

Western Regional Dental Conference

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Excellence in Digital Photography
A GREAT way to become a better dentist



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Thank you for the opportunity to share with you. Dentistry is a terrific profession and excellent digital photography can be a great way to make your clinical skills grow while giving your practice a marketing "boost". We have shared "*Excellence in Digital Photography...A GREAT way to become a better dentist*" with hundreds of dentists and we consider it an honor to present this to you.

My goal is to teach the equipment and techniques needed right now, and then how to use them to improve our skills. To plan, prepare, evaluate, and correct our clinical cases is perhaps the greatest use for digital photography and may be the best way to increase our skills. Rapid changes in equipment advances make choosing the right equipment a moving target, but the clinical uses and techniques remain fairly consistent.

Camera systems and equipment purchasing will be covered first will be followed with a short discussion of digital camera basics to give a basic understanding of clinical photography. Then camera set up and shooting settings will then be covered so that consistent images can be captured. This will form the basis for excellent images.

Each participant will be asked to capture several images during our time together with different views that will be useful clinically to document, evaluate, and promote our practices. These exercises are the backbone to your learning correct techniques. I will demonstrate my methods and then help you with yours. As time permits we will do basic extra and intra oral images, portraits, and lab communication images.

This is your educational experience... I will be flexible to fit your needs. Please don't go away wishing something would have been covered differently; let me know what your needs are as the course progresses. We will keep the course moving quickly and in an entertaining, loose format. My goal is that you leave thinking this is one of the best educational experiences you have had in dentistry.

I am here to serve you.

Drill'n on..... Jack D Griffin, Jr DMD MAGD
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Slide 1

Digital Photography
half day lecture...

1. What to buy
2. How to set it up
3. What images to take
4. Photography to become a better dentist...porcelain veneers & comps
5. **MARKETING** (???) ... Having patients WANT what you like to do ...

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Photography-
the ultimate way to...
Improve your skills
Communicate with lab
Educate patients
Promote your practice

Slide 3

If you want great images for marketing, documentation...

- 📷 Nikon D80, Sigma 105mm lens, Sigma Ring flash
- 📷 Canon Rebel XSi, Sigma 105mm lens, Sigma Ring flash

Slide 4

If you want great images for marketing, documentation... teaching, publishing, travel...

- 📷 Nikon D300, Sigma 105mm lens, Sigma Ring flash
- 📷 Canon 40D, Sigma 105mm lens, Sigma Ring flash

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Where to shop spring 2008...

- 📞 Photomed ... www.photomed.net
Nikon D80 or D200
Canon Rebel XTi or 40D
Contrastors, retractors
- 📞 Doctors Eyes ... www.doctorseyes.com
Ultra Bright Mirrors
Contrastors
- 📞 Discus Dental ... www.discus.com
See-More retractors

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Assistant must have ready for efficiency...

- 📌 Warm water
- 📌 Retractors
- 📌 Mirrors
- 📌 Camera
- 📌 Background

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Things to consider.....

- 👉 The macro lens and ring flash are great for portraits.
- 👉 6-8 feet away in an operatory is sufficient to get a full face with neck.
- 👉 A hallway with mid-tone wall will work.
- 👉 Umbrella flashes are cool but seldom needed for our use.
- 👉 Backgrounds are easily changed in Photoshop if needed.

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Operatory portrait room...

- ✂ Standard 9X10 room
- ✂ 2-4 ft at foot end of chair to stand
- ✂ Can sit patient up right
- ✂ Camera white balance adjusted for room light

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Lens settings.....

- 👉 Full range of motion
- 👉 F-stop ring to highest position
- 👉 Manual focus usually best in close up
- 👉 Keep cord tied up

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Flash settings.....

- ✌️ 2 Choices TTL metering off TTL metering on
- ✌️ If off, we control light by camera aperture and flash power
- ✌️ Ring "intensity" can be controlled by flash strength

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Camera settings.....

- ✌️ Manual focus
- ✌️ Use "A" mode
- ✌️ Use high resolution settings
- ✌️ Set white balance
- ✌️ Make histogram appear on each image
- ✌️ Make alignment grid appear
- ✌️ Turn off live view

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Review

For the dentist....

- 👁️ Set flash "TTL" metering off
- 👁️ Change "f-stops" to control lighting
- 👁️ Turn off patient light
- 👁️ Leave on operatory light
- 👁️ Adjust camera "White balance" to fit that light
- 👁️ Editing should be minor at that point
- 👁️ If you shoot in RAW you compensate for white balance when opening file

Slide 13

Factors determining "acceptable" smile:

- Embrasures
- Gingival heights
- Axial inclination
- Contacts
- Width-height ratio
- Central dominance
- Teeth proportionality

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Porcelain veneer procedure preparation:

Wax up
Mock up
Reduction guide
Laboratory suggestions
Written plan
Photographic blueprint

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Full series of pre-op images ...

1. Analyze photos in dark place
2. Mental plan according based on smile design
3. Share with lab if needed
4. Make written plan
5. Use it at prep appt to stay on task

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Your chance to see how good you really are

Final images
2 weeks after final adjustment
4-6 weeks if gingivectomy

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Images to communicate with the lab...

1. The mock-up
2. The preparation shade
3. The temporaries

Communicate likes and dis-likes with shape, shade, patient feedback

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Consistent materials to lab
Thorough description of pre-op condition of case
Thorough expectations of desired post-op wants

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How to LOVE composites

Slide 20

Analyze the photos
before
doing single tooth direct composites...

What shades are needed?
Do I need tints?
How much of the dentin shows?
What is the surface texture?
How picky is the patient?

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Composite opacities...

- ❖ Dentin: Microhybrids, higher strength, blocks color better, most opaque
- ❖ Enamel: Microhybrid or microfill, less opaque, less color "intensity" than dentin shade, polish better (?)
- ❖ Incisal: Microhybrid or microfill, least opaque of all, less strength, makes for "character" in composites

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3 times to use the camera...

1. Before tx - decide what you NEED
2. During tx - decide what to FIX
3. After tx - to evaluate and promote

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Composite veneers...
Before laying a bur to a tooth...
look at photos:

1. What colors are we covering?
2. What teeth protrude too much?
3. Is there a cant?
4. Is the midline correct?
5. Does the gingiva need re-contouring?
6. What teeth need length changes?

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Visualize

...every angle BEFORE starting

...display photo DURING procedure

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Photography & Composite veneers
Critical, honest self-evaluation:

- ✘ Full series of images at veneer appt
- ✘ Load and evaluate
- ✘ Mark areas of needed improvement
- ✘ Make notes
- ✘ Print images for operator or digital in operator computer
- ✘ Do corrections then or follow up appt
- ✘ Enhancements as needed

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Photography ...

*an invaluable asset
for most cosmetic
procedures*

**Thank you all very much.....Jack
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Thank you all very much for letting us be with you today.
I sincerely hope that you have picked up a few things that can
serve you well in practice and that can be used to enrich your
dental experience. Jack

Success is preparation meeting opportunity.