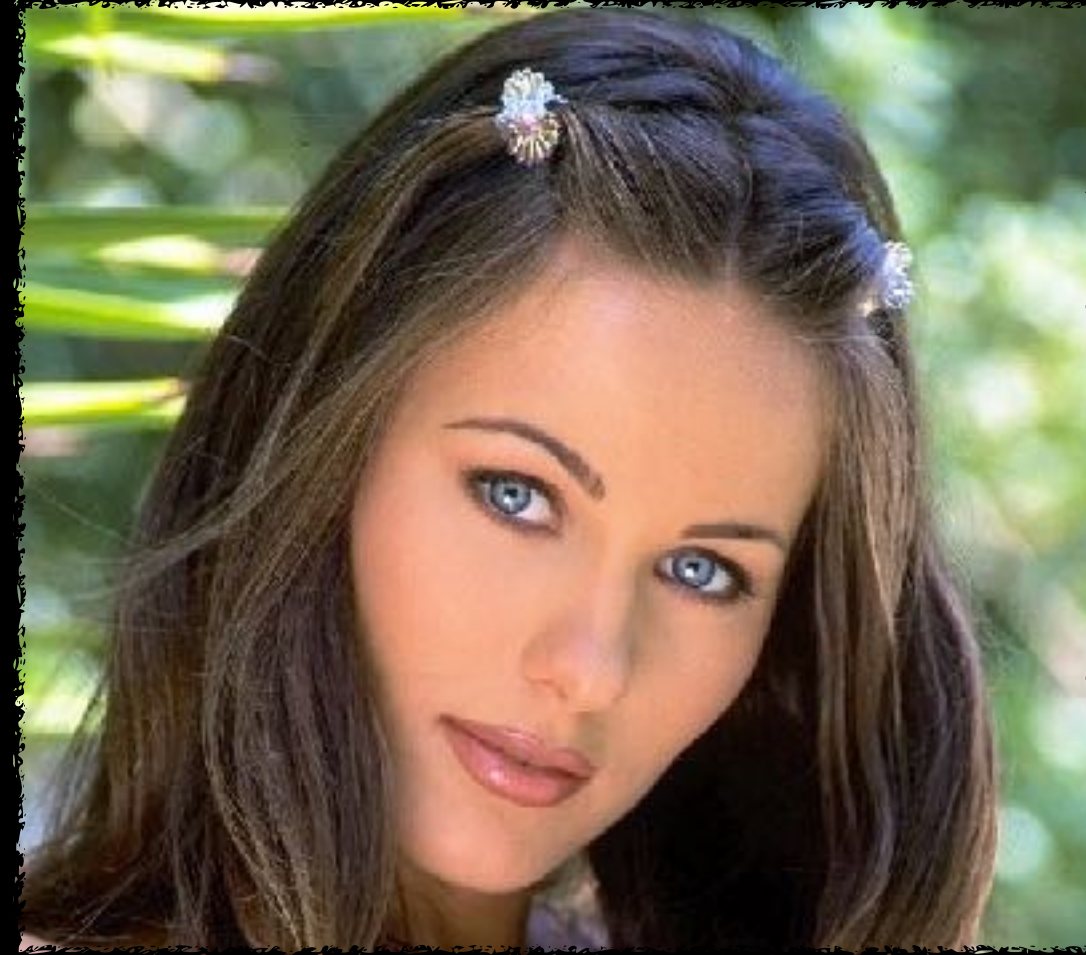


... and what the dental team *needs* to know to provide predictable esthetic therapy



Men and
Women Want
To Look...

YOUTHFUL and BEAUTIFUL!!





The concepts and
philosophies of the physical
attractiveness phenomenon!

Definitions

Beauty - “the qualities that give pleasure to the senses”

Esthetics - “the study and theory of beauty”

Cosmetics - “any preparation designed to beautify”

50% of the brain is used for
visual perception of the human form!

25% of the brain is used for
visual perception of the human face!

Brain

Perception of Beauty

Esthetics of the Human Form

Esthetics of the Face

Esthetics of the SMILE

Art of Esthetic Restorative Therapy

Practice of Cosmetic Dentistry



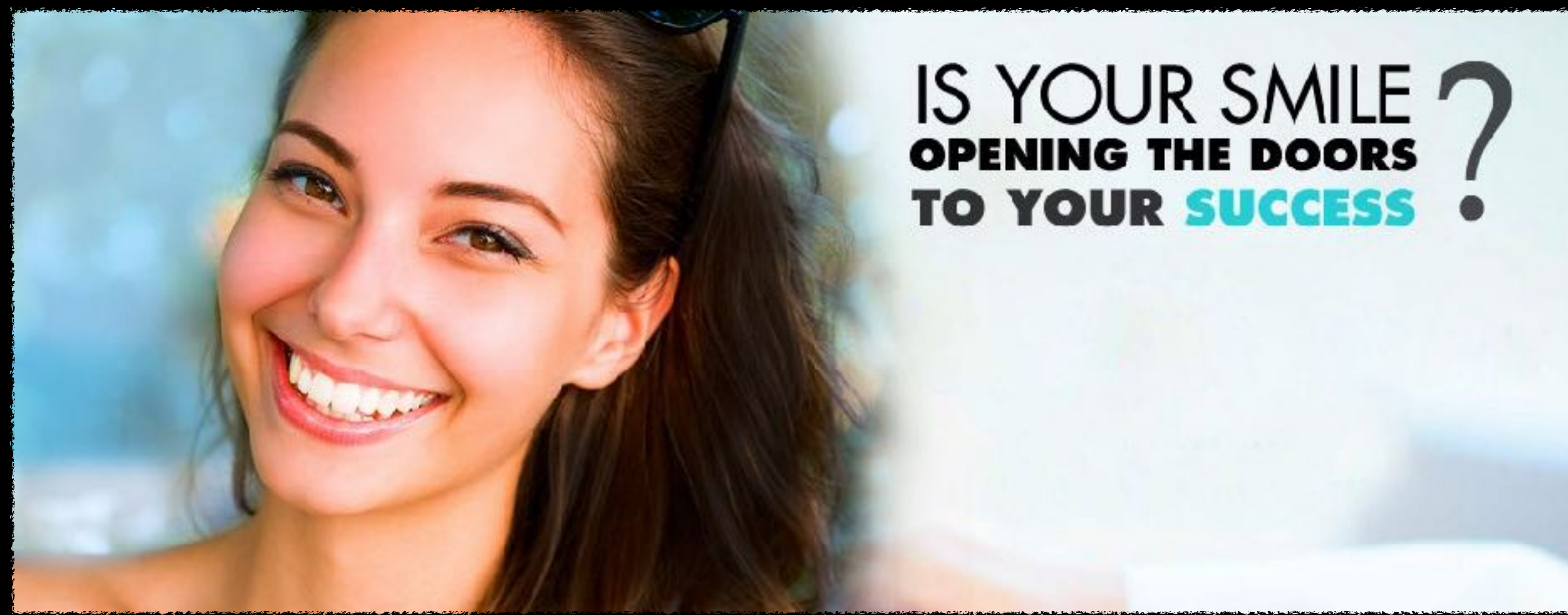
Why SMILE is cosmetic dentistry PLAY
a primary role in today's beauty
conscious society?

Benefits of an attractive smile

Studies have shown that the smile is deemed most important when evaluating physical attractiveness!



first impressions
count... make your
smile memorable



IS YOUR SMILE
OPENING THE DOORS
TO YOUR **SUCCESS** ?

Studies have shown that people are more successful and confident in social and professional settings with an attractive smile versus those with an unattractive smile!

However, we have all seen challenging cases like these!



Resulting in the following reaction...

I am so confused!!



Where do I start??

How would I develop a treatment plan??

Am I in over my head??

Should I refer this case out??

The prime learning objective of this program



Understanding how to successfully
diagnose, design, plan and treat
comprehensive esthetic cases to
efficiently and predictably satisfy
our patient's

NEEDS and WANTS

Very different treating **WANTS** versus **NEEDS**!

Must be able to get into the patient's head!

The "**WANT**" is typically elective

The practice requires knowledge and training

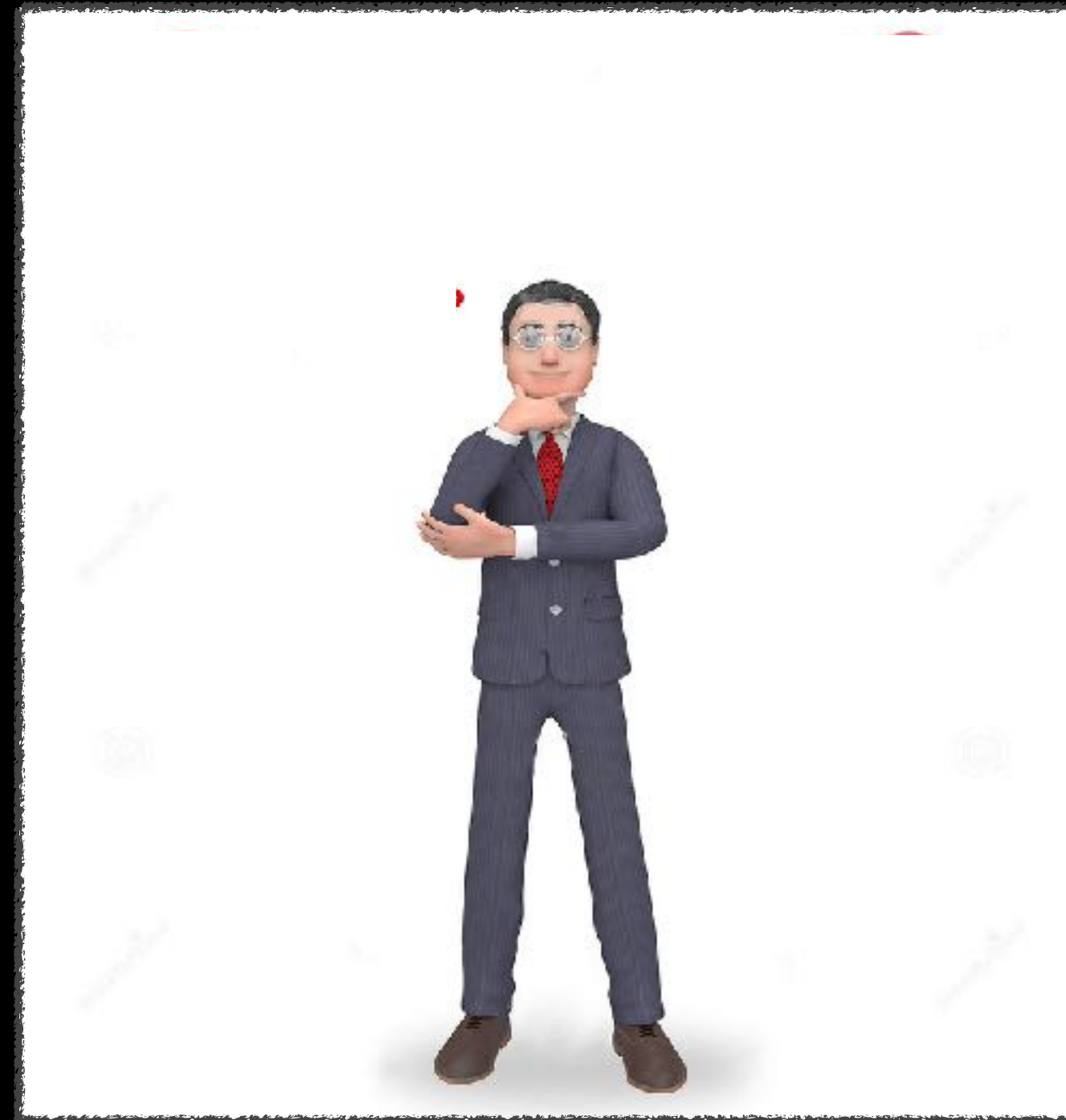
Thorough communication is required

Detailed planning and design is critical

Office workflow needs to be modified

Has an impact on the practice's reputation

Far more rewarding clinically and financially



Patients readily accept treatment

The "**NEED**" is mostly necessary

Typically biology drives the therapy

Dentist have training and experience

Can work with insurance plans

Easier to fit into the office workflow

Easier to acquire patients

Less creative and less rewarding

10 workflow modules to master comprehensive esthetic therapy

Diagnostics, smile design and tx plan

Interdisciplinary communication

Tooth preparation and design

Impression techniques

Prototype restorations



Materials and adhesion

Laboratory considerations

Cementation fundamentals

Maintenance

Marketing strategies

Diagnostics, smile design and tx plan

module 1

C
C
E
E
T

Communication
Clinical examination
Esthetic evaluation
Esthetic design
Treatment plan



Develop and master verbal skills!



*Be personable, be patient, and educate!
Treat patients as you would want to be talked to!
Staff echoes and communicates the same!*

Acquire communications tools!

Technology: e.g. cameras, digital media, analog media

C ommunication

Ask yourself!

Which do you want for your patients and staff?



Communication aids!

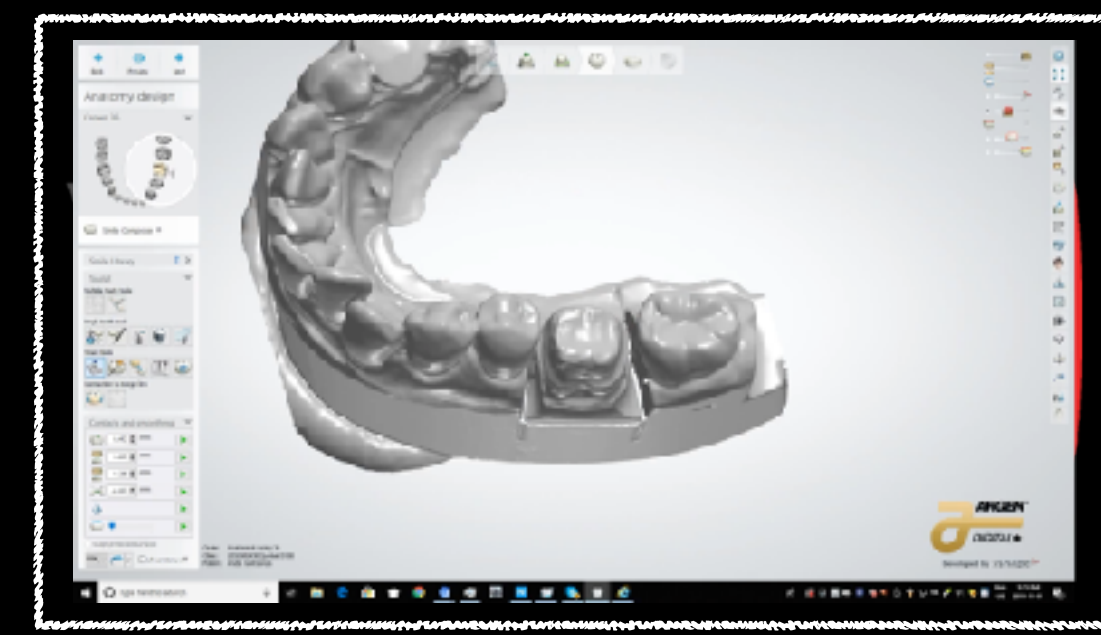
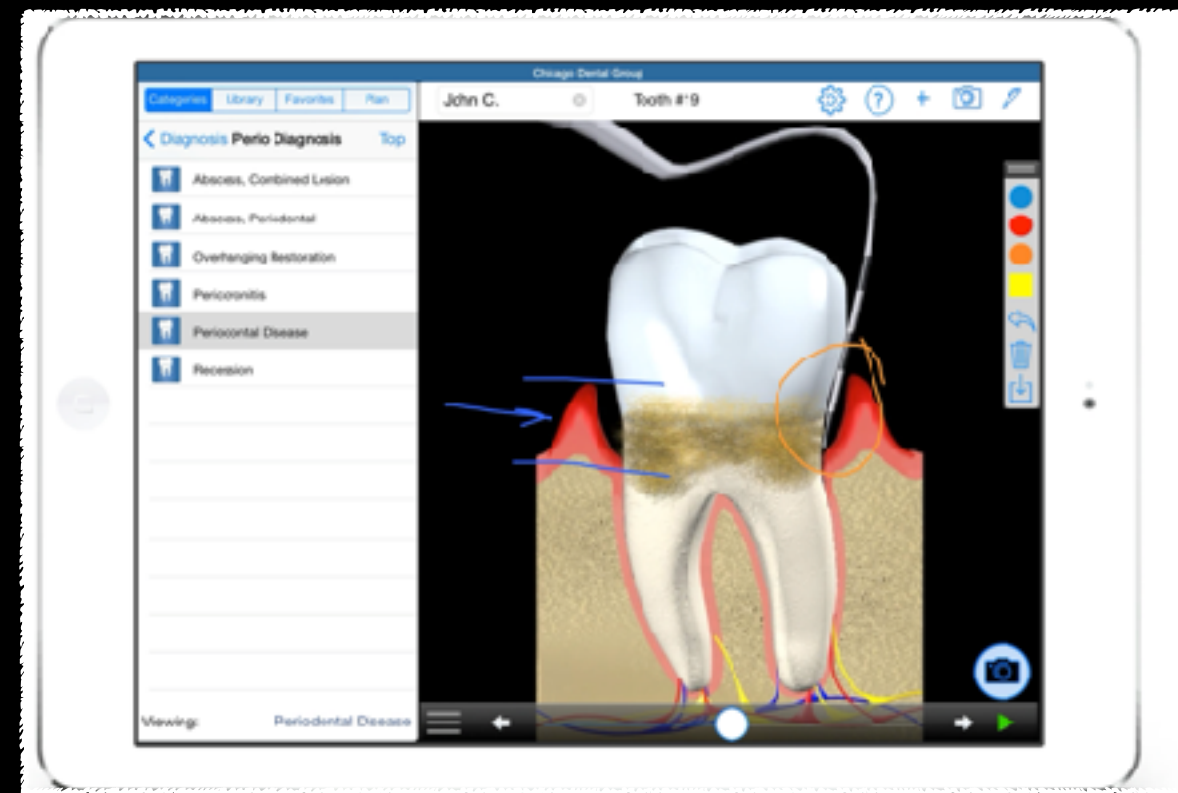


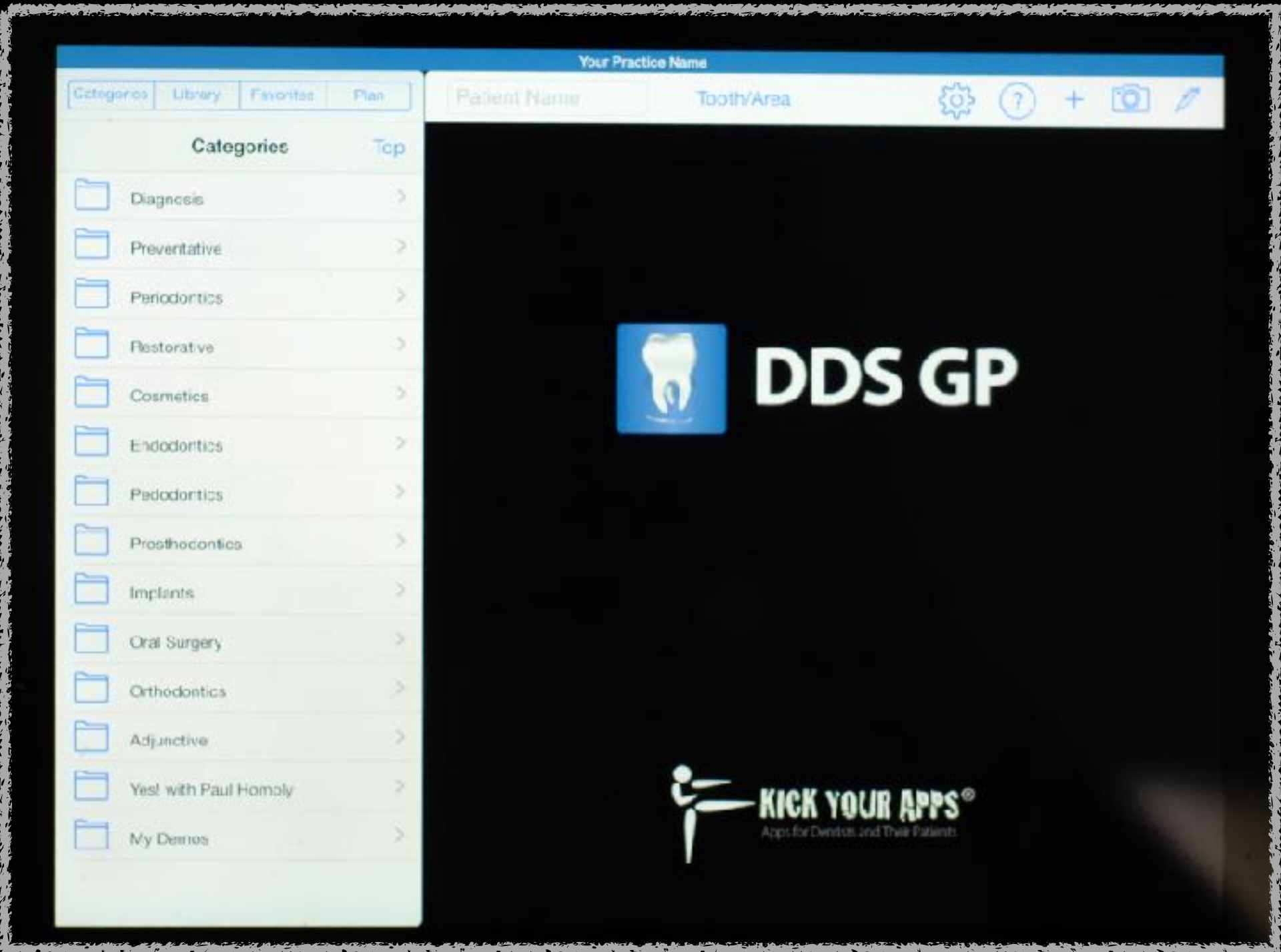
Who still use or remember these?



Today!!!

Tablets/apps
Computers
Videos
Photography



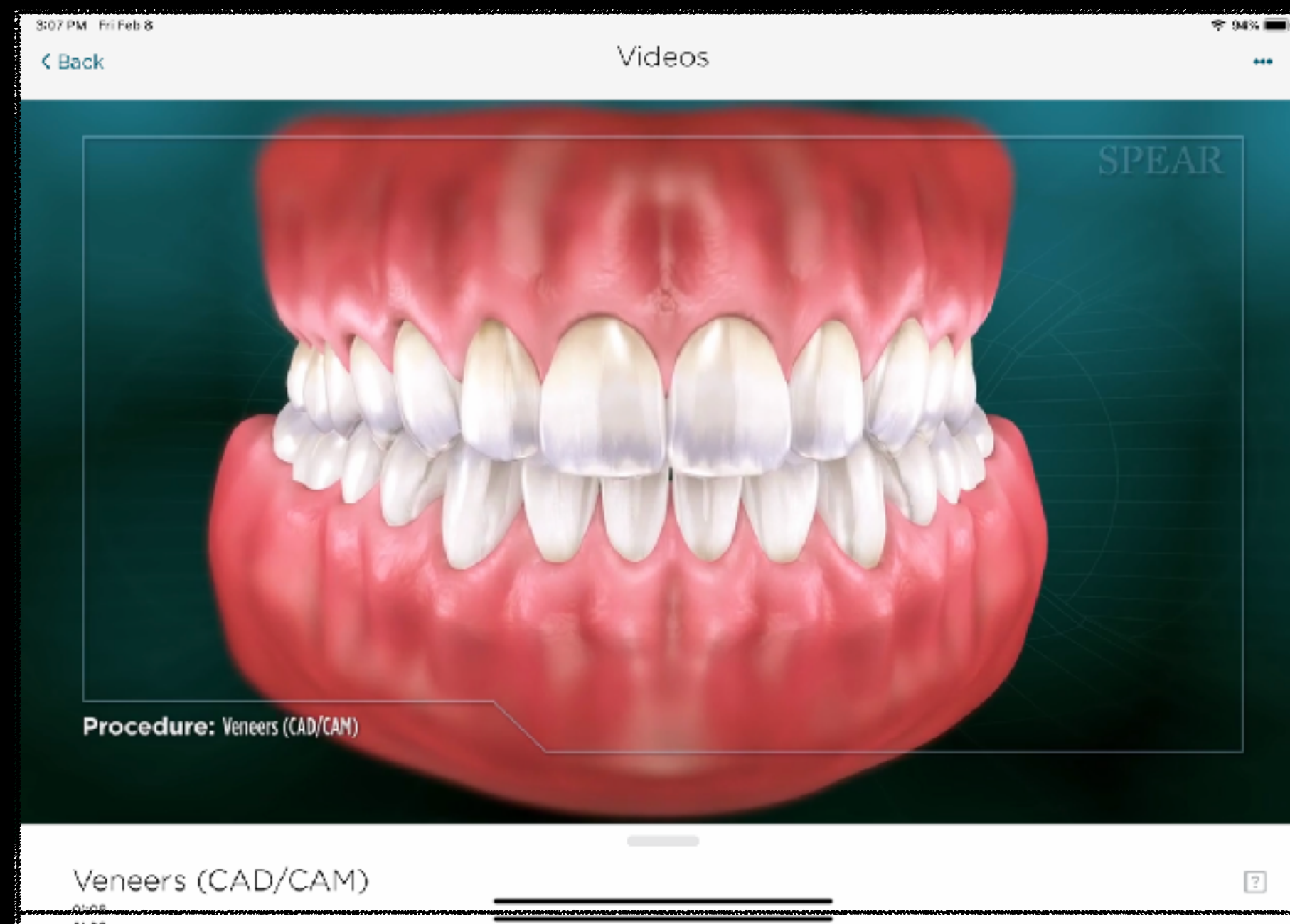


Digital aids

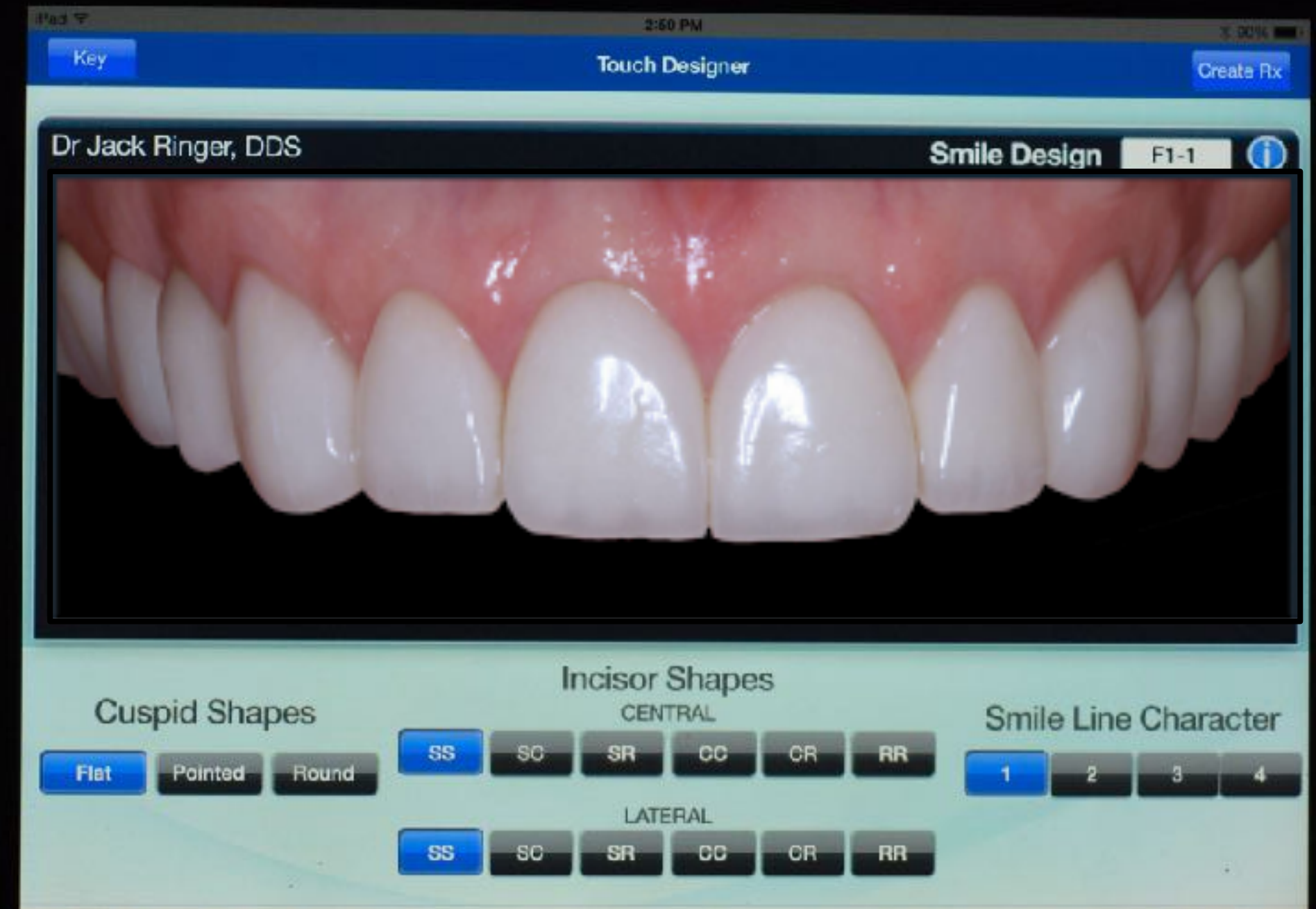


SPEAR®

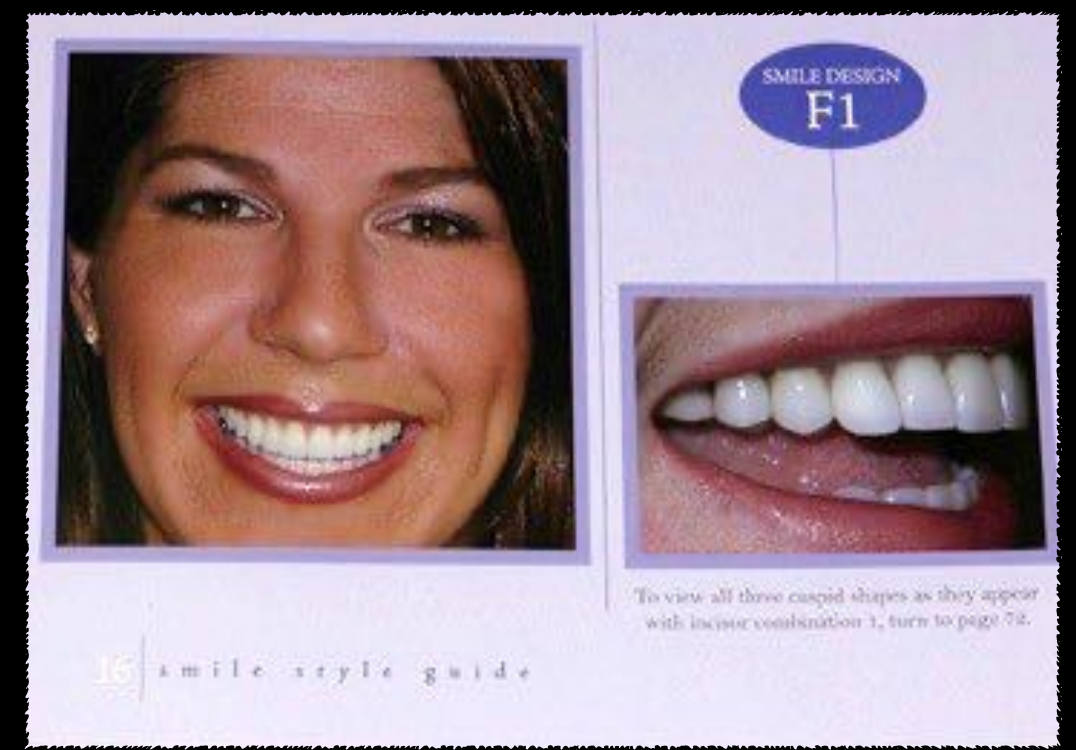
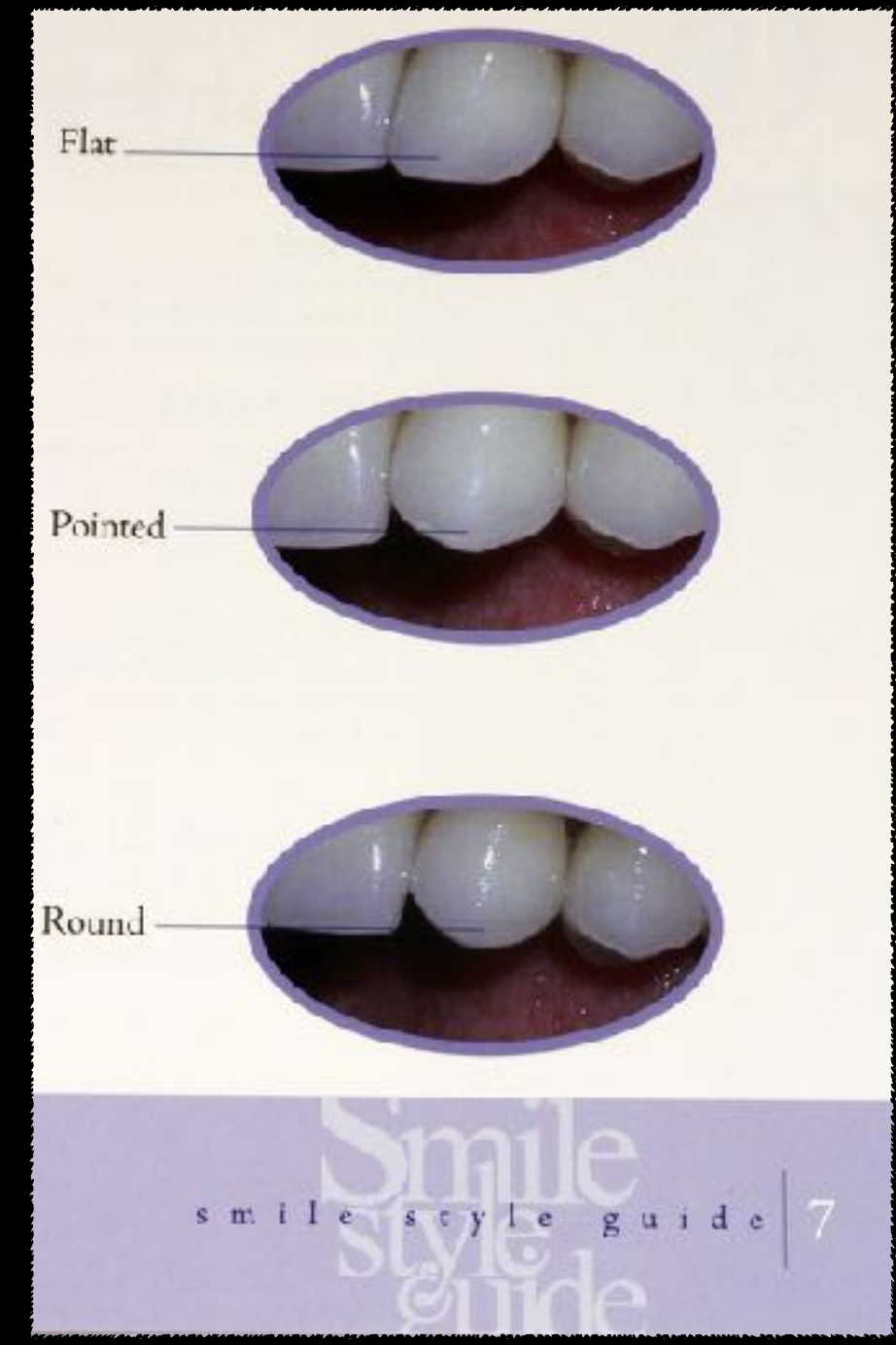
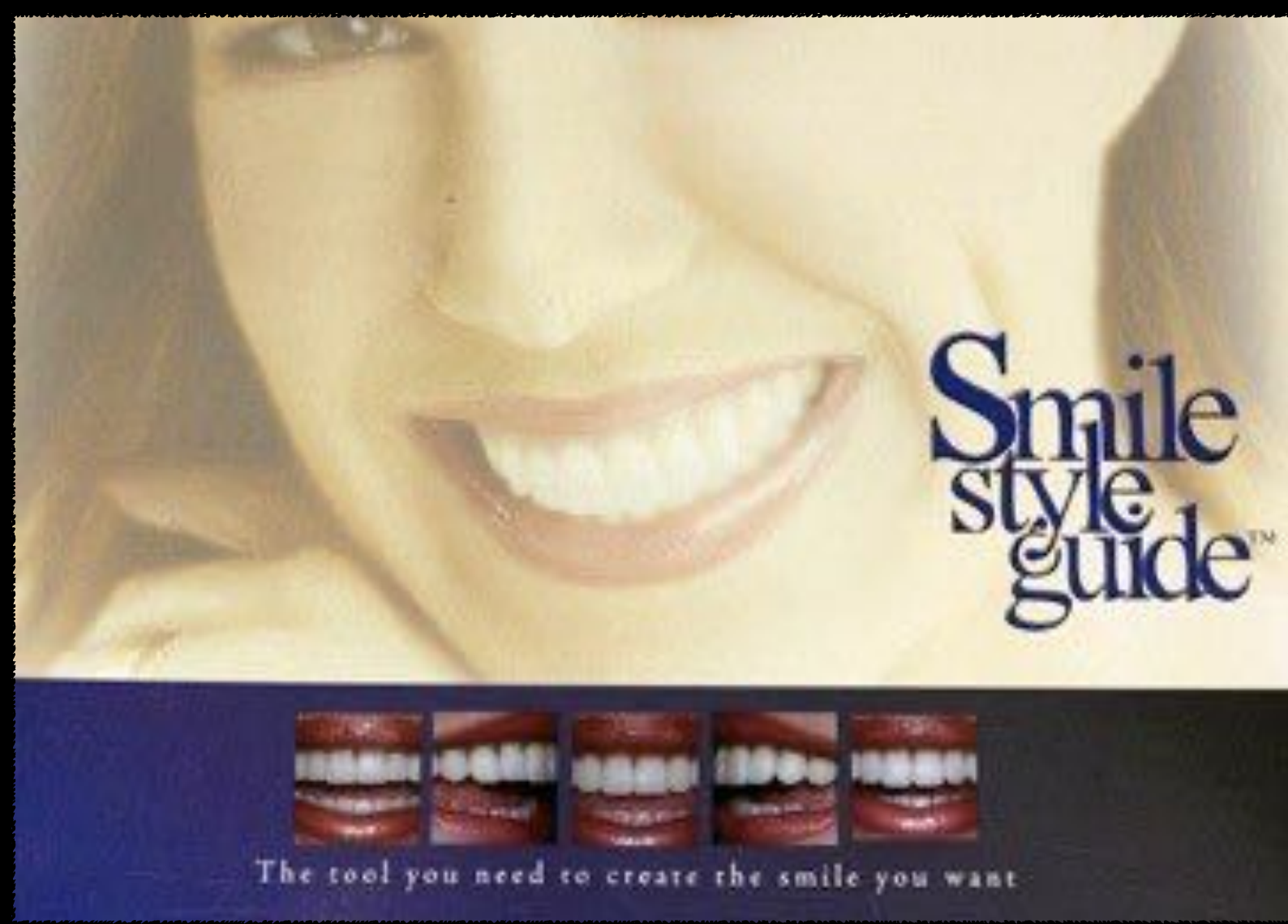
Digital aids

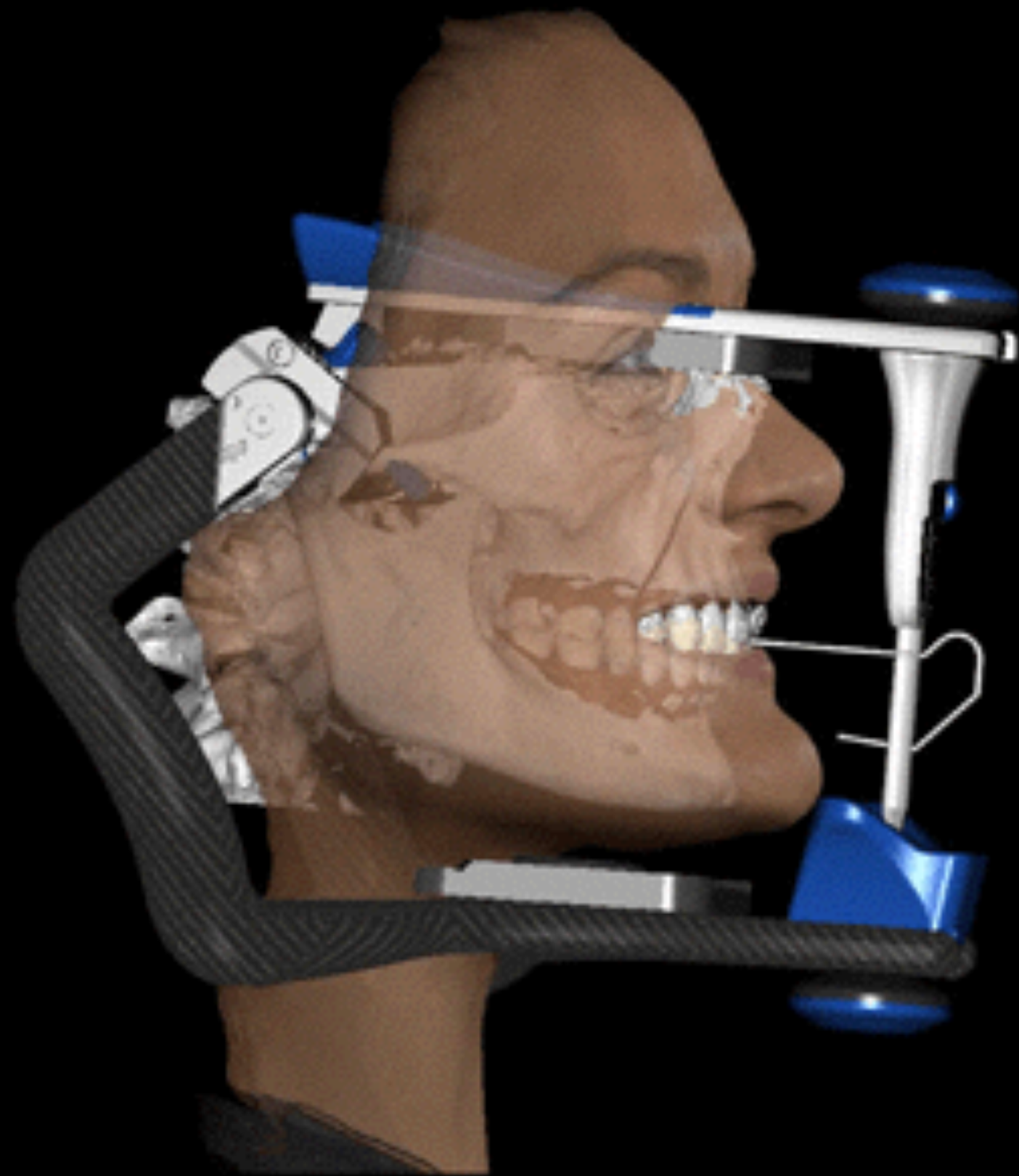


Digital aids

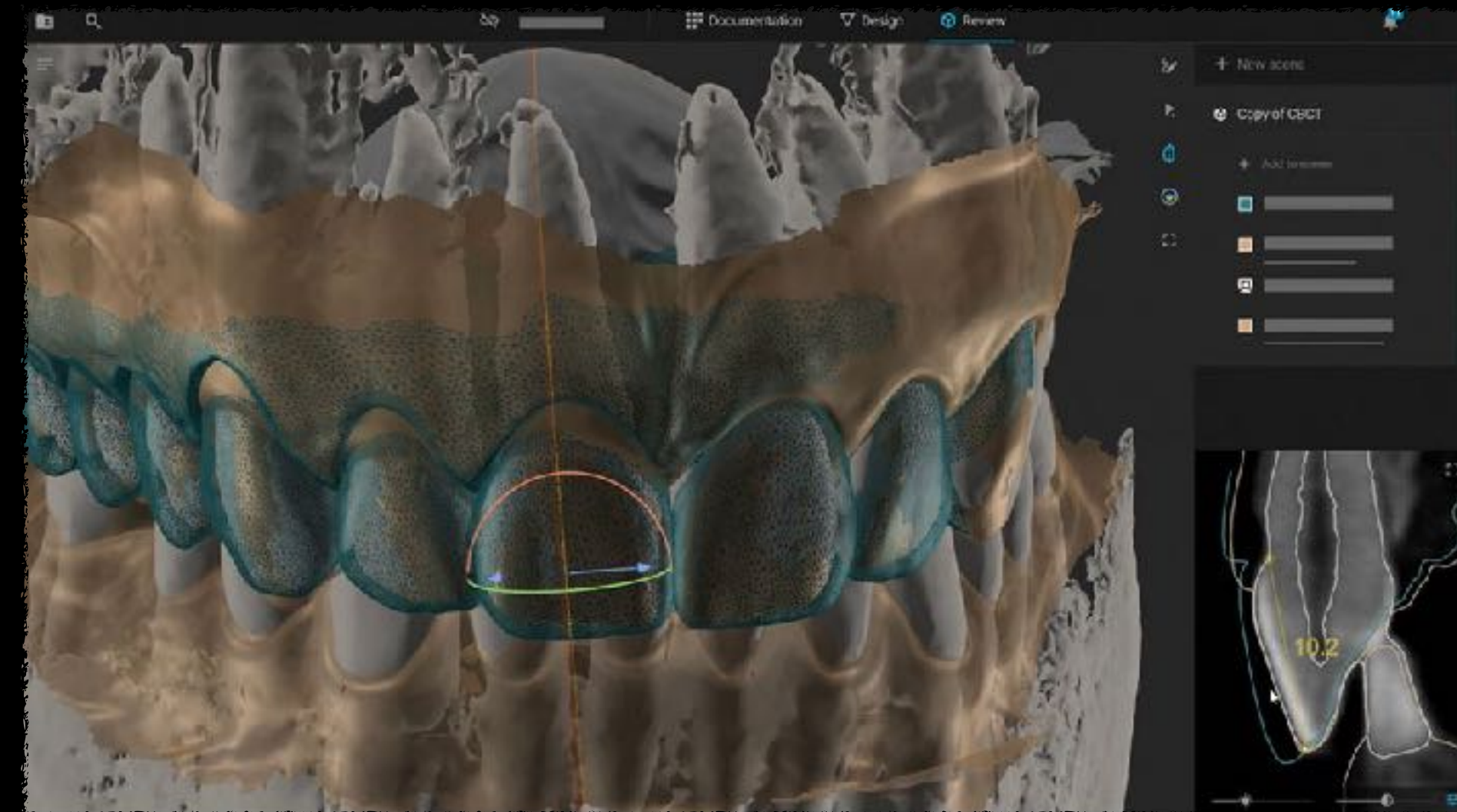


Analog aids





Digital aids



Photography



Photography uses

- Personal uses
- General dental uses
- Specialized dental uses
- Marketing dental uses



Necessary photographic views

Lynn - case example



Pre-op profile 1:2



Pre-op portrait 1:10



Pre-op lip in repose 1:2



Pre-op smile B&W 1:2



Pre-op u/l occlusal 1:2

Necessary photographic views



Pre-op right lateral 1:2

Pre-op smile 1:2

Pre-op retracted 1:2

Pre-op left lateral 1:2



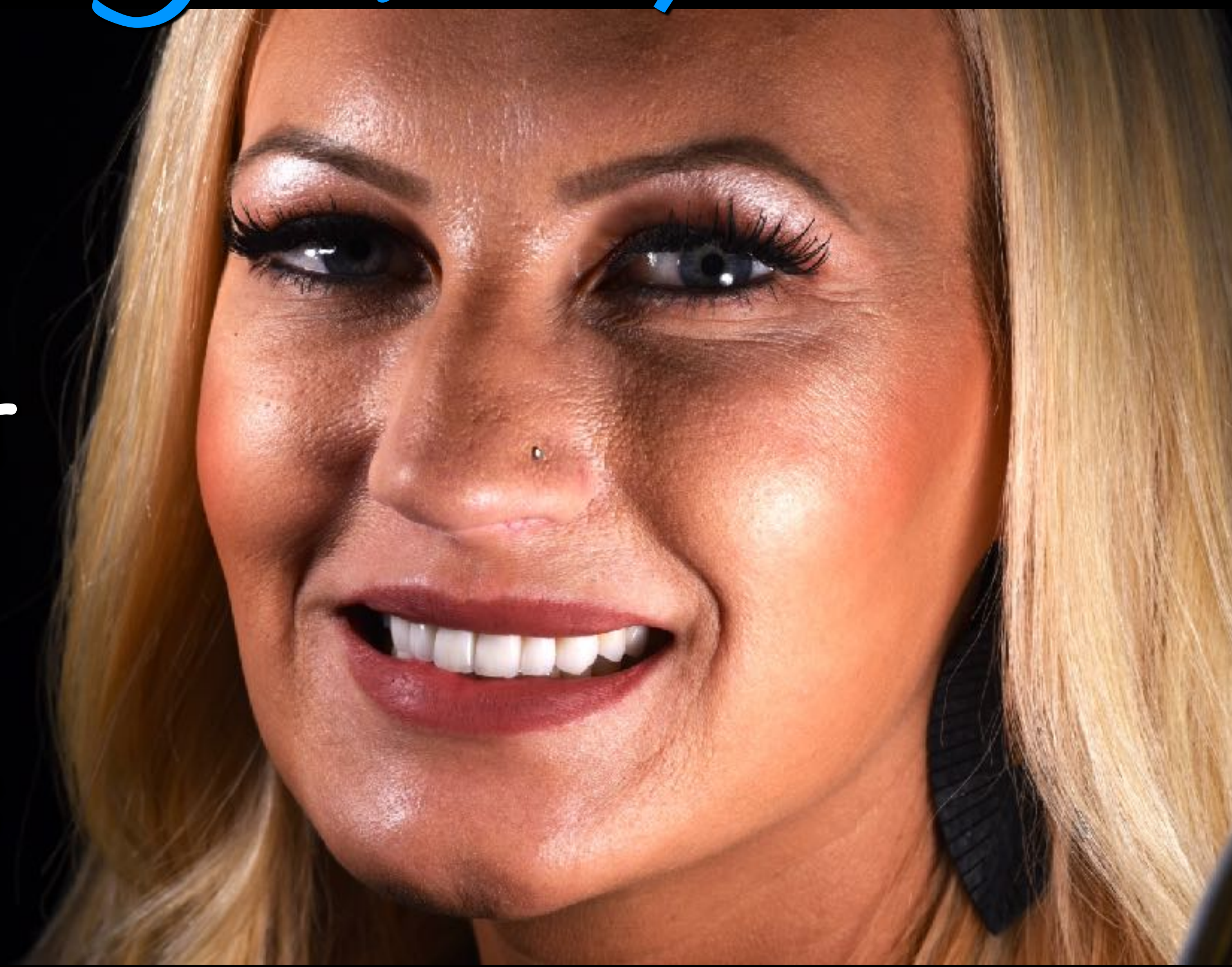
Pre-op right retracted 1:2

Pre-op retracted 1:1

Pre-op left retracted 1:2

Glamour photography

- Great for marketing
- Requires additional equipment
- Requires training
- Great for office photographs



It's all about lighting!



Conventional



"Glamour"



Conventional

"Glamour"



Conventional

"Glamour"

What to Avoid!



Superior Angle



Inferior Angle

What to Avoid!

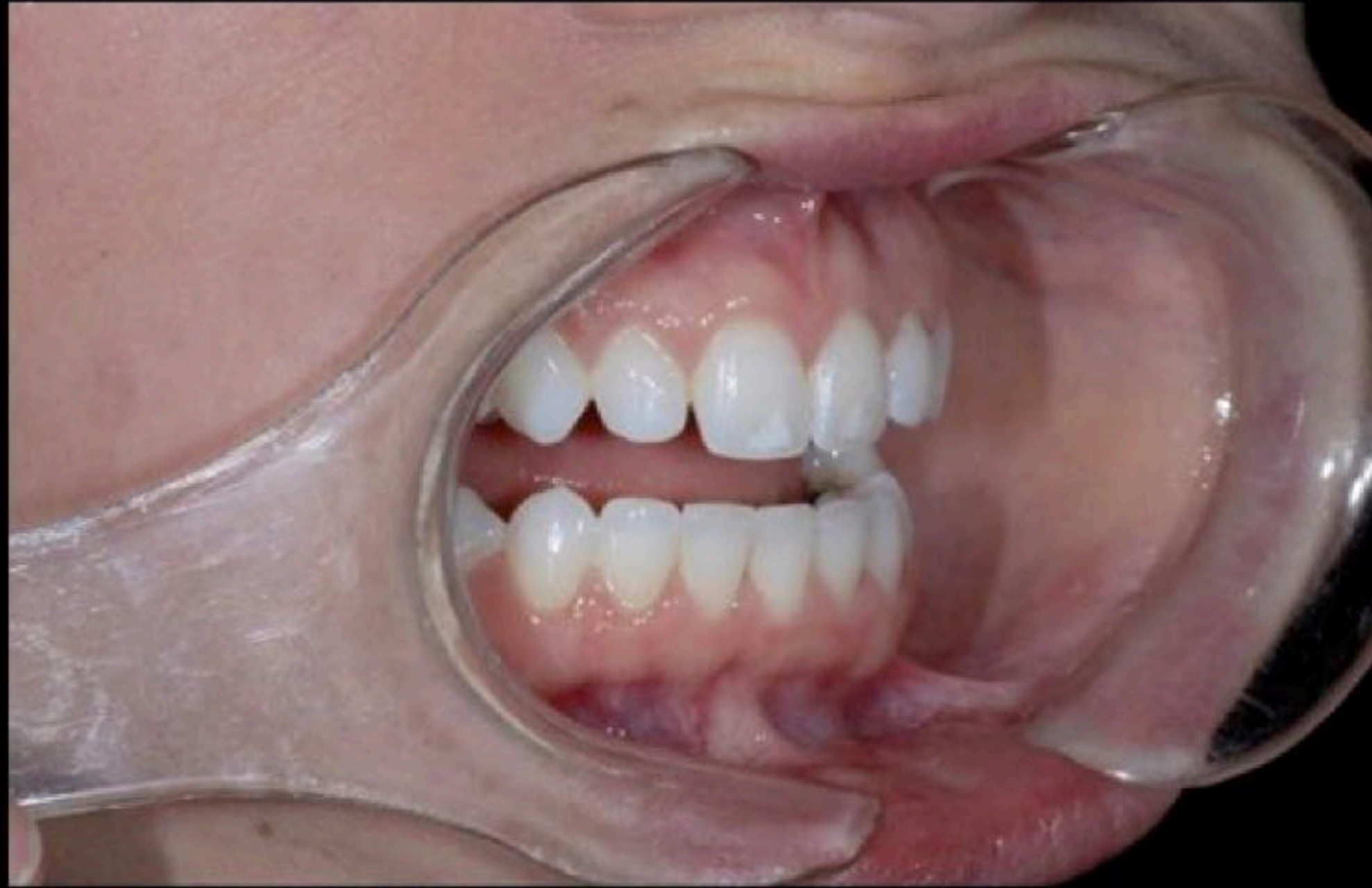


Canted



Off Centered

What to Avoid!

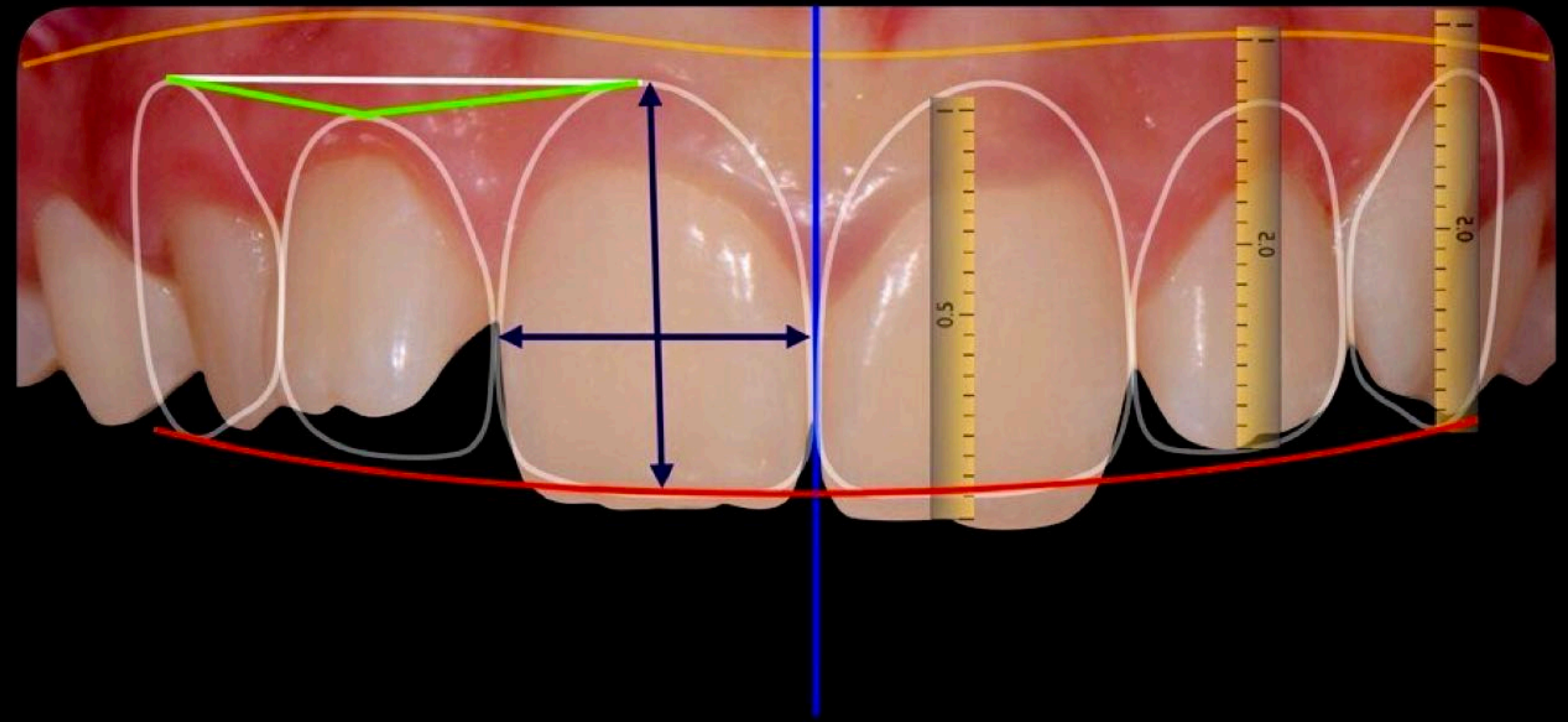


Wrong Mag. Ratio, Poor Framing



Out of Focus

Smile design template



Clinical examination



Visual →



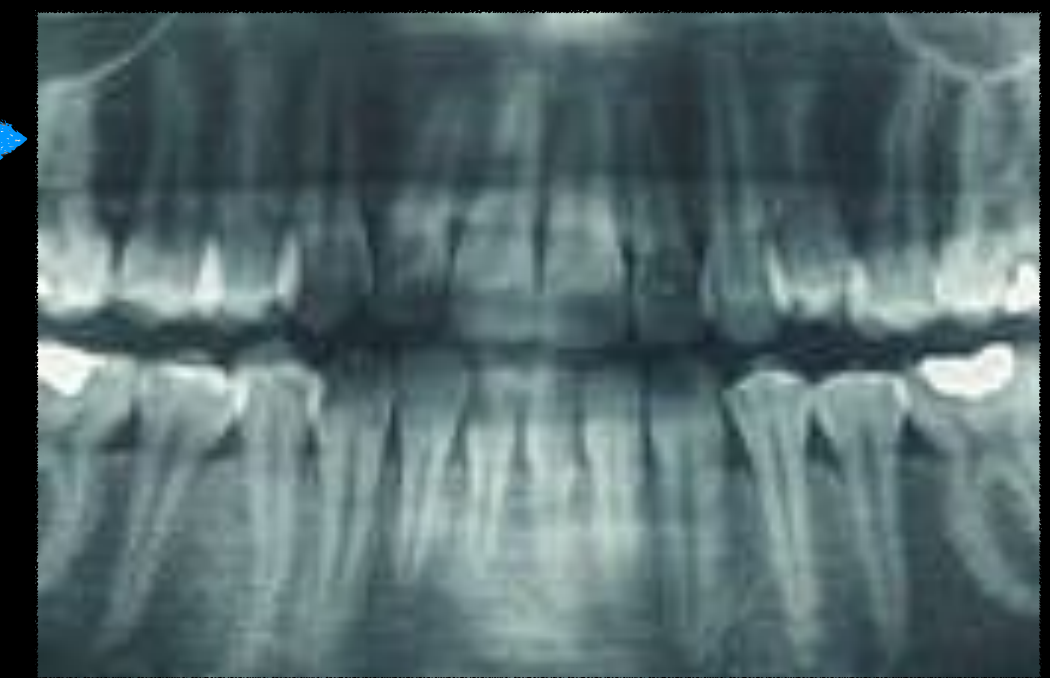
Joints, muscles, airway →



Extra-oral photography →



Radiographs / CBCT scans →



Intra-oral photography →

Study models →



Facebow →

Pearl #1 to remember!

For all esthetic and
functional cases
always employ the
“DECISION TREE”!



The decision tree

Diagnosis



Treatment plan

Airway

Biology

Structures

Function

Esthetics



Airway

Esthetics

Function

Structures

Biology

Breathing (AIRWAY)

- Tonsils/Mallampati
- Deviated Septum/Nasal Stenosis/Turbinates
- Scalloped Tongue/Tongue Tie
- Bruxism potentially related to airway
- Snoring
- STOP-BANG/Epworth
- Diagnosis of Apnea / Wear CPAP

✓ List

Foundation (BIOLOGY)

- Gingival Inflammation
- Gingival Recession
- Bone Loss
- Periapical Lesions
- Pulpitis
- Abnormal Radiographic Findings
- Gingival Hyperplasia
- Bony Hyperplasia

✓ List

Tooth Condition (STRUCTURE)

- Decay
- Cracks / Craze Lines
- Fractures
- Erosion
- Failing Restorations
- Missing Teeth
- Teeth Needing Replacement
- Teeth in Box 2 / Future Attention

✓ List

Bite (FUNCTION)

- Jaw Joint Sounds
- Jaw Joint Pain
- Muscle pain
- Tooth Wear
- Tooth Fractures
- Tooth Mobility
- Mal-Occlusion

✓ List

Appearance (ESTHETICS)

- Tooth Position
- Tooth Condition
- Tooth Arrangement
- Tooth Color
- Tooth Wear
- Gingival display
- Gingival Levels
- Papilla Position / Contact length

✓ List