

WHAT IS DIGITAL SMILE DESIGN (DSD)?

The DSD Concept is much more than a smile design system, it is the process and platform to achieving excellence in dentistry, using technology to improve communication with the patient, involving them in the process of designing their new smile and fulfilling the commitment to reproducing it with absolute accuracy.

Up until recently, the limitations of technology held back the dream of achieving dental excellence.



"Previously, technology could not provide the results we and our patients deserve. Today technology is ready. The dream has come true!"

Christian Coachman.

***Dr Verster qualified as a DSD master in 2021**

(DSD Master: A Dentists or Technician that applied and was approved on the Mastership program.)

The DSD Concept:

DSD was developed by Dr Christian Coachman and provides a combination of systematic approaches and strategies to improve comprehensive dentistry ,

- Improved diagnosis
- Smile design
- Team communication
- Treatment planning
- Clinical execution
- Improved patient understanding

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The DSD Concept is based on 5 pillars:

DESIGN, PLAN, PRESENT, PERFORM AND PROMOTE.

Design: Strategies and technologies to improve the quality of facial analysis and facially driven ideal smile design.

Plan: Strategies and technologies to improve decision making and treatment planning through better team communication, diagnosis and Interdisciplinary 3D simulations.

Present: Strategies and Technologies to improve the way we present our treatments, using storytelling, Motivational Mock-ups and visual communication, This is what we call "Emotional Dentistry".

Perform: Strategies and Technologies to improve clinical efficacy and predictability, incorporating the concepts of Digital Lab, Guided Dentistry and Digital Quality Control.

Promote: Strategies and Technologies to become a quality and efficient content generator, using the modern concepts of Digital Marketing and Word of Mouth to spread all the wonderful things that dentists can do for people.