



REGIONAL EVENT

WELCOME

TO TODAY'S REGIONAL EVENT!

Practiceplan
The business of dentistry

Part of the WESLEYAN Group

Aims and Objectives

The 10 ways to get the most out of digital.

- 01 Digital Consultation
- 02 Digital Consent
- 03 Digital Design
- 04 Digitally Guided Dentistry
- 05 Digital Record Keeping
- 06 Digital Case Communication

Aims and Objectives

The 10 ways to get the most out of digital.

- 07 Digital Triage / myitero.com
- 08 Digital Charting
- 09 Up Skilling / Skill Blending
- 10 Start with a scan

Better Through Digital

01

The Digital Generation.

Defined by an advent that improved how they could deliver dentistry.

Better through digital.



This is no longer up for discussion.

- Digital improves every aspect of patient care.
- Digital consent. Digital design and planning. Accuracy. Predictability.
- Better through digital
- A decision to not become digital holds you back.

Digital Is Here

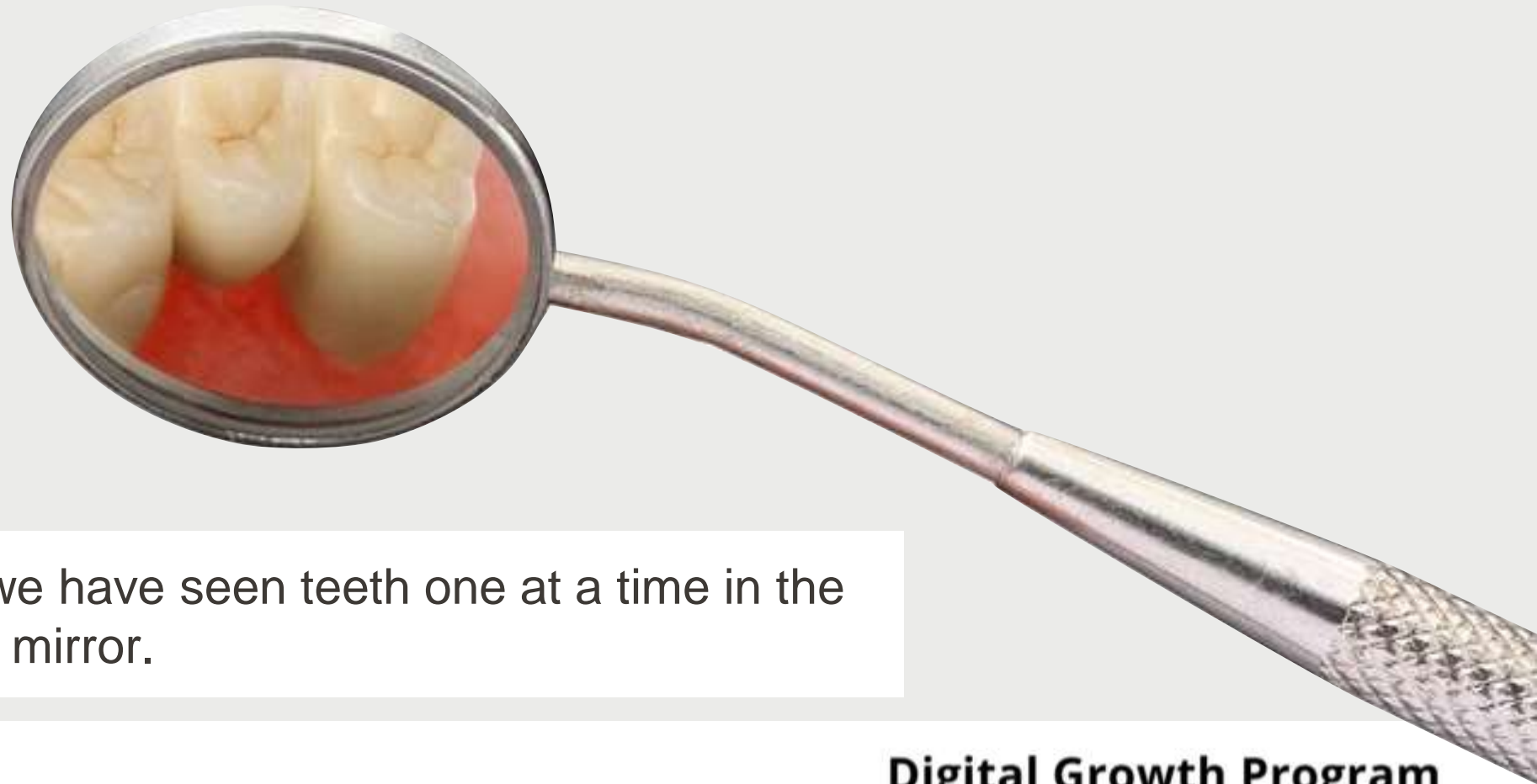


02

Digital Consultation

Direct increase in revenue when the iTero is used in new patient consultations.

The Digital Lens



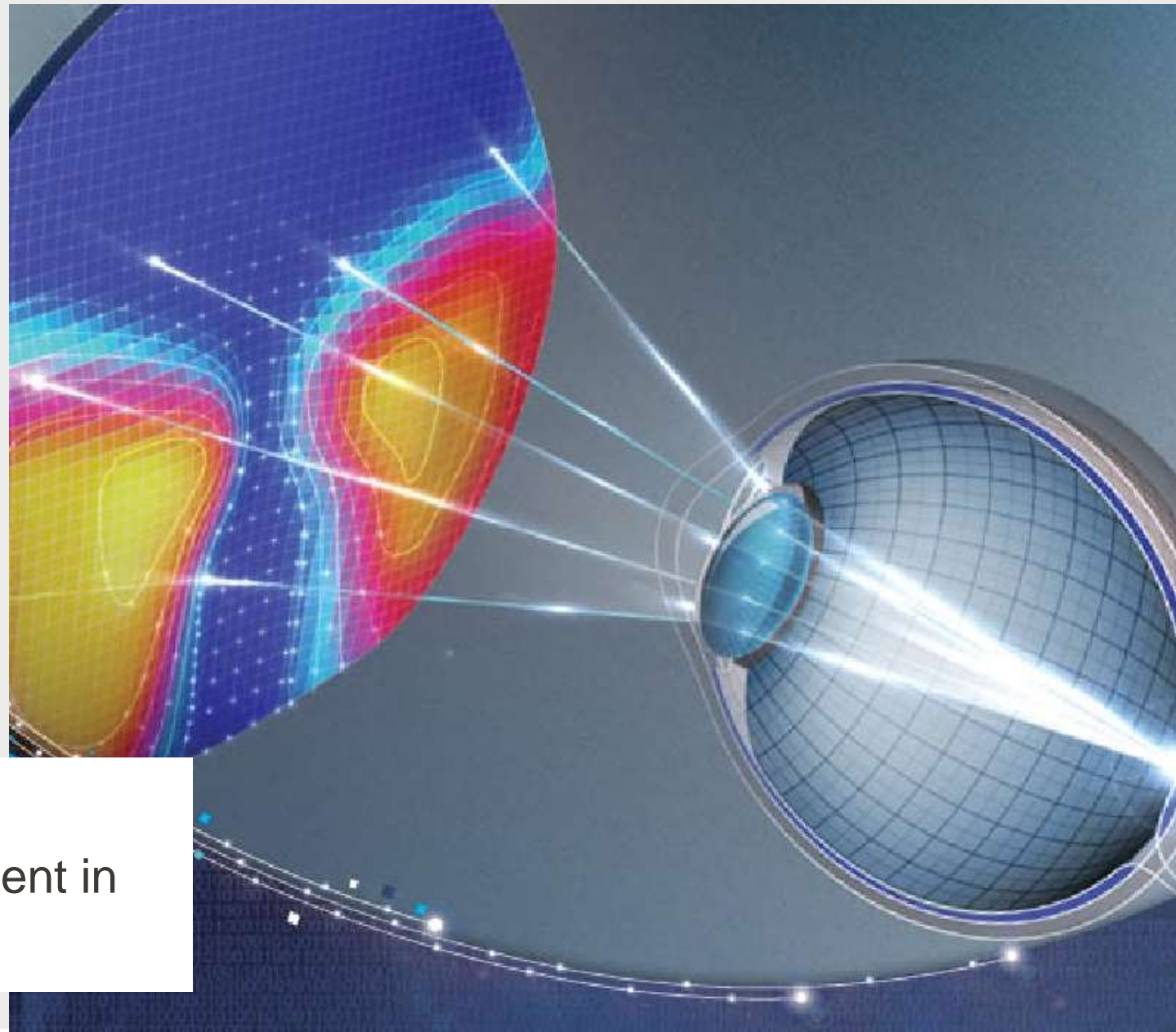
For over 200 years we have seen teeth one at a time in the reflection of a dental mirror.

The Digital Lens.

Now, for the first time, we see the dental system as a whole.

The Digital Lens.

The touchscreen interface allows us to demonstrate our observations to the patient in a way **THEY** understand.

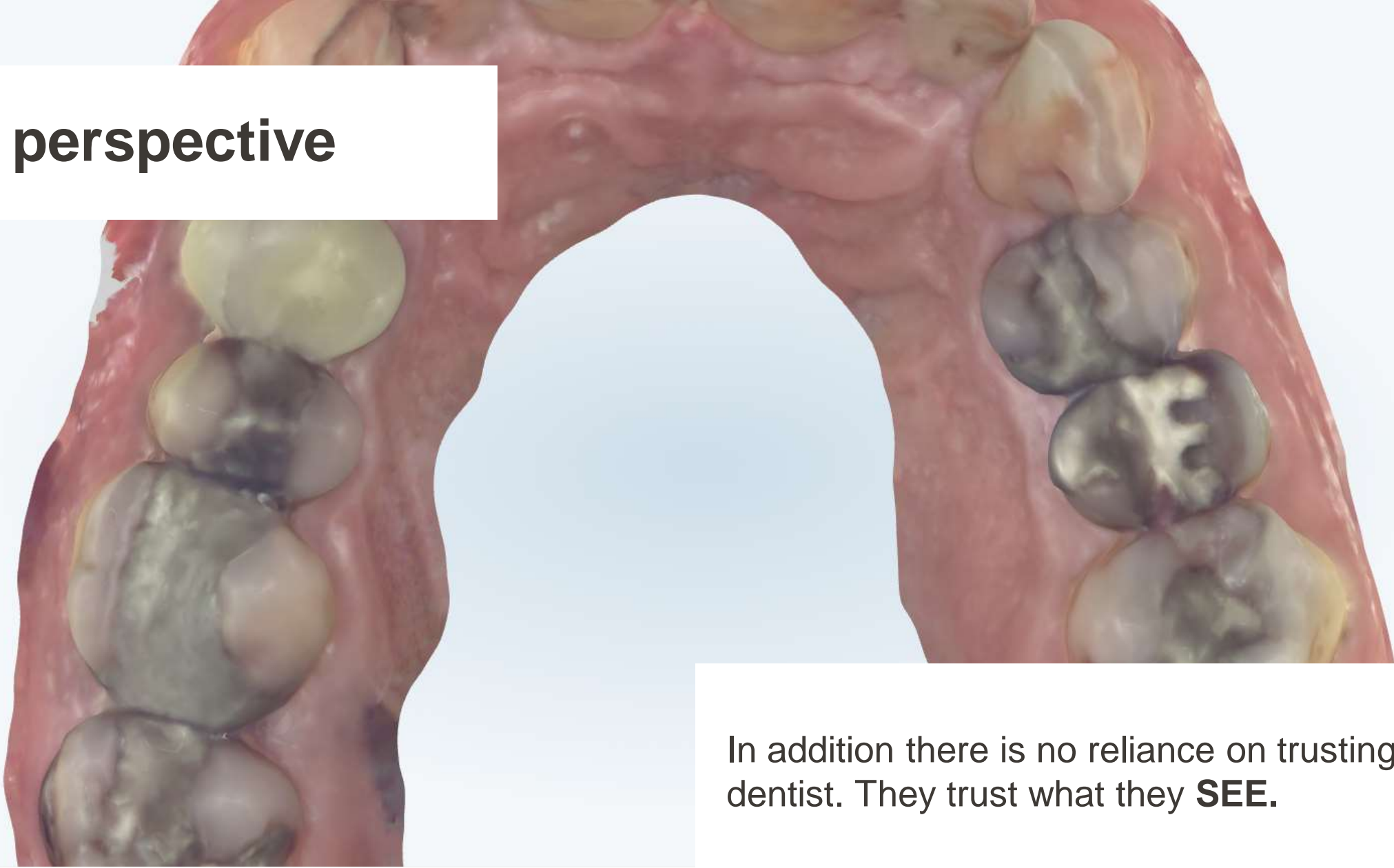


A new perspective



For the first time they see their own problems on screen. In **COLOUR**. There is no hiding from it.

A new perspective



In addition there is no reliance on trusting the dentist. They trust what they **SEE**.

Data at your fingertips



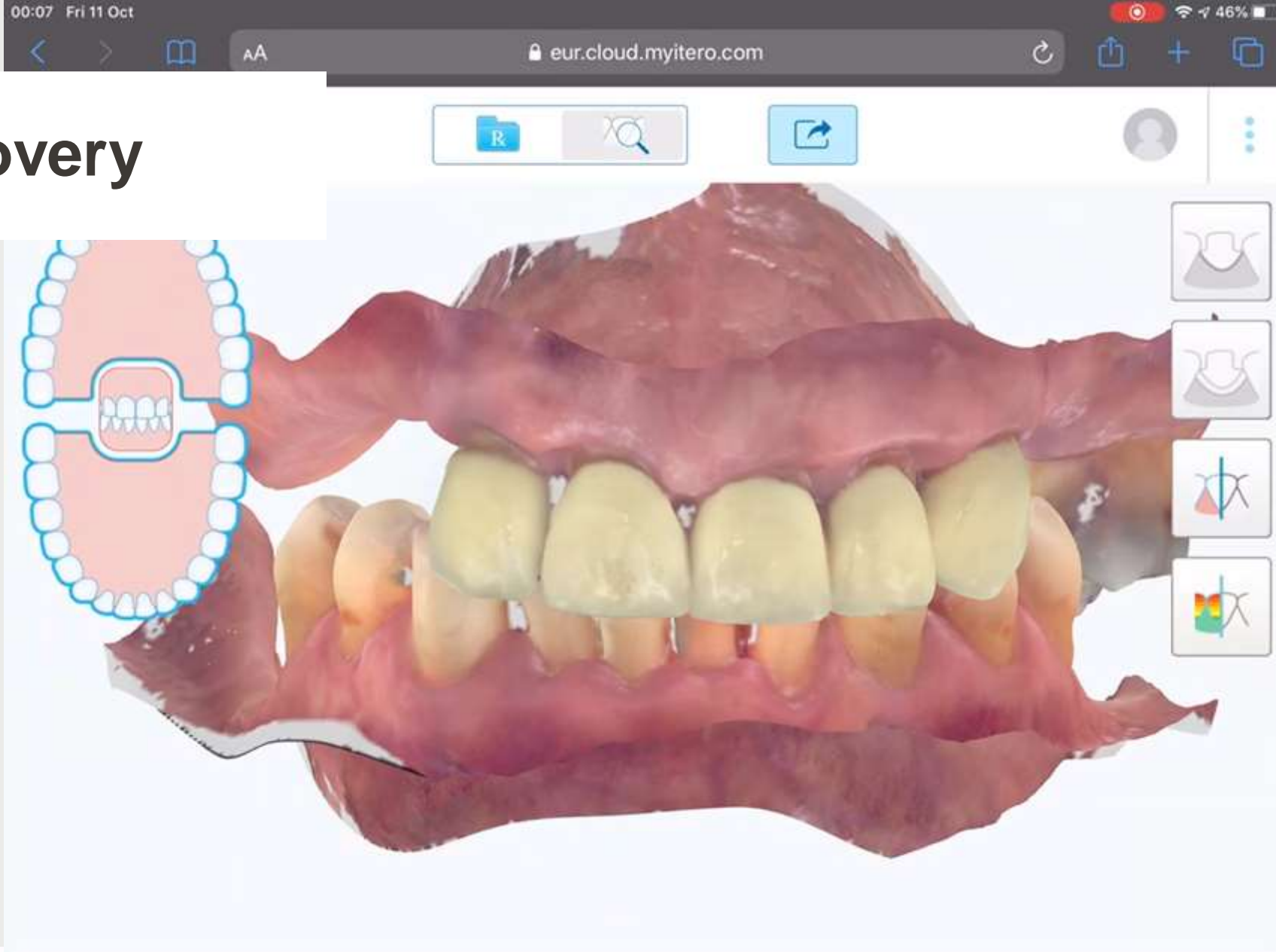
Visualisation



Visualisation



Co Discovery



Digitally Designed

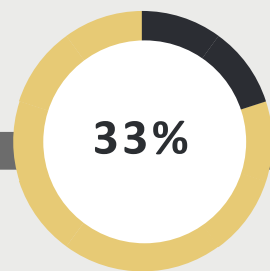


Digitally Executed

Double digit growth

33% GROWTH OVER 12 MONTHS WITH DIGITAL

£418,281.53

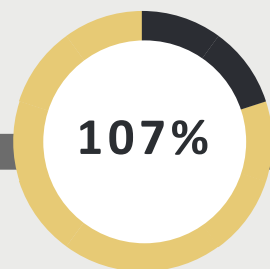


20

Double your revenue

107% GROWTH OVER 5 YEARS WITH DIGITAL

£974,506.00



21

03

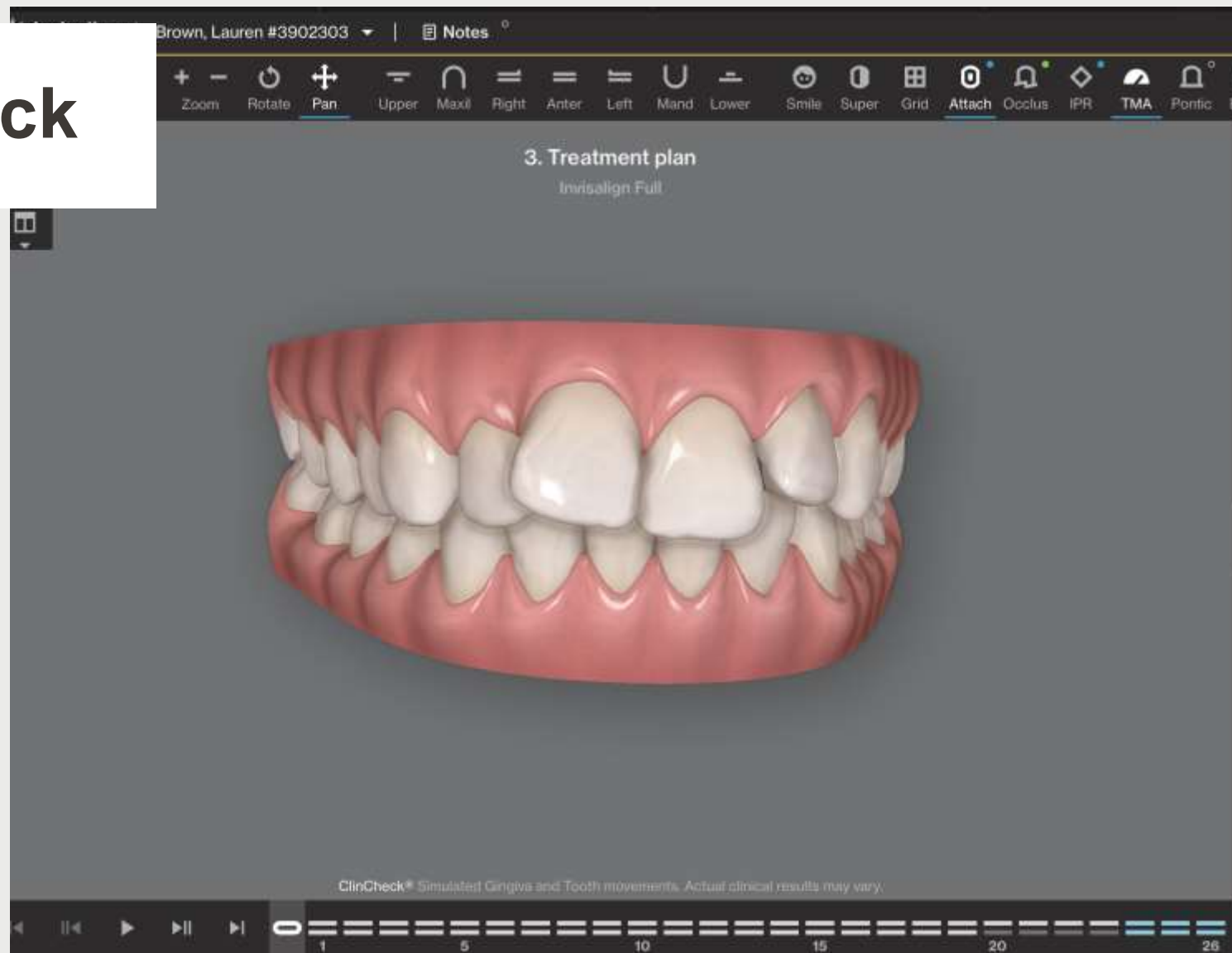
Digital Consent

Patients should only make decisions on treatment with visual insight into the aesthetic outcome achievable.

The concept

- Consent patient to all options digitally where possible.
- Don't rely on their imagination or trust: **provide them with visuals.**
- Provide orthodontic and restorative digital consent.
- **ORTHODONTIC:** Invisalign Outcome Simulation.
- **RESTORATIVE:** Digital Smile Design imagery.
- Promise to never carry out any dentistry until you have completed it in the digital world first. (Christian Coachman).

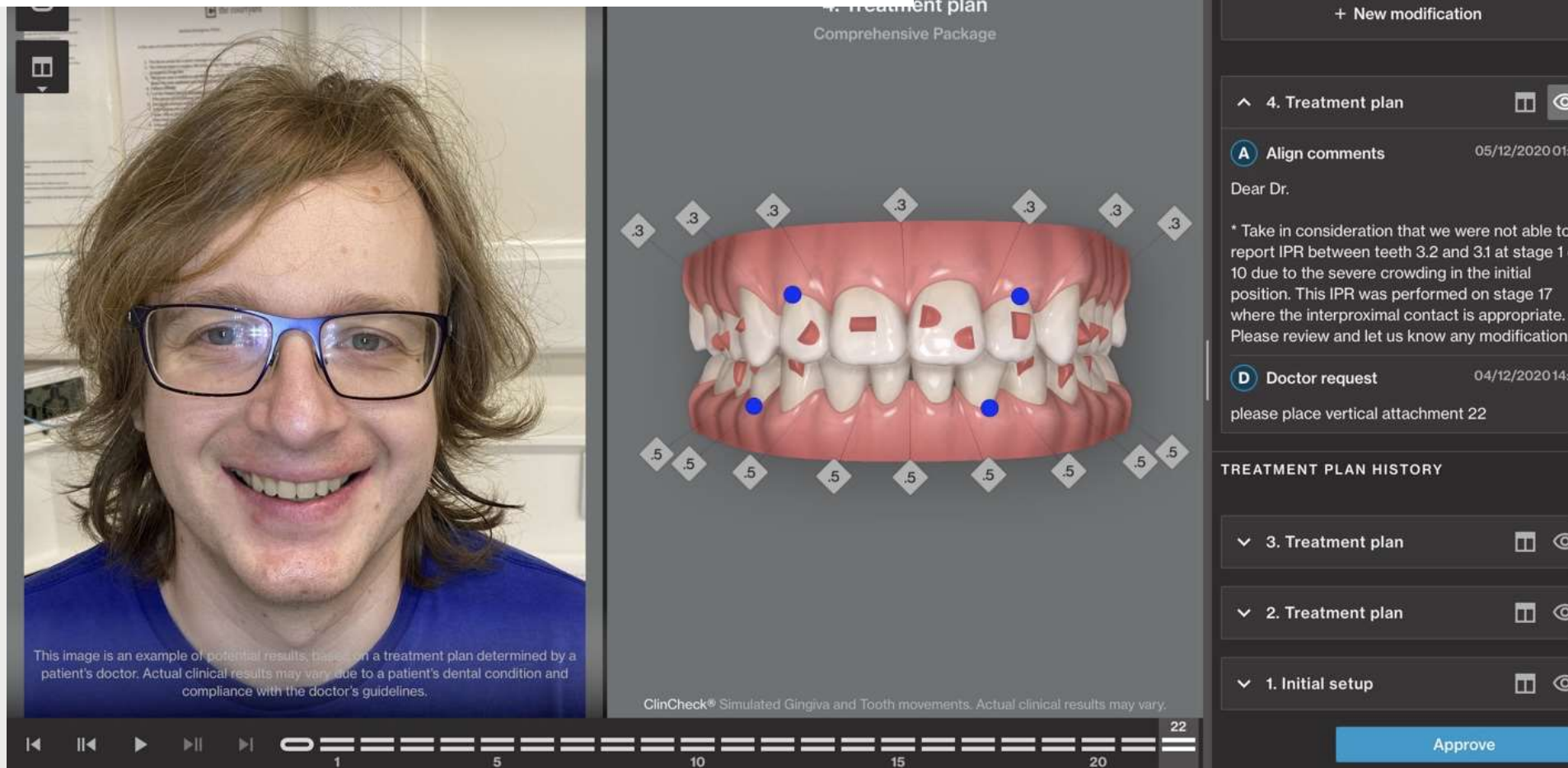
The ClinCheck



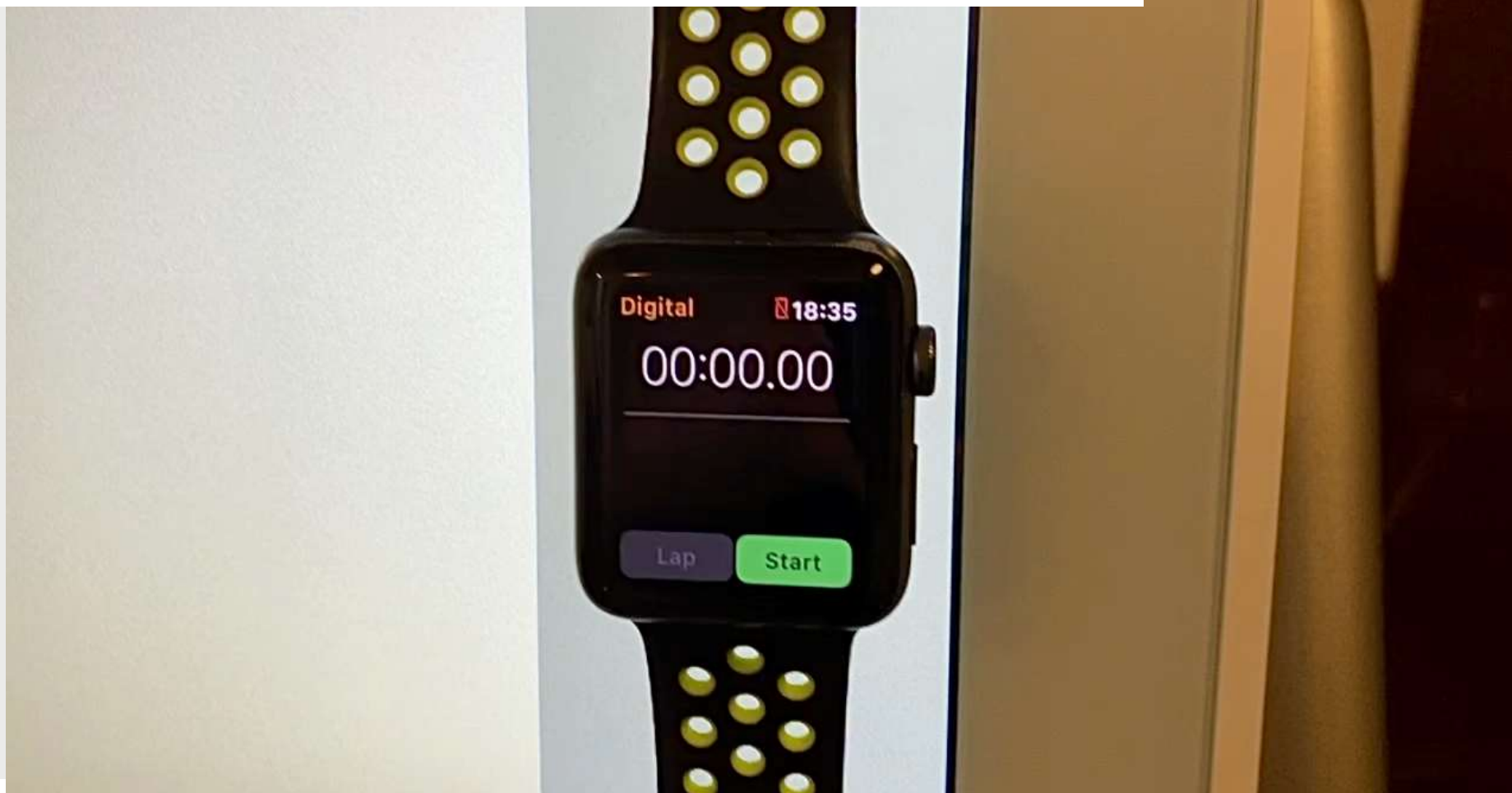
The ClinCheck: facially driven.



The ClinCheck: facially driven.



Invisalign Outcome Simulation



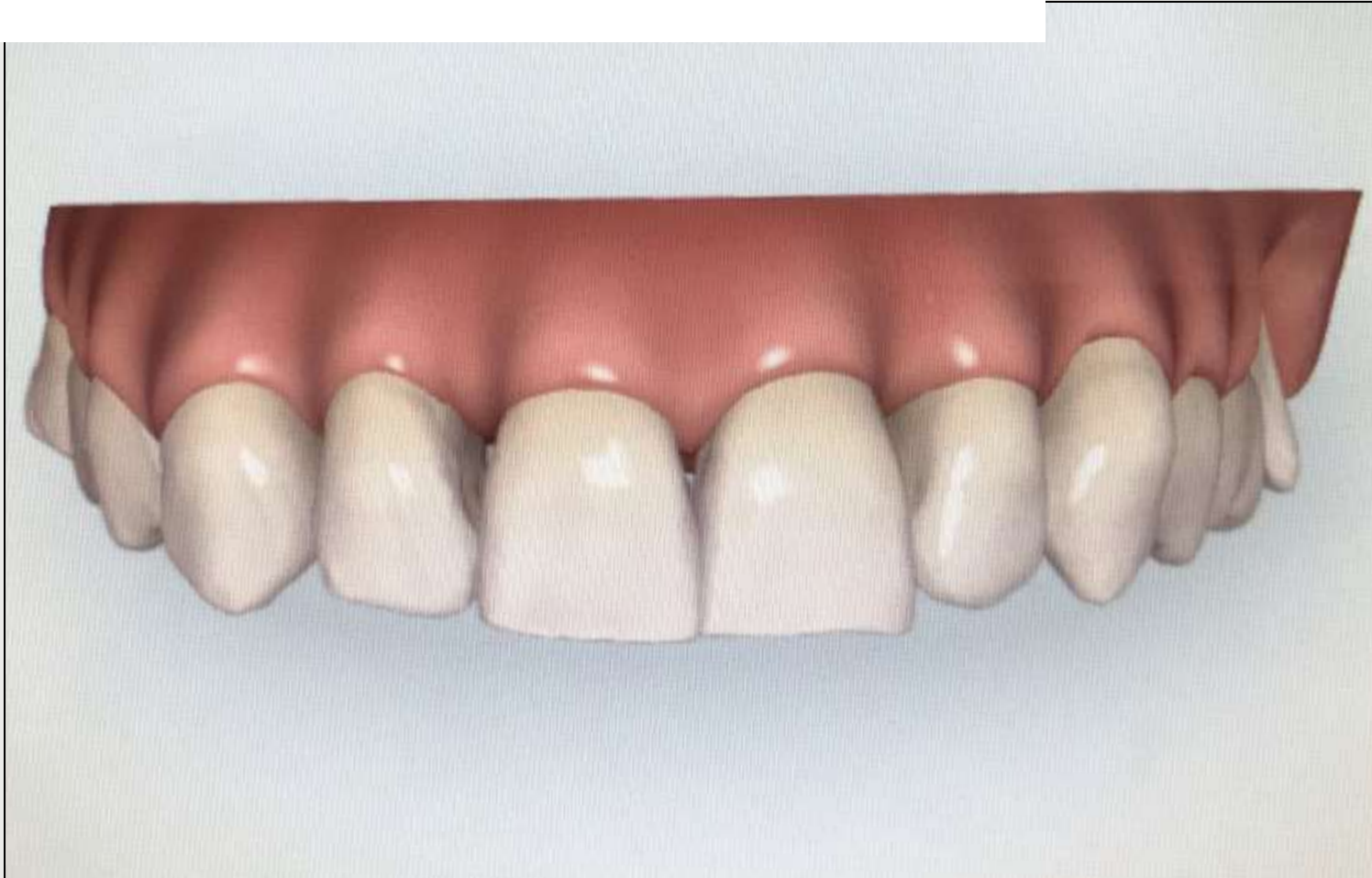
Presentation



Invisalign Outcome Simulation



Invisalign Outcome Simulation



Veneer Design Simulation



Veneer Design Simulation



Restorative Outcome



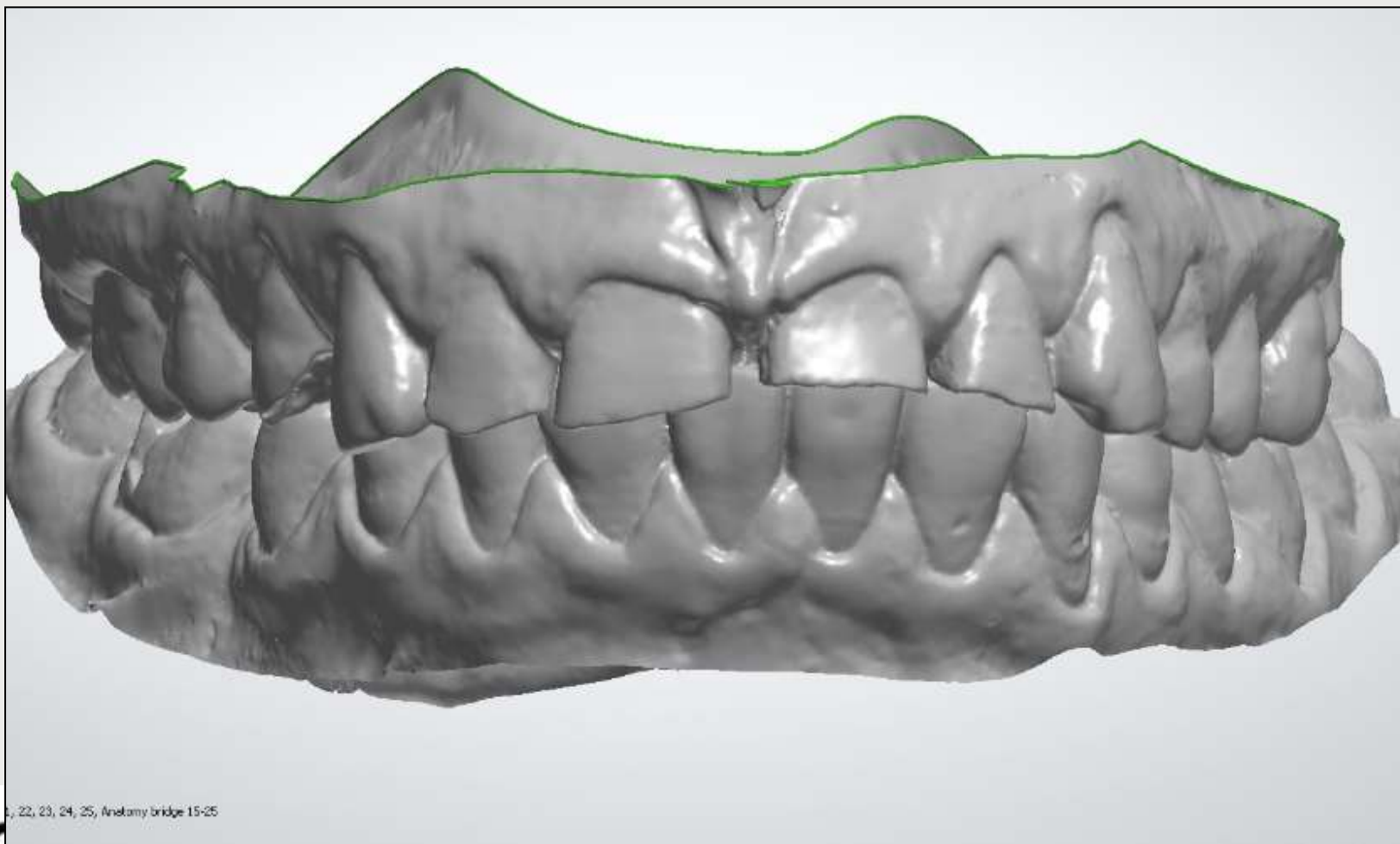


Quality Control



smilesbycourtyard

Initial Scans: Complex Bruxism Case



2, 22, 23, 24, 25, Anatomy bridge 15-25

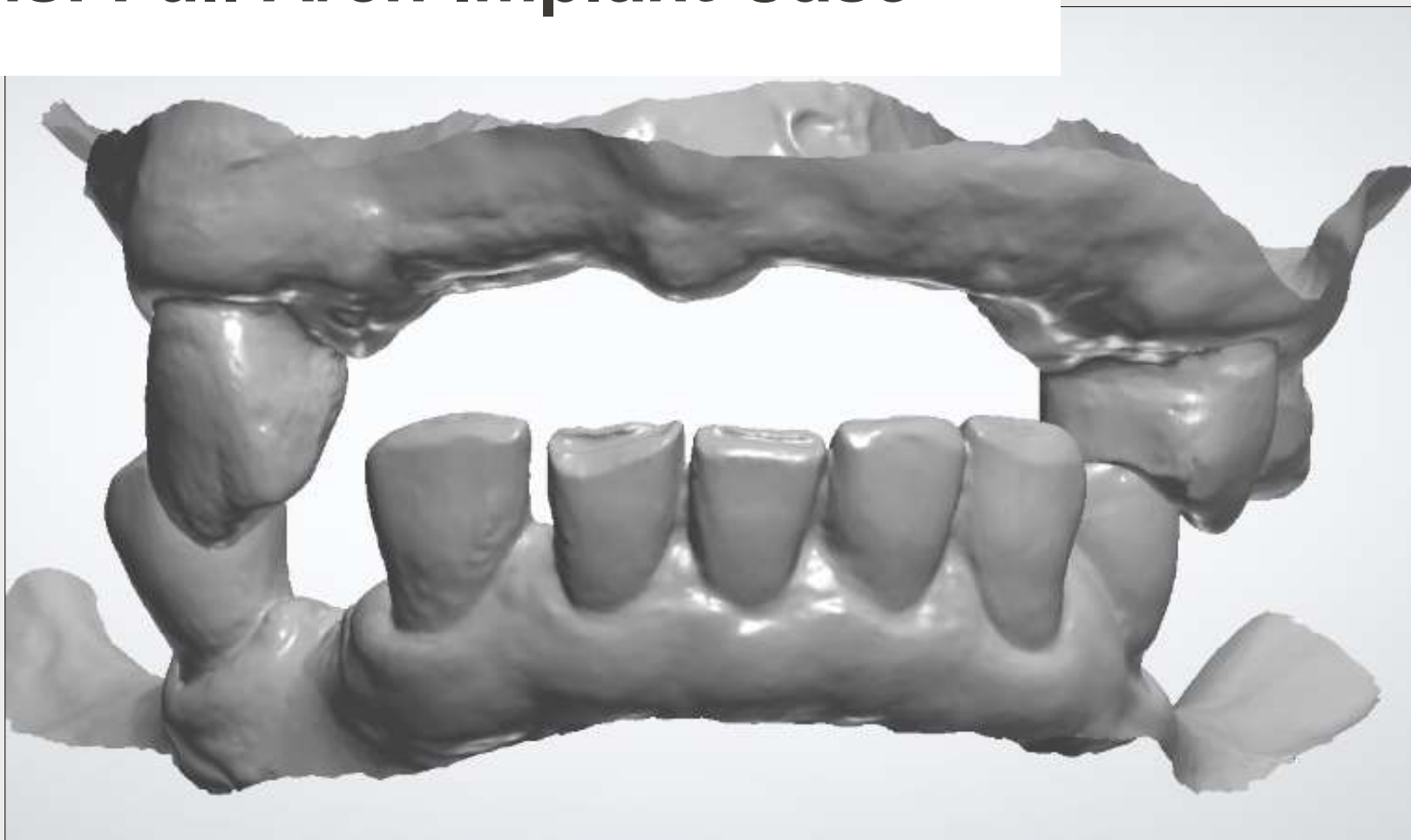
Digitally Designed Outcome



Restorative Outcome



Initial Scans: Full Arch Implant Case



Digitally Designed Outcome



3D Printed Models and Restorative Stent



Full Arch Immediate Temp Bridge



Quality Control



04

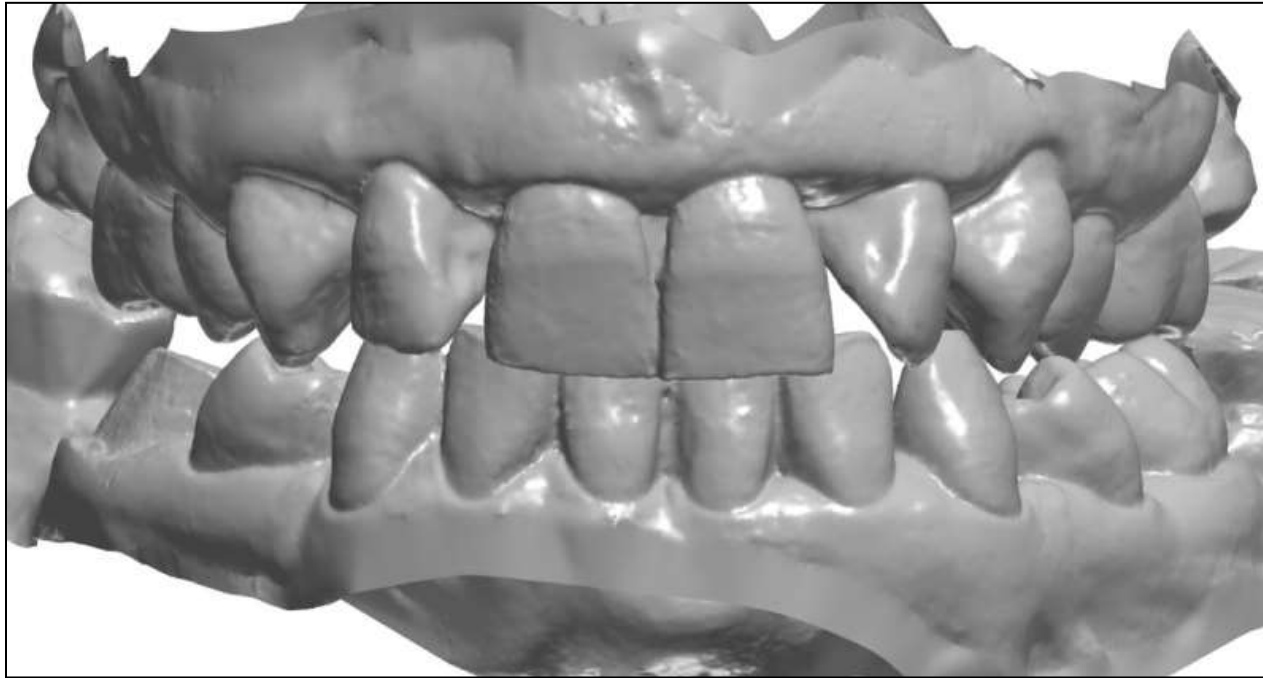
Digital Design

Scanning opens up the window to digital design. Elevating your planning, consent and execution.

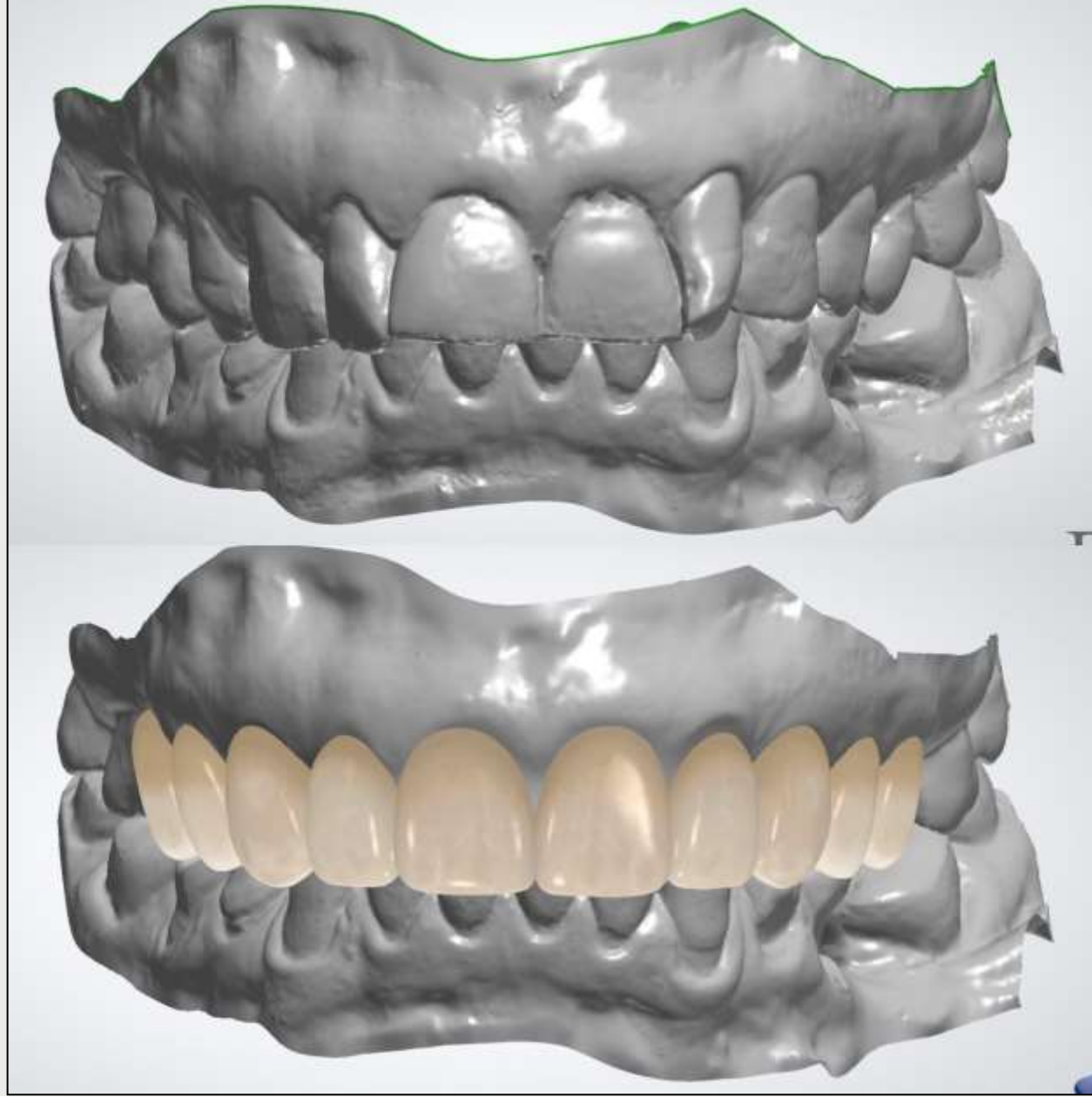
ANALOGUE WAX UPS



DIGITAL WAX UPS



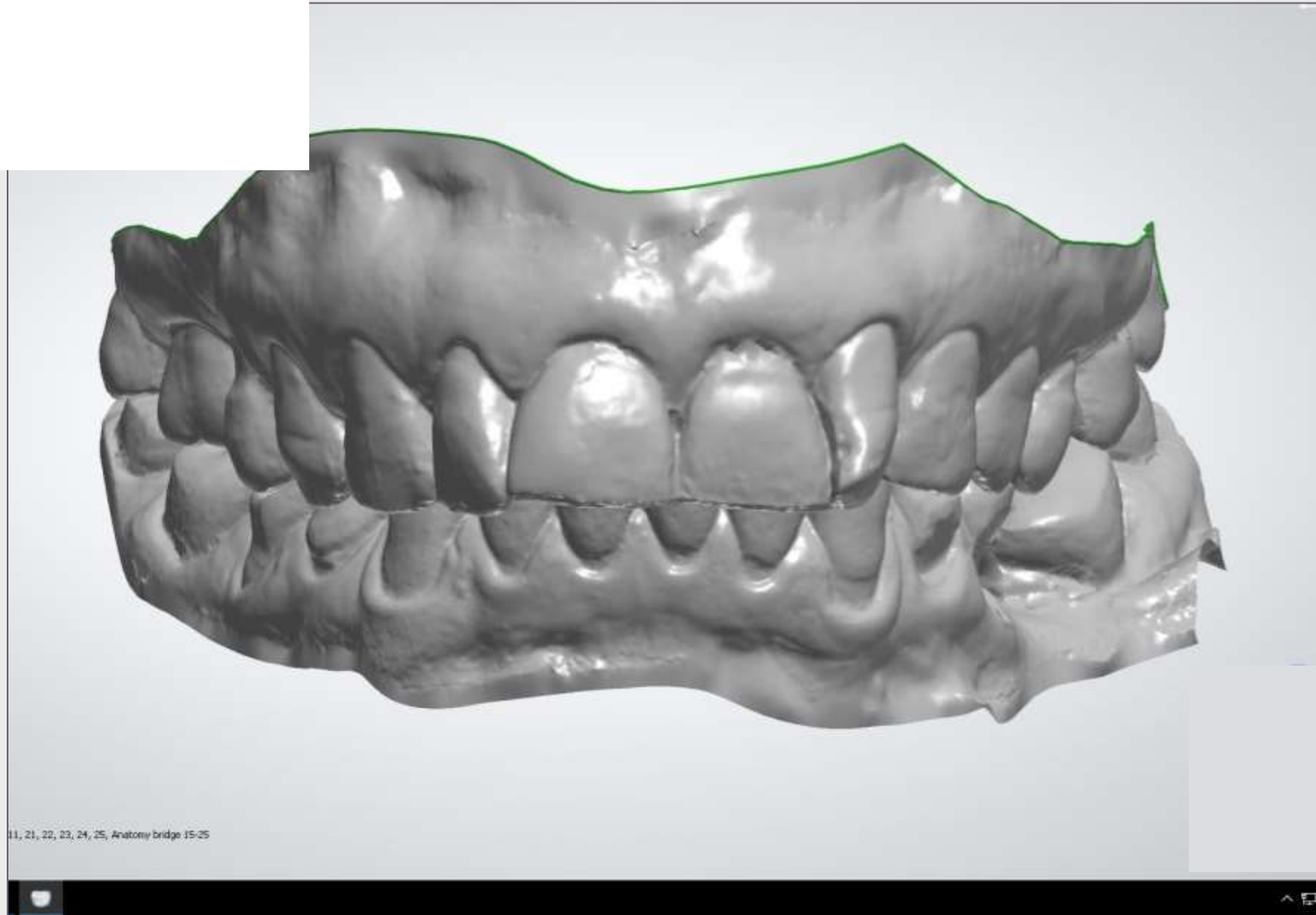
Patient Approval



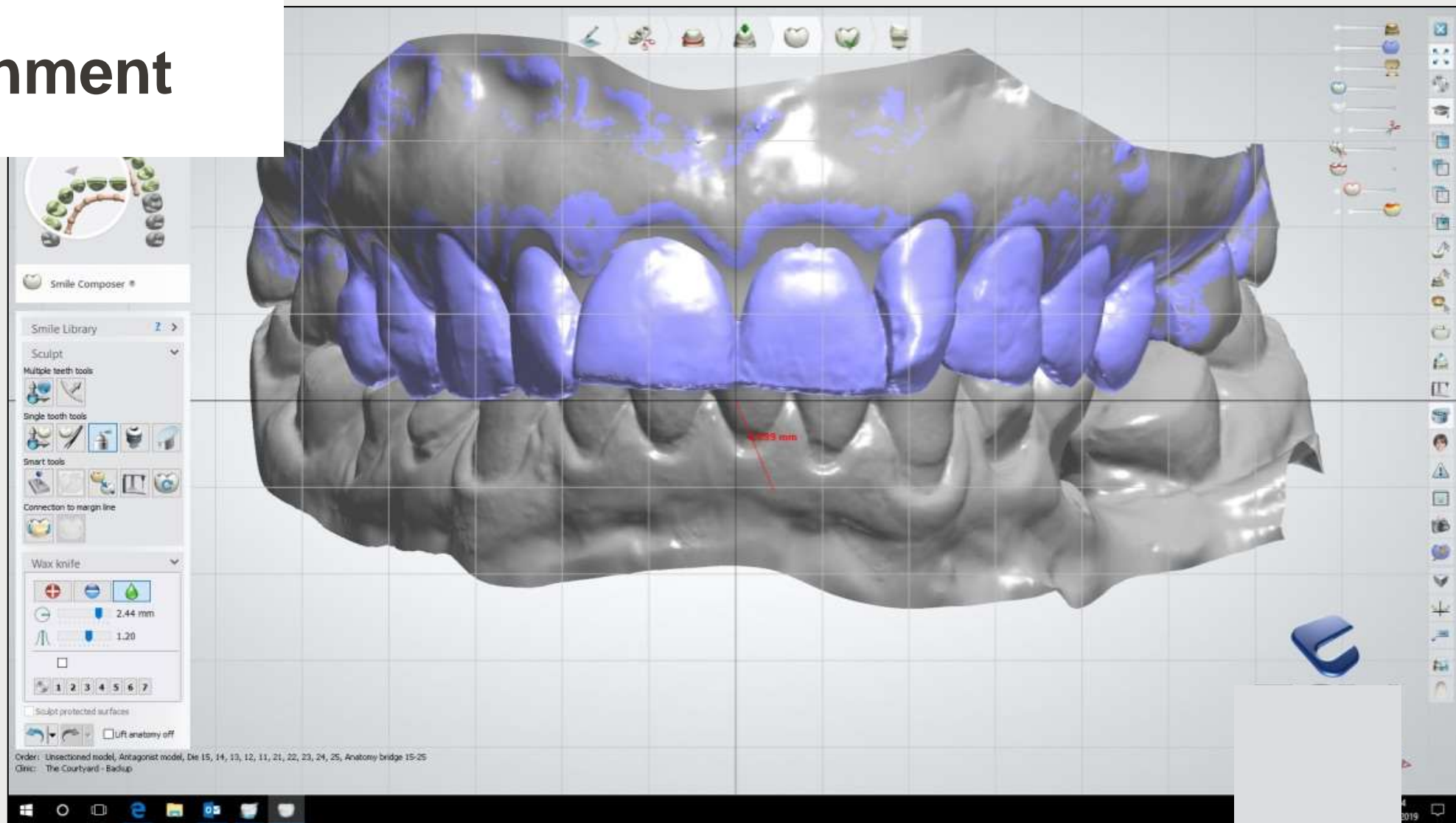
Execution



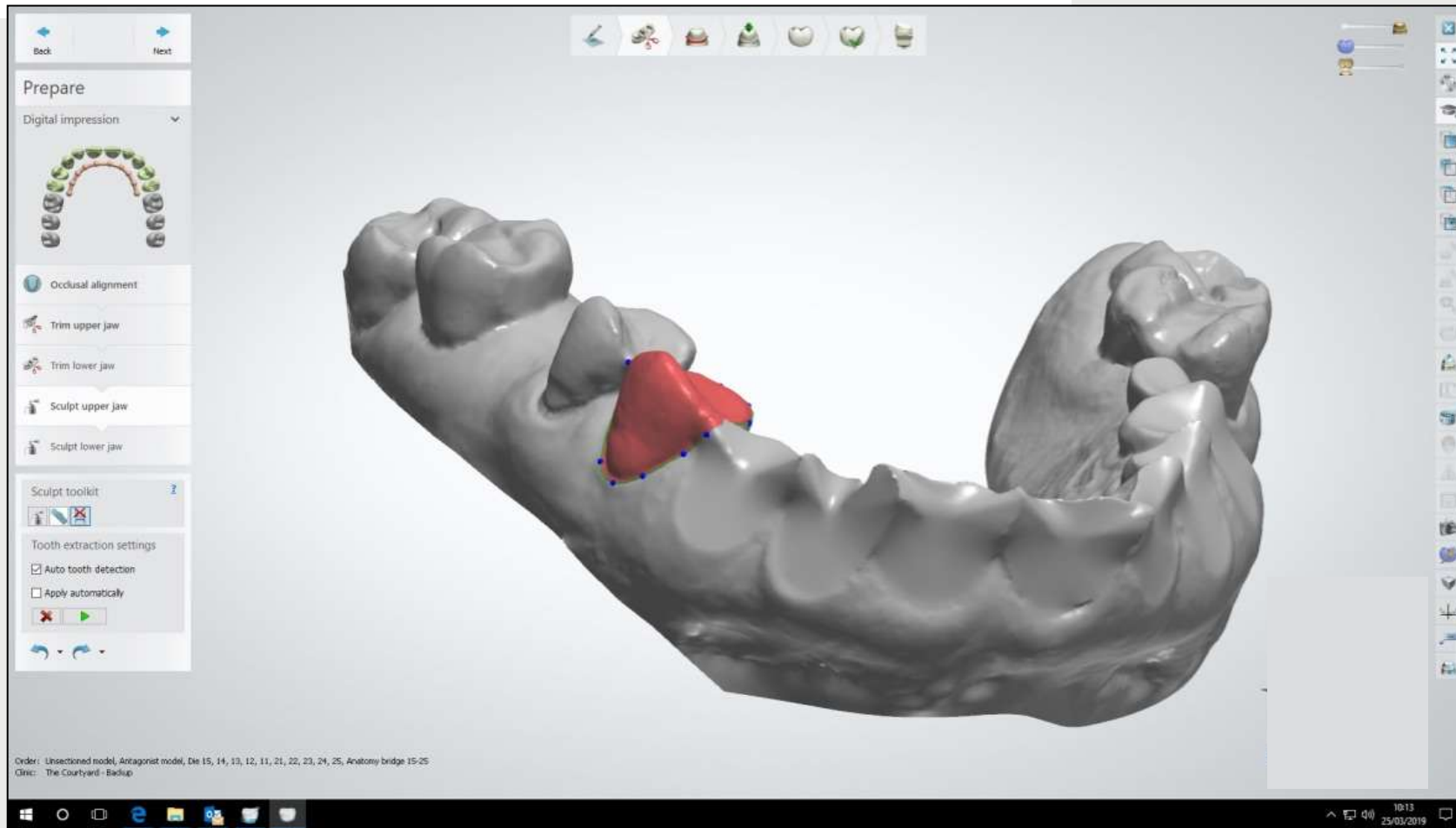
Initial scans



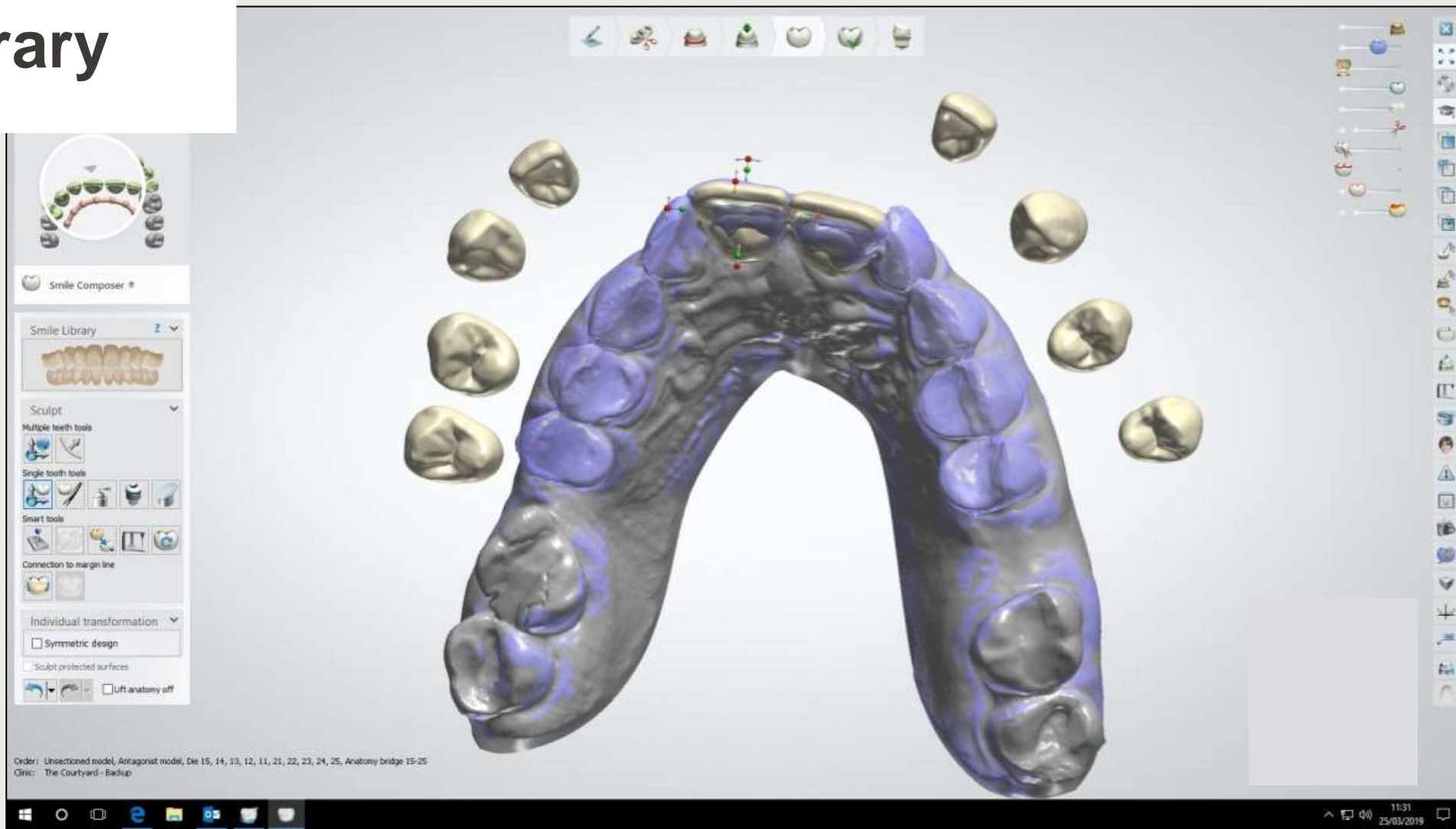
Grid Alignment



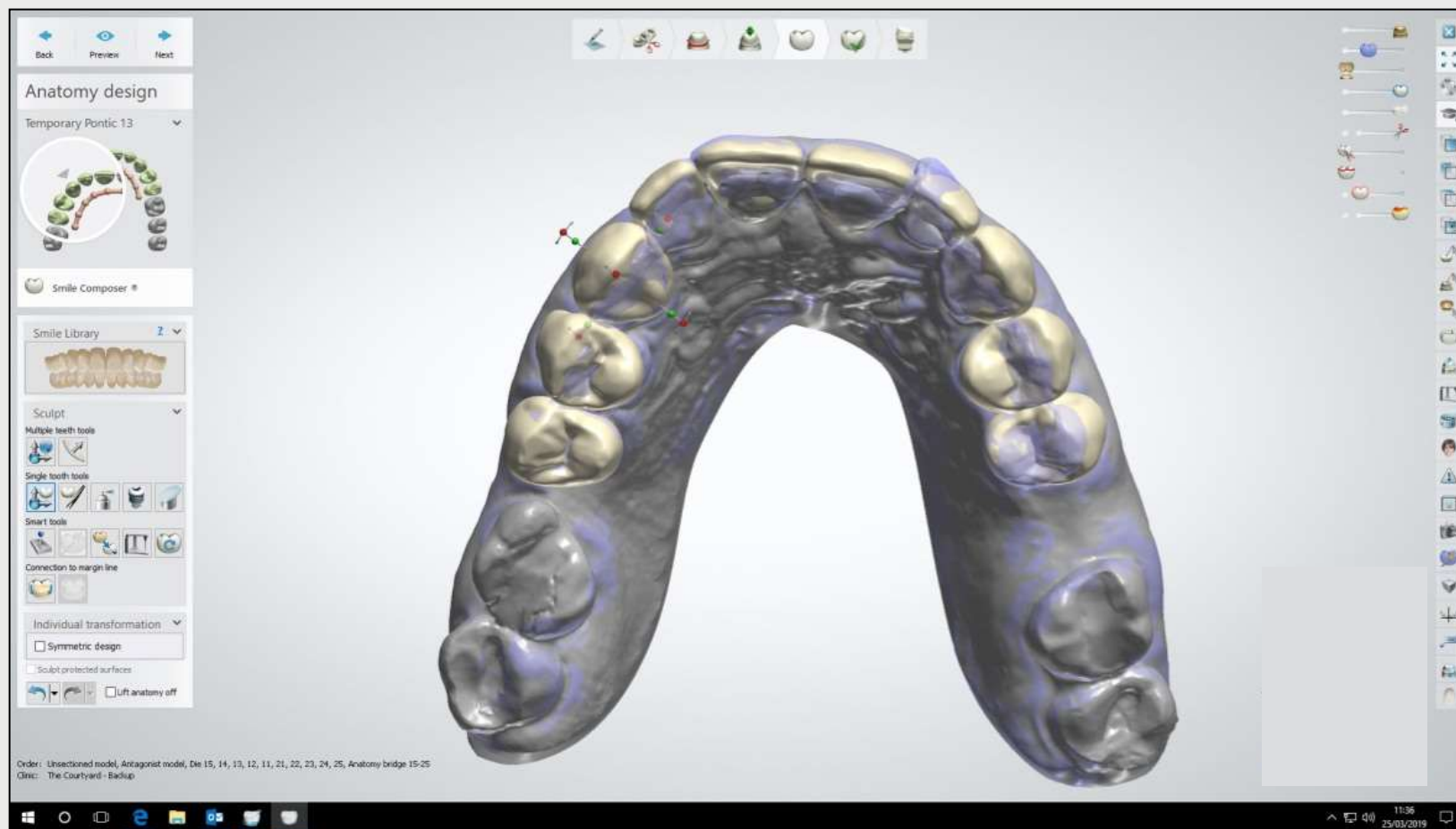
Virtual facial reduction



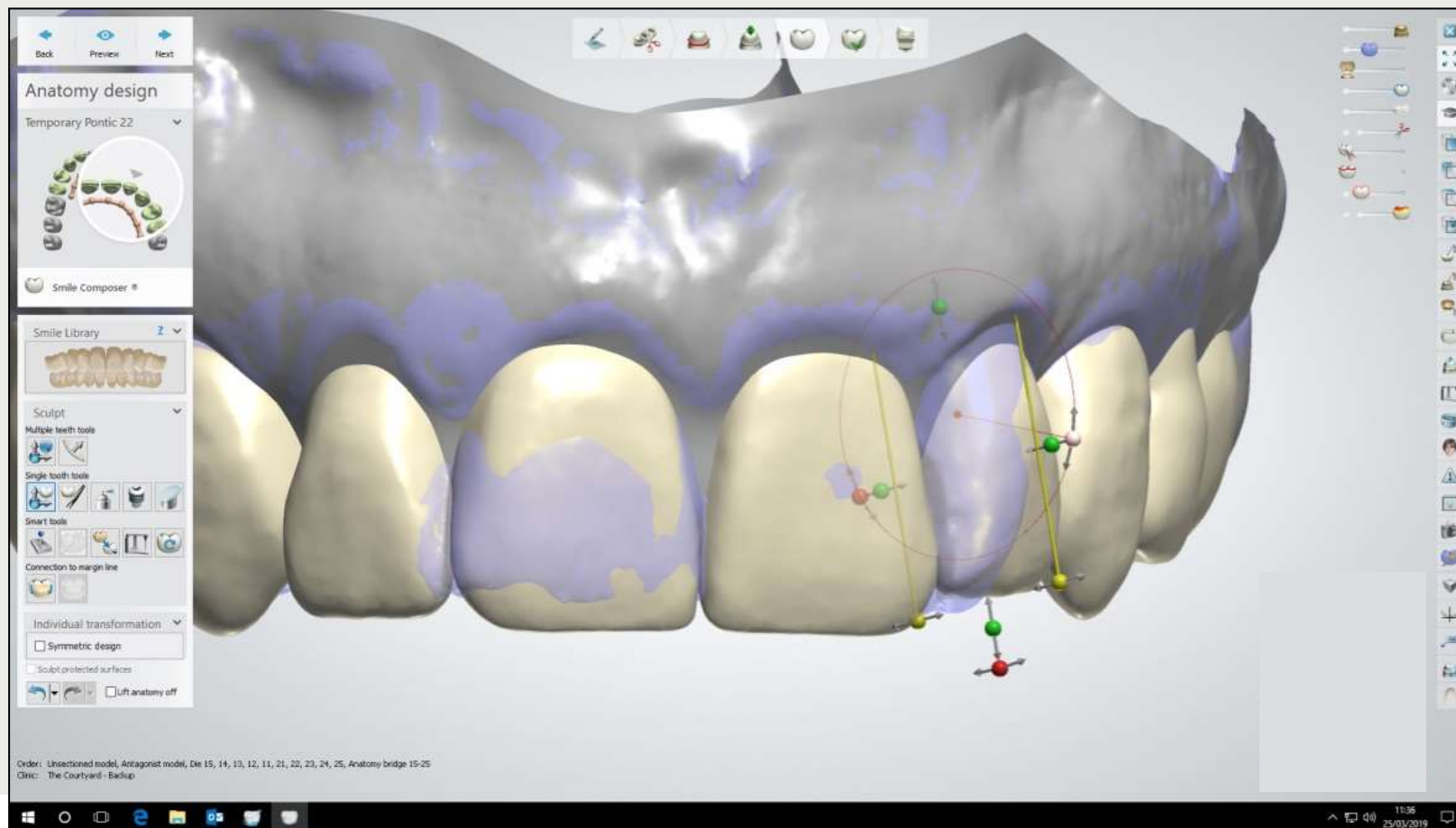
Digital library



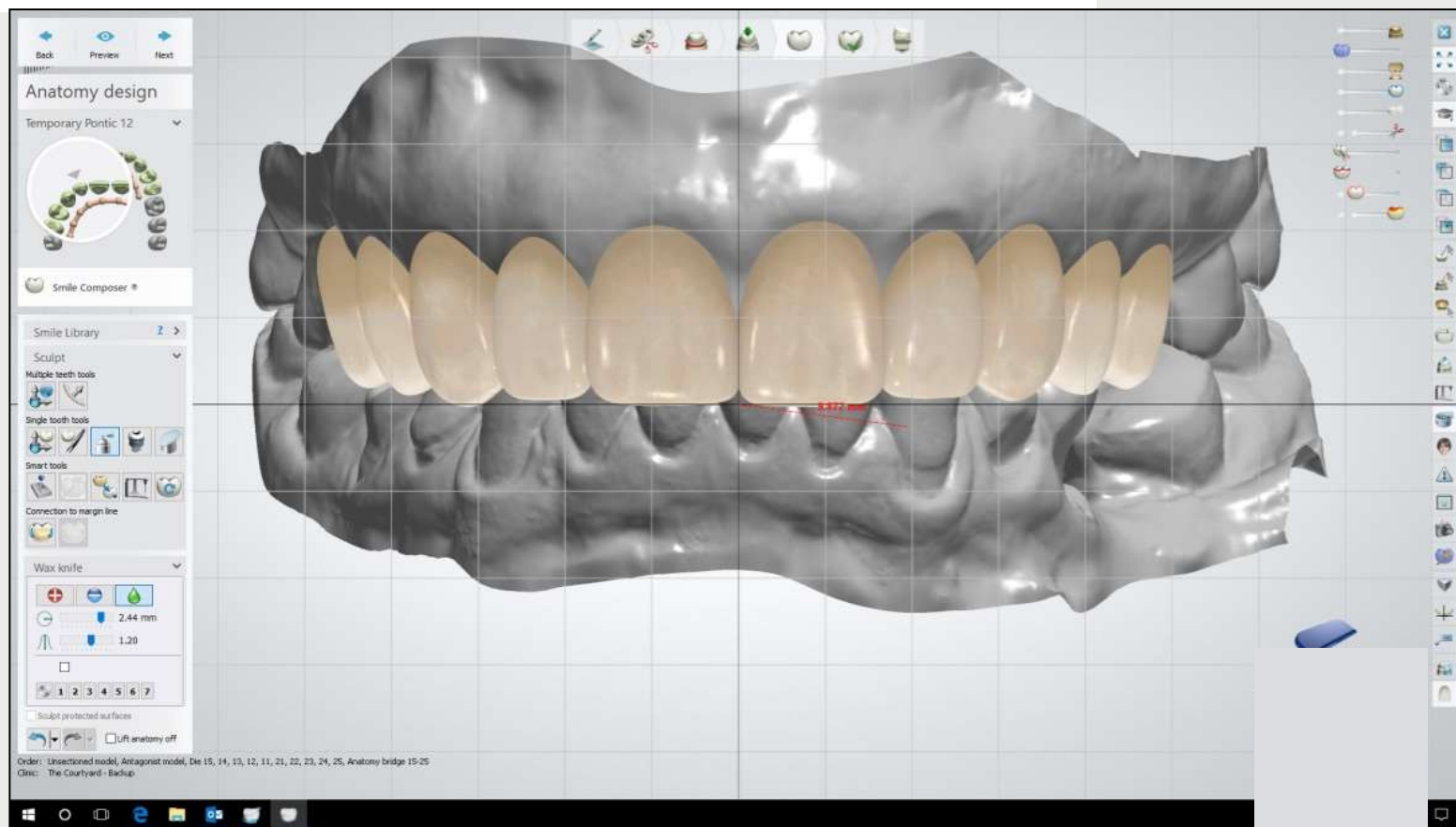
Macro Positional Alignment



Micro Positional Alignment



Grid Superimposed



Completed Digitally Designed Outcome



05

Digitally Guided Dentistry

Once a design is patient approved, use simple tools to ensure you deliver your agreed vision to the patient.

Patient Approved Design



3D Printed Models



Vacuum formed stent



Stent used as prep guide



Stent used to deliver temps



Temps after trimming



Execution



06

Digital Record Keeping

Every time you carry out a digital process you leave a digital footprint.

History of Record Keeping

NHS

FEMALE

Surname _____ Forenames _____

Date of Birth _____ Single ☐ Married ☐ Widowed ☐ National Health Service Number _____

Address _____ Doctor's Name _____ Authority's Cipher and Stamp _____

Tel No. _____

Subsequent Addresses _____

Tel No. _____

Tel No. _____

Tel No. _____

Tel No. _____

Tel No. _____

Tel No. _____

(Two changes and over per change)

Occupations	Year	Occupations	Year

Time of Death _____

Cause of Death _____

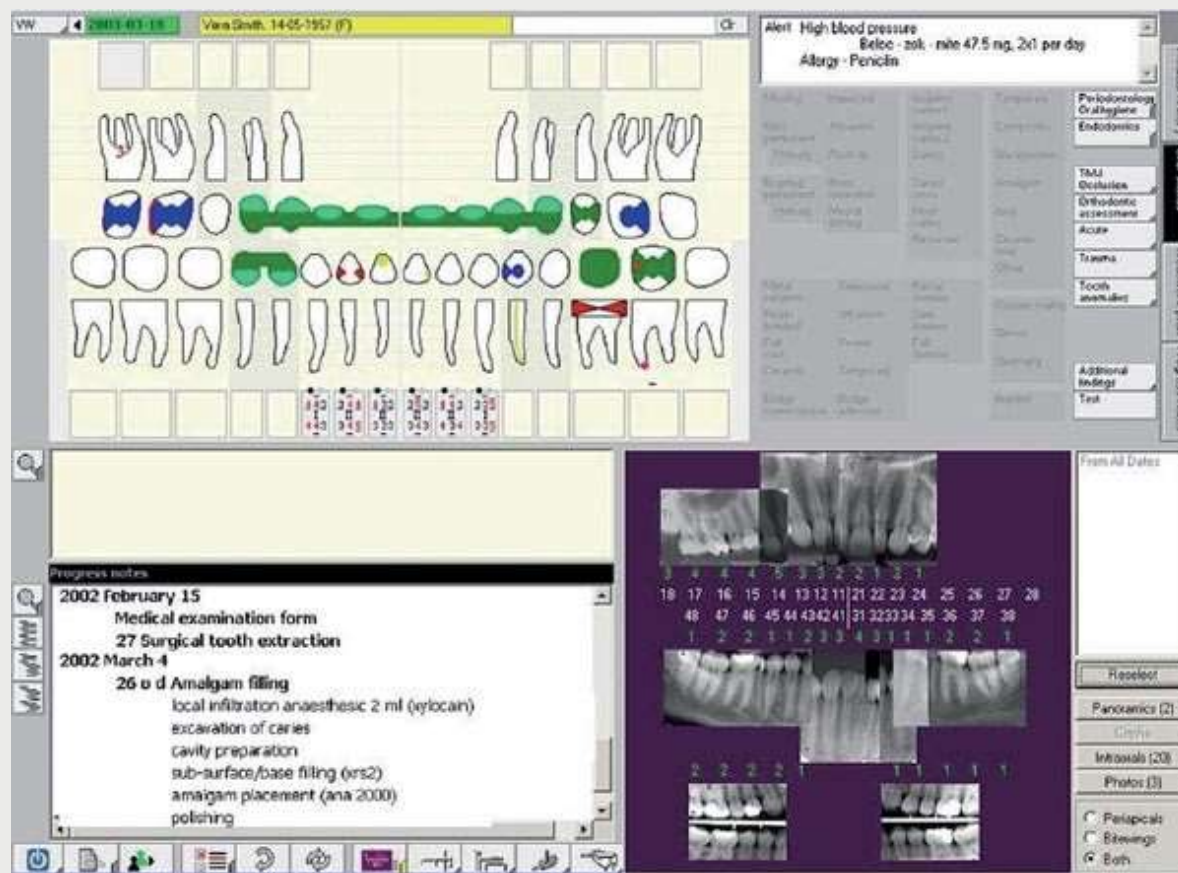
Doctor's Signature _____

SURNAME
FORENAMES

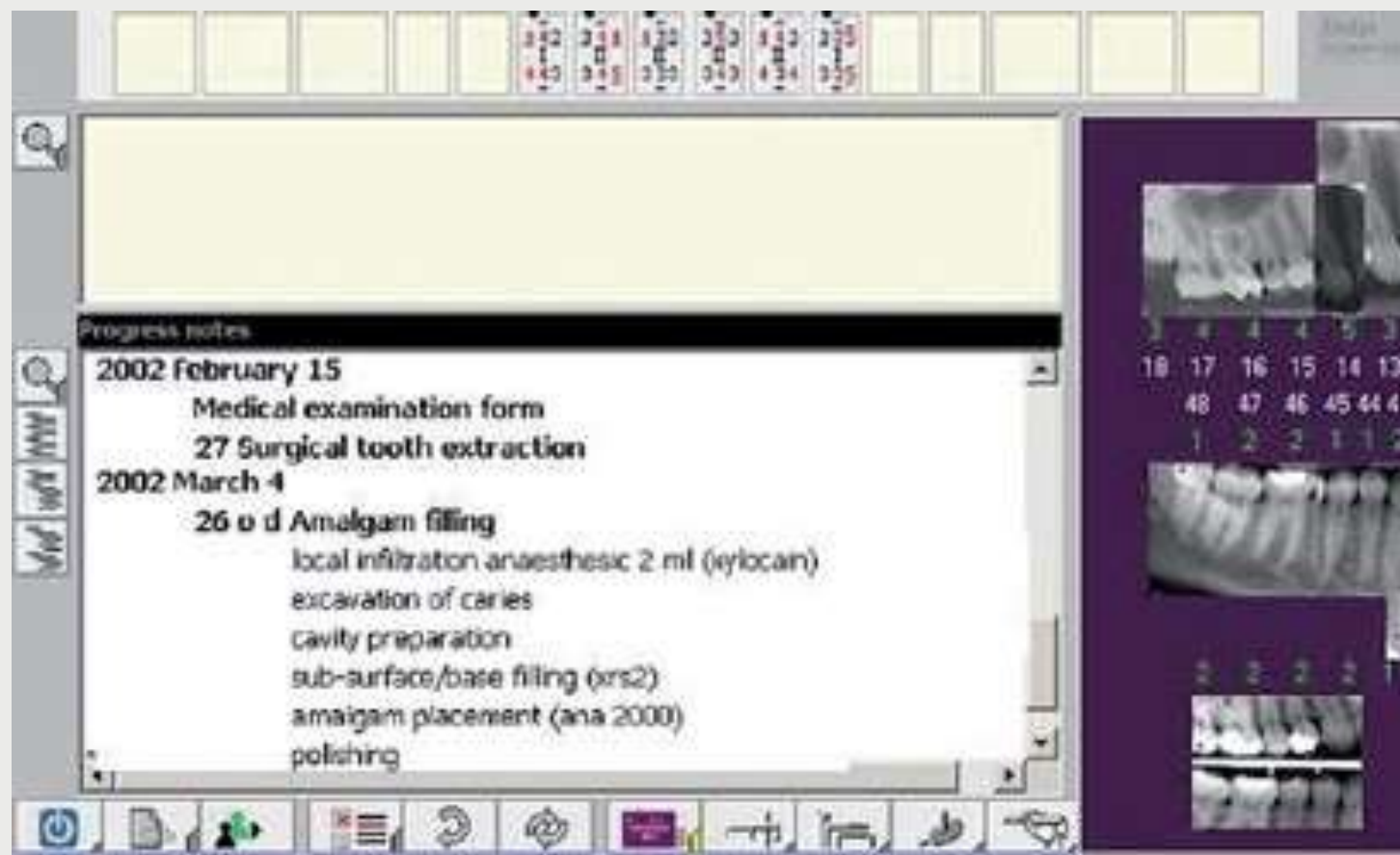
Historically Acceptable Standard



The Advent of Computerised Records.



The Expectation of Greater Detail.



No Longer Acceptable. Increased Litigation.



Present Day Record Keeping



Digital Record Keeping: The New Standard.



C.R.A.P: Capture. Record. Assess. Protect

- Capture how a patient presents to you. Capture how they leave you.
- Record how you carry out their consent and treatment.
- Assess how closely you deliver on your digital vision.
- Protect yourself from litigation by demonstrating you take the planning and execution of complex dentistry seriously.

Capture



Record



Data acquisition.

Before anything else.

Invest in the tools.

Use the tools.

Before you do anything else.



Jet Lag



Tech Lag



The Technology Paradox

- Technology Evolves
- Our ability to develop uses for the tech evolves slower.
- Our existing habits and 'workflows' are hard to break.
- We remain entrenched in old systems, old materials, old beliefs, while the tech is underused.
- Sound familiar?

07

Digital Case Communication

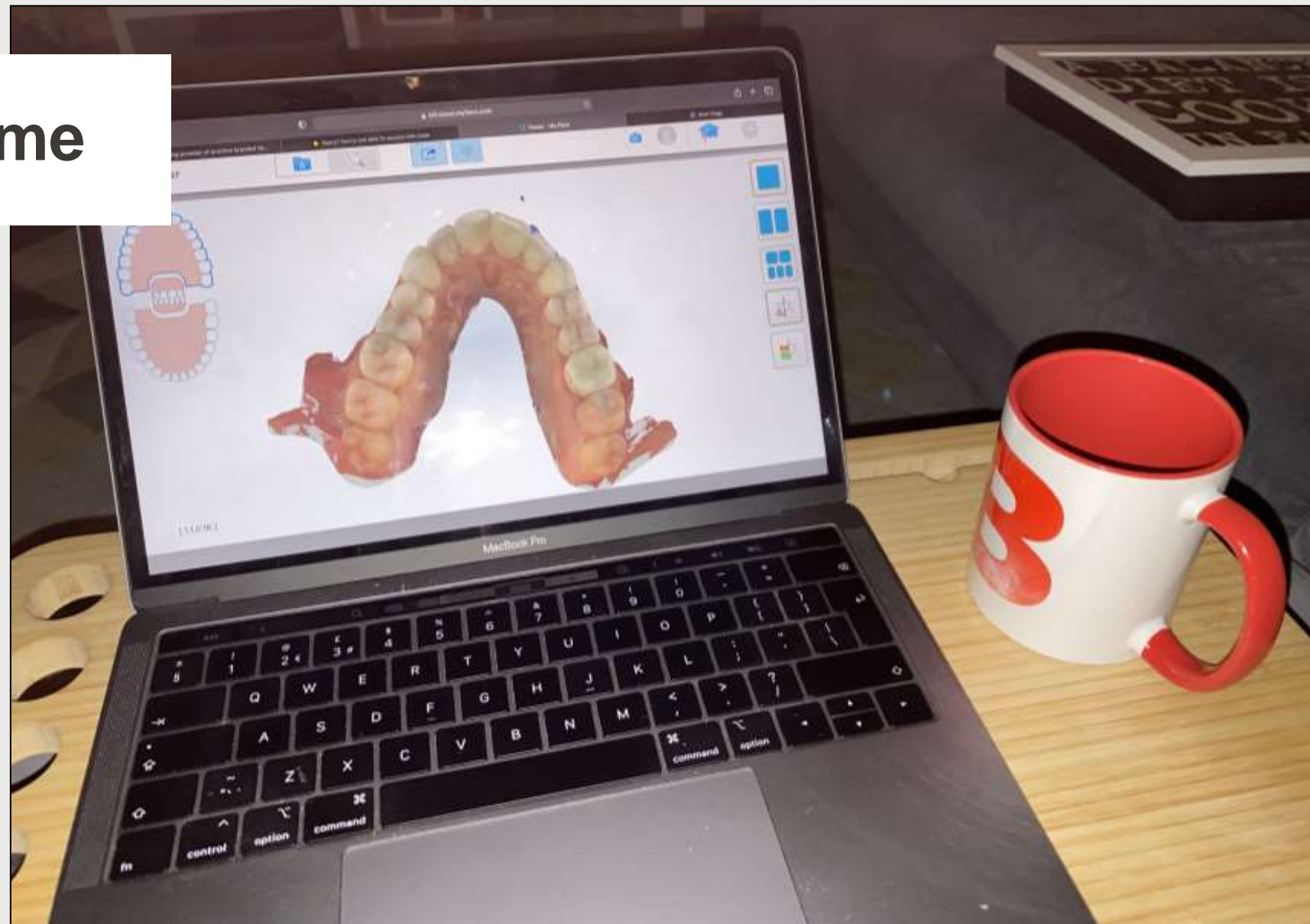
The ability to review and assess patients you haven't yet met, changes everything.



An interconnected digital practice.



Working from home



Digital Endodontic Consultation

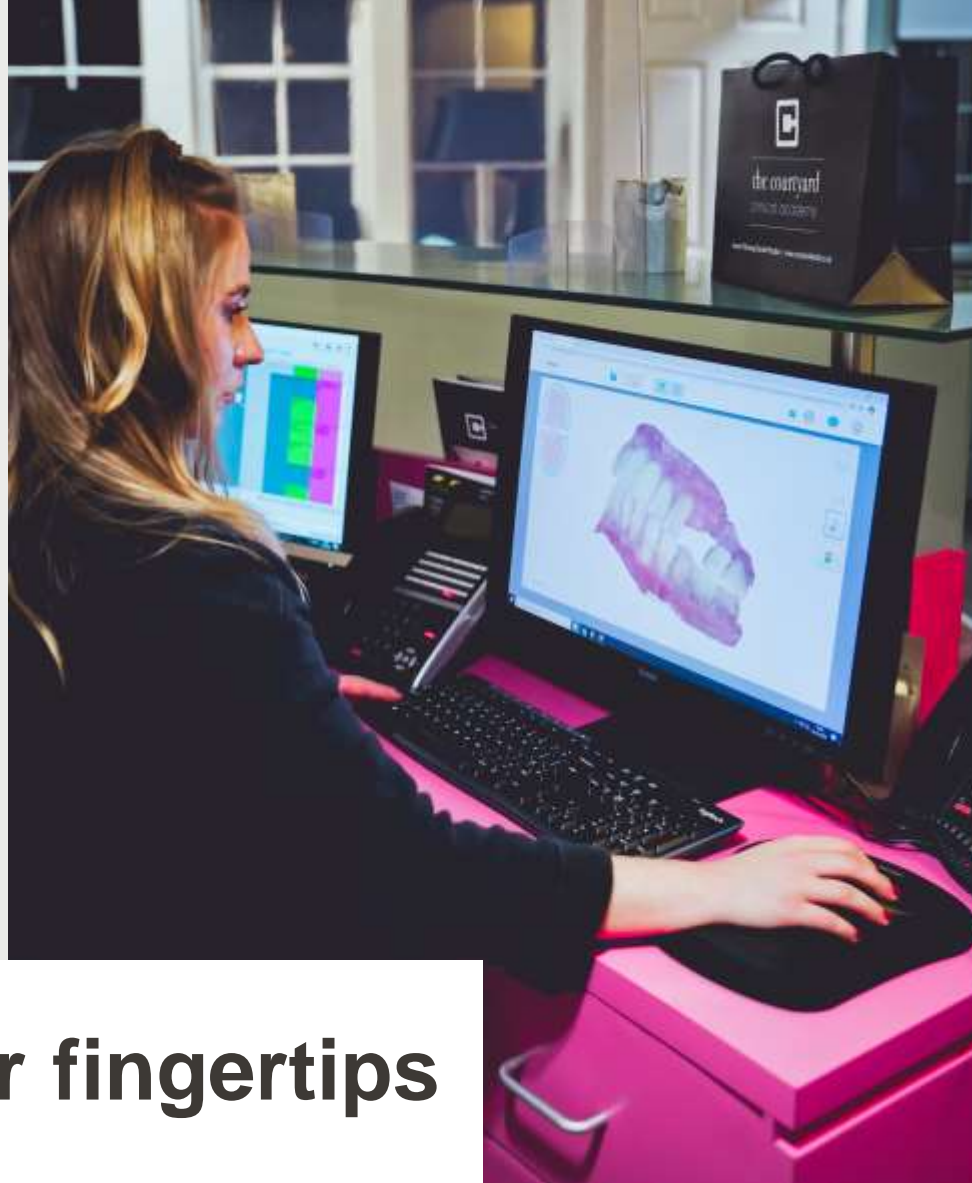


08

Digital Triage:

myitero.com

The ability for anyone of your staff, reception team included, to view a patients dentition remotely. Changes everything.



Digital Tools at your fingertips



Digital Tools at your fingertips



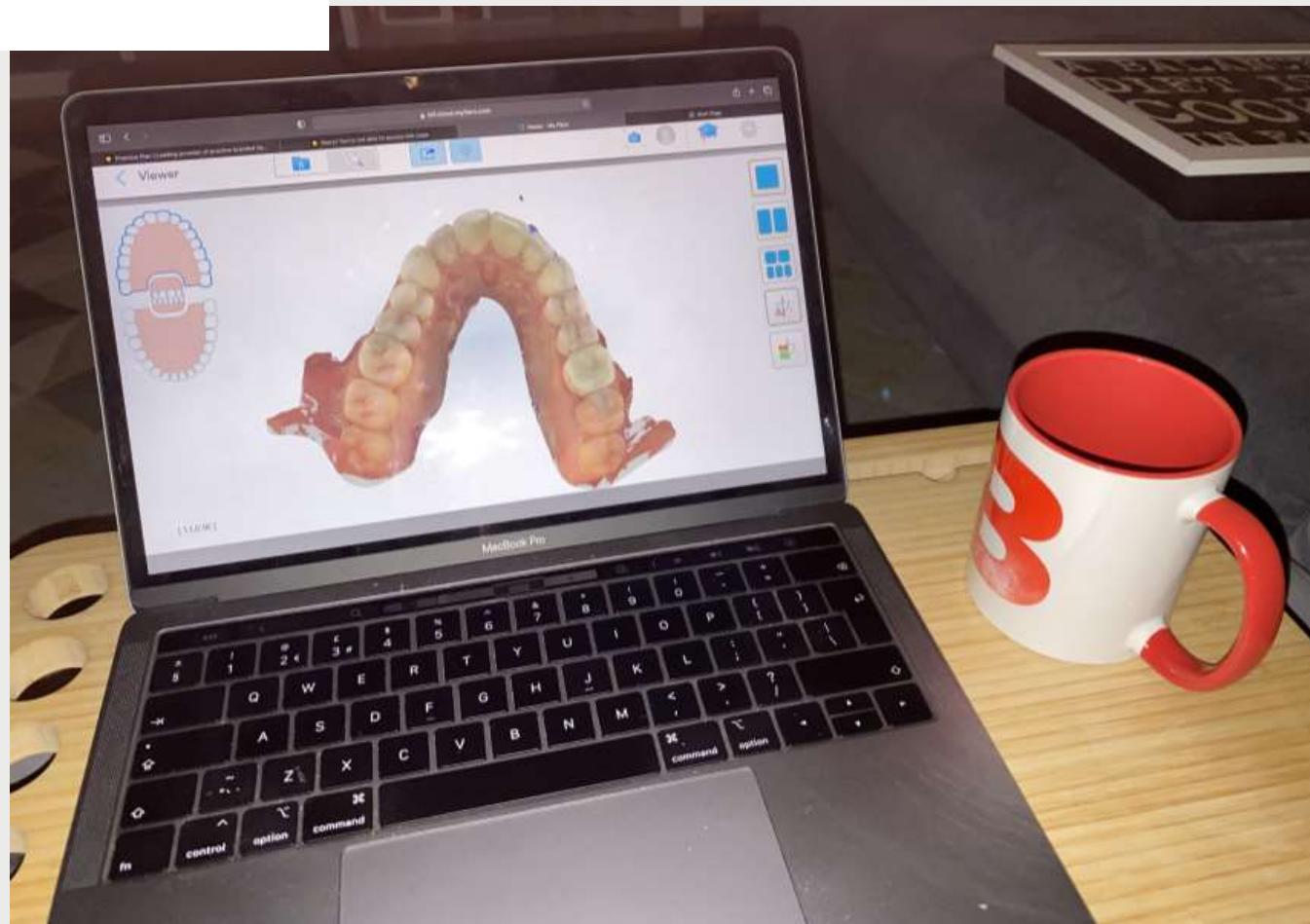
Digital Tools at your fingertips

09

Digital Charting

Chart before you ever meet the patient. The entire dentition on a 16" screen. Anywhere.

Working from home



EXACT Professional - UKICK931 - [Alison McGowan - DOB: 01/04/1959 Age: 61y 9m]

File View Transactions Administration Configure Window Help

Patients Appointments Instant Mess... Lock EXACT Reports MPC Tasks

Portal Henry Schein Help

Details Recalls Medical Chart Pathology Perio Notes Contacts

UR

UL

LR

LL

Service List Quick Plans Images

Service List	Quick Plans	Images
CONSULT BOTOX	COT PRI	1 Appt SDCBOTOX, SDCCOST, SDC OUTCOME
CY WHITENING GEL	COT	1 Appt EX11, PRESCRIPTION, TW3
DHA ESTIMATE 12 ...	COT DEN	3 Appts HS30, HS30, DHA
DHA NOTES MW	COT PRI	1 Appt DHA, BSP DIAGNOSIS, O ORTHO ASSESS, PRESCRIPTION
DTP GENERAL	COT PRI	1 Appt SDCGENERAL, BSP DIAGNOSIS, SMOKE CESSATION, RADM, RAD EXAM, P...
DTP IMPLANTS	COT PRI	1 Appt SDCIMPLANT, BSP DIAGNOSIS, SMOKE CESSATION, RADM, RAD REPORT, ...
DTP INVISALIGN	COT PRI	1 Appt SDCORTH, BSP DIAGNOSIS, O ORTHO ASSESS, PREOP PHOTOS, O INV ...
DTP MEMBERSHIP	COT PRI	1 Appt SDCMEMBERSHIP, BSP DIAGNOSIS, SMOKE CESSATION, RADM, RAD EXA...
DTP PERIODONTAL	COT PRI	1 Appt SDCPERIO, BSP DIAGNOSIS, SMOKE CESSATION, OPG PRESCRIPTN, OPG ...
DTP VENEERS	COT PRI	1 Appt SDCVENEERS, BSP DIAGNOSIS, SMOKE CESSATION, RAD REPORT, SDC R...
DTP WHITENING	COT PRI	2 Appts SDCGENERAL, BSP DIAGNOSIS, SMOKE CESSATION, RADM, RAD EXAM, S...
EARLY GRAFT NOTES	COT PRI	1 Appt ADMIN, B GRAFT EARLY, CBCT SCAN, CBCT REPORT
FA IMP PLACE NOTES	COT PRI	1 Appt ADMIN, 'IMP PLANNING, XLA, 'IMPLANT PLACES, B GRAFT @ PLACE, OSTE...
INVIS APPTS 2019	COT PRI	10 Appts O CLINCHECK, O INVIS 1ST FIT, O INVIS 2ND FIT, O INVIS REVIEW, O ATTAC...
INVIS COMPLETE EST	COT PRI	2 Appts OIC, ORV, CONT, TW1, DISCOUNT
INVIS LITE ESTIMATE	COT PRI	2 Appts OIL, TW1, CONT, ORV, DISCOUNT
MW EX HYG 3 BWS	COT DEN	2 Appts EX10, RAD REPORT, H1, H20
MW EX HYG 6 BWS	COT DEN	2 Appts EX10, RAD REPORT, H1, H20
MW OPG REF + REP...	COT PRI	1 Appt PRESCRIPTION, OPG EXAM, OPG REPORT
MW OPT	COT PRI	1 Appt XPAN, RAD, RADF
MW REF INVIS FINAL	COT DEN	13 Appts PRESCRIPTION, OPG EXAM, OPG REPORT, O INV RX PLAN, PRESCRIPTION...
MW RXC TREATME...	COT PRI	2 Appts PROPOSED RX, PRESCRIPTION, CONSENT, PHOTOS
MW V8 DSD LED	COT PRI	1 Appt V8, GINGIVECTOMY, DISCUSSION
NOTES HOME WHIT...	COT PRI	1 Appt SDCWHITENING, SDC OUTCOME, RADM, RAD EXAM
NOTES HYGIENE AGP	COT PRI	1 Appt PRESCRIPTION, H60
NOTES HYGIENE N...	COT PRI	1 Appt PRESCRIPTION, H30
PCC	COT PRI	1 Appt PCC, PRESCRIPTION, 3D SCANS, SDC RX OPTIONS, SDC OUTCOME

Provider MW Type

Estimates Oral Health

13/11/20 PCC, Pre Clinical Consultation with a Treatment ... MF 00:04 0.00 0.00

Clinical Notes: THIS IS A PRE CLINICAL CONSULTATION CARRIED OUT BY A TREATMENT COORDINATOR.

NO DENTAL CHART OR BPE WILL BE CARRIED OUT AT THIS VISIT. THIS VISIT IS SIMPLY TO PROVIDE INFORMATION ABOUT POTENTIAL TREATMENTS TO THE PATIENT.

DIGITAL INTRA ORAL SCANS WILL BE TAKEN AS A BASELINE FOR THIS PATIENT. THIS IS CARRIED OUT UNDER PRESCRIPTION FROM A... "MORE"

13/11/20 PRESCRIPTION, Prescription for Treatment MF 00:00 0.00 0.00

Clinical Notes: REFERRAL FOR 3D SCANNING

REFERRING DENTIST: MARCOS WHITE BCHD

Referral to Clinical Treatment Co-Ordinator.

Please carry out full arch 3D digital scans of upper and lower dentition. These scans will be retained as virtual study models as a medico legal baseline of patients presenting dentition. They will also be also be used for definitive treatment planning only. "MORE"

MW PRI Note Charge TC

10

Up Skilling. Skill Blending.

When you separate data acquisition, clinical examination, and skill specific assessment. You enter a brave new world.



Treatment Coordinator

Treatment Coordinator





Practice Partners



Associate Dentist

The scanner is central to everything we do.

The personnel may change.

The location may change.

The treatment may change.

The scanner remains the only constant.

Skill blending.

Following data acquisition, the right team member with the right skill set can assess, advise and plan.

Anywhere. At any time.

Digital Check Up





A team approach

10

Start with a scan.

Find your own way.

Find the way that scanning helps you be a better dentist. The way your practice can be a better practice.

Better through digital.

Start with a scan.





An interconnected digital practice.





Start with a scan.

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Digital Growth Program

— MEMBERSHIP —

105

Get connected



marcoswhitedigital



www.marcoswhitedigital.com



info@marcoswhitedigital.com



@marcoswhitedigital



@mwdigitaltraining



07398 908128

www.digitalgrowthprogram.com

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REGIONAL EVENT

THANK YOU

FOR ATTENDING TODAY'S EVENT.
WE HOPE TO SEE YOU AT ANOTHER PRACTICE PLAN EVENT SOON!

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