

DENTISTRY & DENTAL MARKETING

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ORAL CARE & ORAL CANCER

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Maxim Ashortia

Dental and Academic Center, Russia

WOW effect, client capture using digital technologies

Clients capture using digital technologies, both for laboratories and for dental clinics. Today, a modern dentist and technician have a great opportunity to digitize the patient completely. These are face scans and intraoral scans. Advantages of the laboratory that has acquired these technologies: We can provide dentistry services for "Off-site Laboratory", where our specialist arrives from the laboratory with the equipment, within 20 minutes completely digitizes the patient, conducts a scan of the face, oral cavity and immediately proceeds to the laptop to simulate a virtual wax -up adjusting the aesthetics in the presence of a patient and a doctor, the result is immediately visible on the screen, rotating the patient's 3D face. This business policy in our practice has attracted a large number of new orders, within 3 months, increasing the turnover of the laboratory by 300%. A dentist having such a technology makes a great impression on the patient, the shape and aesthetics of a smile can be adjusted in the presence of a patient, you can create a future design together, patients like it very much, send it to a mobile device for viewing at home. The advantage of an intraoral scanner: after scanning the oral cavity in color, you can display the state of teeth and bite on the large screen, increasing and rotating the scanned jaws, which is more convincing for the patient in the need to treat other teeth. Another application of the intraoral scanner is the "Smile Bank" where you can offer young people the service to scan their beautiful teeth and save STL files in the cloud and if necessary even after 20-40 years you can always go back to the dentist with the request to restore the smile of his youth, having their own young scans. This is just some area of application of digital technologies for increasing the comfort and profit that I would like to share.

Biography

In 2008 Maxim Ashortia graduated from the Moscow State University "Business organization and enterprise management". He is the speaker in the dental industry, the author of courses held in Russia, CIS countries, Europe and the United States. He is the head of the digital technology laboratory and training center "Dental Boutique" included in the list of countries officially recommended by exocad. Leading specialist in the dental industry. He is the creator of the anatomical design of the teeth "Ashortia" for the exocad company, popular with specialists from all over the world, integrated into the world-famous brand.

Newearth@inbox.ru

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