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American Academy of Cosmetic Dentistry, Canada

Photographic assisted diagnosis, treatment planning and consultations for improved case acceptance

The use of photography in dentistry has become a new standard of care. The utilization of photographs in dental record keeping is not only for the purpose of litigation prevention, but for their use in diagnosis and treatment planning. Dentists have long used the principles of Cephalometrics to measure bone and teeth position and now using Anthropometrics we have been able to establish guidelines for use in diagnostics and treatment planning. Using these photographs in an organized consultation procedure has brought home, that a “picture is worth a thousand words”, especially when patients can be mistrusting of some dental recommendations, allowing a much higher treatment plan acceptance rate for dentistry. Finally, using the photographs for marketing purposes is a huge advantage to bring more patients to your practice, in our times of increased competition and economic uncertainty.

Biography

Ron Goodlin is an accredited Member and past President of the American Academy of Cosmetic Dentistry, the Toronto Academy of Cosmetic Dentistry and was a Founder of the Canadian Academy of Cosmetic Dentistry. He has published many articles and books on Cosmetic Dentistry and Dental Photography and lectures all over the world. He was a graduate of the University of Toronto in 1980 and has dedicated his career to the advancement of cosmetic dentistry and dental photography.

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