

Summer/Fall 2006

News and resources from
Northwest Laboratories

Digital Photography

An example of how to use digital photography in your practice.



Before

Shot before evaluation
(or hygiene)



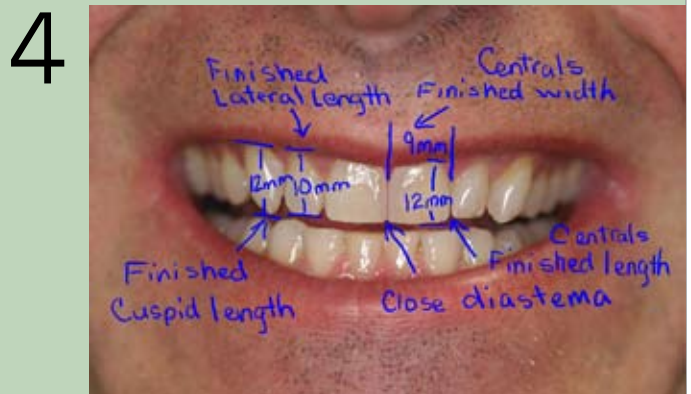
Mock-up

Done with Photoshop in about 10
mins by front office staff



Consult Card

This is an example of a printed card
presented to the patient.



Virtual Study Model

To share Patient / Doctor
expectations with your lab tech

Turn over for a cost
and benefit analysis



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Costs and benefits of Digital Photography

Minimum Investment (some of which you already have)

Money\$\$\$

Newer Computer	\$1,000
>3.0Mpix Digital Camera.....	\$400
Photoshop Elements 4.0	\$80
MS Word	\$200
Photo Printer	\$300
 Total \$	 \$1,980

Time

Photoshop Training..... 2hrs
(with NW Labs tech sheet)

Full Investment (some of which you already have)

Money\$\$\$

Newer Computer	\$1,000
8.0Mpix Dig. SLR Camera.....	\$2,500
Photoshop Elements 4.0	\$80
MS Word	\$200
Photo Printer	\$300
Input Tablet	\$200
 Total \$	 \$4,280

Time

Photoshop Training..... 2hrs
(with NW Labs tech sheet)

Recurring Costs (per patient)

Money\$\$\$

Ink & Paper.....\$1

Time

Photoshop Mock-up.....10 mins
(with NW Labs tech sheet)
Virtual Study Model15 mins

Return on Investment

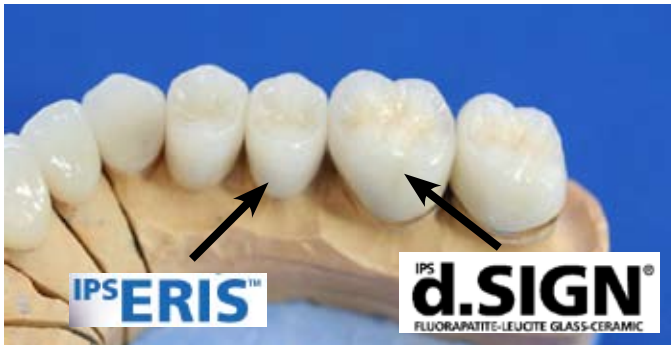
- More cosmetic cases
- Better reputation
- Better results from lab

Complex Cases

We recently completed another complex case which is a good showcase of our capabilities. This case involved 28 crowns - a full mouth restoration. The two distal crowns in each quadrant were high noble pfms with Ivoclar's d.sign porcelain. The remainder of the crowns were made using Ivoclar's



Eris all ceramic system. **Notice how well the two systems match when in the hands of our talented technicians.** Doctor maintained critical dimensions by mounting to a Dentatus semi-adjustable articular and



provided a stick bite. This mount was maintained throughout the fabrication process without issue and was used for both temporaries and final restorations.

A unique inlay design accomplished by waxing the clover as part of the coping and casting in high noble d.sign 98 alloy. Some people are just lucky!



Note from the President

Why are we sharing how Dentists use digital photography?

- It's our duty to share techniques from our 25,000 dentist worldwide client base
- We can improve Lab/Dentist communication
- If we help our clients, it helps our business.
- Because of our affiliation with the AACD, we have become well versed in using digital photos to communicate.

We hope that we can assist your practice with services above and beyond your expectations.

Best regards,
Patrick Tessier

Patrick

CEO & Founder

