The importance of photography in the dental practice is frequently overlooked. This article will introduce doctors & their teams to a new photographic marketing concept for Aesthetic Smile Design & Facial Rejuvenation Makeovers.

Today the sophisticated patient has access to unlimited information: as a result they have increasing aesthetic demands. There is a critical tie-in between facial soft tissue contours and the Dental Smile Design. Addressing the aging soft tissue associated with smiles, using Botox and Fillers prior to the definitive dental aesthetic treatment, can dramatically influence the final restorative approach.

Office personnel often find it difficult to effectively communicate and listen to ‘what a patient wants’. In a busy practice, it is critical to organize and train an office team to achieve this goal… through Photography! (Fig.1)

How many times have you regretted not having taken more pre-treatment photographs of a treatment that had an excellent result? We have all had a tooth whitening patient who says nothing has changed—until they view their pre-op photographs.

My wife Dr. Janet Roberts a Clinical Director for the Frontier Institute. Her photographic protocol is to take the Aacd series of intra-oral photographs. In 2008, my wife and I opened a facial aesthetic practice, A Smile Above, in Coal Harbour Vancouver, BC Canada, where we have integrated the treatments of Botox, dermal fillers and laser therapy with smile design. The existing medical photographic protocol had minimal emotional appeal for patients seeking facial aesthetic treatment. There was a need to create a combined dental, facial and aesthetic series to help elicit a patient’s emotional desires in smile design and facial aesthetics. As a result, our aesthetic training program, the Pacific Training Institute for Facial Aesthetics (PTIFA) developed the Roberts Facial Rejuvenation Photography (RFRP) series (Fig. 2) and coaches office teams in how to utilize photography for internal marketing of aesthetic facial treatment.

Photography can be utilized in subtle ways for internal marketing:

• attractively framed and mounted “after treatment” patient portraits decorating the office walls (Figs. 3 & 4).
• reception area before & after treatment photo albums (Fig. 5).
• photographs on a consultation monitor (Fig. 6).

The Roberts Facial Rejuvenation Photography (RFRP) series comprises 28 facial digital photographs, plus one intraoral (Fig. 2).

Using a digital SLR ring flash camera (Fig 1), the doctors & team members can be trained to complete the RFRP series in as little as 3½ minutes.

The photographs are taken in the frontal, sagittal, and 45° views. This series of photos presents the patient with a visual perspective normally seen by family, friends and business clients, but not always apparent to patients themselves.

Immediately after taking the RFRP, the series is transferred to a computer template (Fig. 2). The photographs are then displayed on the consultation computer monitor (Fig. 6). The various angles are presented in relaxed, active (Figs. 8, 9, 10, 11, 12, 13) and smile modes. Each of the various angles is
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Dr. Warren Roberts is a leading Botox® educator whose Vancouver clinic is the number one administrator of Botox® across North American dental practices. Since 2008, he has trained over 7,000 doctors nationally and internationally, and has treated hundreds of Botox® patients.

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arranged into specific groups for comparison (Figs. 15,16).

- Relaxed / active groups demonstrate the wrinkles associated with facial expression.
- Relaxed / smile groups- give the patient the perspective of how they would appear if their faces had more...
series allows the patient to understand specifically what they do not feel comfortable with in their facial appearance.

It is recommended that a consultation area with a computer / monitor be created where the patient can sit in a relaxed setting and use the mouse to scroll through the RFRP series (Fig.14). This method is more effective than explanations, pamphlets, DVD’s & informative lectures.

volume and demonstrates the alignment, shape and colour of the dentition.

Many of the views are angles that the patient rarely has an opportunity to see. The majority of patients really do not like their appearance in these photographs, which is usually the reason they have come to you for a consultation. The RFRP
Patients only absorb 14% of what they hear, but 86% of what they see. So stop talking and start showing! Great photography is a wonderful visual aid!

The doctor is not called (nor permitted into the consultation room!) until the patient has had ample time to review the photographs - usually at least 10 minutes. The emotional impact of seeing one’s self is amazing: let the patient have time! The time waiting in your private office or performing other tasks is rewarded through increased patient understanding & appreciation of their condition - and future referrals.

A print-out of the patient’s portrait is also placed on the table beside the mouse. A team member recommends that while the patient views the RFRP, they use the highlighter provided to mark on their photograph any areas of concern and treatment requests that they would like the doctor to review with them. Once the patient has identified their areas of concern, had time for contemplation and then highlighted these areas of concern, the assistant then calls the doctor into the consult area. Introductions are made. The doctor may begin by asking “Would you please share with me your feelings about these photographs?” The reply 90% + times is “I hate them!”

The patient has already highlighted on the portrait printout what areas they wish to have treated. It is then a matter of assuring them that you understand their concerns. Review the markings on the portrait, discuss the best treatment options and ask when they would like to begin treatment.

The portrait with the markings is kept in the patient file (or scanned) and is an excellent medical legal document. When the patient returns for their 2 week post-op check, the RFRP series (taken in 3 1/2 minutes) is retaken. The patient is excited with the results of their treatment and the improvements they can see through before & after photographs.

A print out of these before & after photographs can be given to the patient and act as a great referral source. Another NEW patient referral.

Disclosure:
Drs. Warren and Janet Roberts established the Pacific Training Institute for Facial Aesthetics in Vancouver British Columbia Canada (www.PTIFA.com 1-855-681-0066) where they train dentists physicians & RN’s and their dental team in Botox, Dermal Fillers and Laser therapy.