

DSD ROOM

For patient digitization and DSD emotional presentation



What is the DSD Room?

The DSD Room is an integral part of the DSD Philosophy and a necessary component of a DSD Clinic.

It serves as a crucial point of reference and is used for various interactions with patients during their first and second appointments. These interactions include building trust, patient digitization, placing the mockup, presenting the case, and discussing the financial proposal.

The DSD Room's environment and arrangement are of utmost importance as they determine the impact of the entire patient experience. Similar to a restaurant, where the quality of decor, lighting, music, and atmosphere is as essential as the quality of food, the DSD Room falls under the same concept.

If you plan to make changes or renovate your clinic, the DSD Room should be your top priority. It is where the patient's first impression of the clinic is formed.

To make sure that your patients are impressed with the DSD Room, there are some details you should consider. It is essential that you create a space that leaves a lasting impression on your patients from the moment they step inside. Remember that you only get one chance to make a first impression.



Atmosphere

As a rule of thumb, the DSD Room should take care of the following details to create the right environment for your patients and thus earn as many emotional credits as possible, think of a waiting room where you've felt amazing, a nice hotel, a high-rated restaurant or perhaps a VIP lounge at an airport, these spaces should be your reference or source of inspiration to create the DSD Room.

You want to think of each detail inside that lounge or restaurant you liked and try to replicate them.

This guide will help you get inspiration from some stunning DSD Clinics around the world.



Atmosphere

Lighting

Lighting is one of the keys to feel at ease in a place, in fact one of the main components is light.

Indirect light is always a good idea, use floor lamps or spot lights that reflect on the walls, on plants, on a painting or sculpture.

Use quality light, not white or cold light.



Atmosphere

Music

Good, soft background music is key when creating a DSD room, for this we recommend that you have a Spotify account and create a list that you consider appropriate for your patients experience, remember that regardless of your musical taste, the goal is that the patient likes the music, if you want you can search in Spotify DSD and you can follow the multiple lists that we have prepared for this.

Drinks

Don't forget to have good coffee and cold drinks ready for your patients.

They are small details but in the end each one of them will be what will surprise your patient and will allow you to earn more emotional credits.

Have a good coffee pot visible, available to your patients and don't forget to present it in the best way.

A gesture as simple as offering sparkling water or a slice of lemon can be enough for your patients to comment on the treatment they have had in your clinic.



Equipment suggestions

Audio

If you want to use equipment that you can control from your phone or by voice command, SONOS has very good options.

You can use a single speaker like the SONOS Five or if you want to create a surround sound you can place multiple SONOS One.

They have very good sound quality, easy connectivity and easy management from mobile devices or voice command.

Another option could be the Apple HomePod, which has very similar features to those mentioned above.



SONOS Five



Apple HomePod



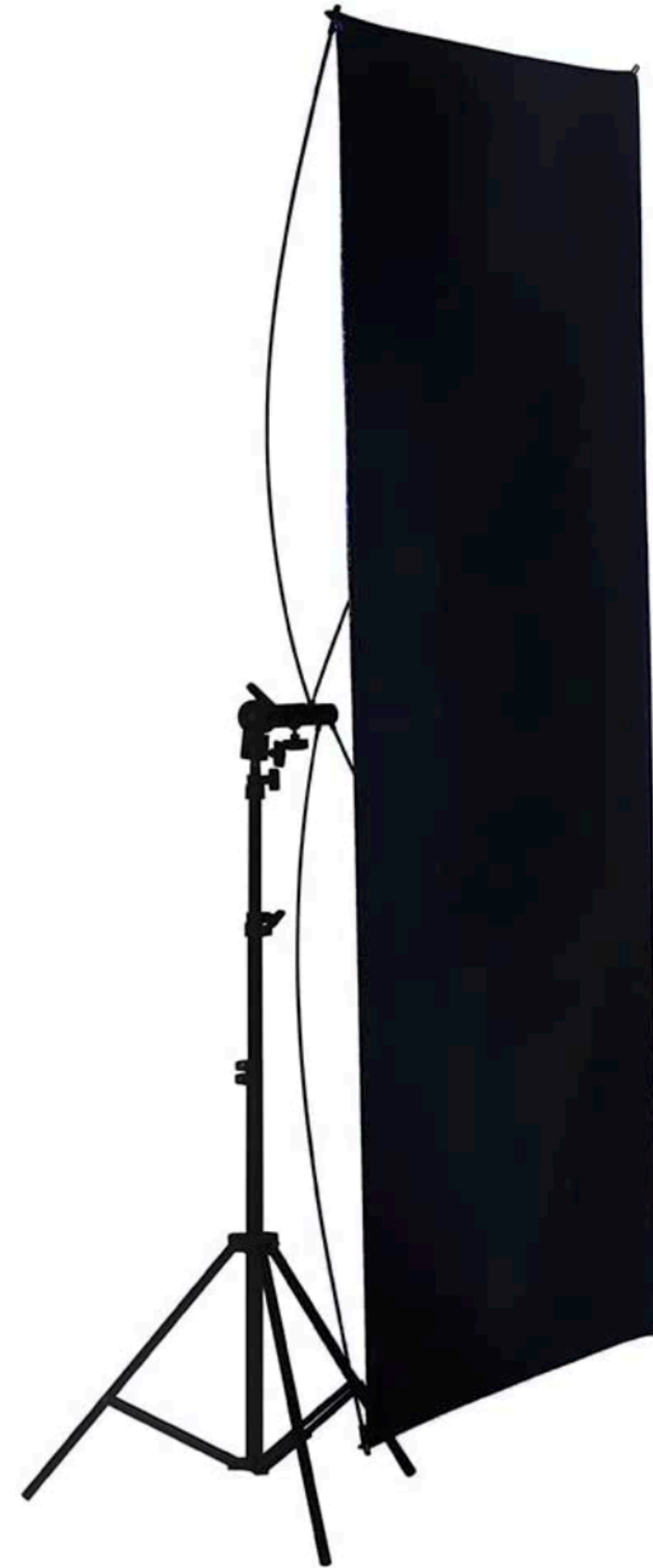
SONOS One

Equipment suggestions

Lighting



NEEWER RP18S 18 Inch Bi-Color LED Ring Light Kit



NEEWER 90 x 180cm Rotating light reflector (can be used as background as well)



NEEWER 2 Pack Bi Color 660 LED Video Light and Stand Kit

Equipment suggestions

Chairs

Vintage or modern salon chairs



Equipment suggestions

Intraoral scanner

Key piece of the whole process, not only for the clinical benefit it brings to the execution of clinical procedures, but also for the visual aspect of the use of technology and avoiding the discomfort of traditional impression-taking with alginate or silicone for the patient.

It should be in the DSD Room, every patient that visits your clinic should be informed about the benefits of this equipment and how it will improve their experience during the appointment.



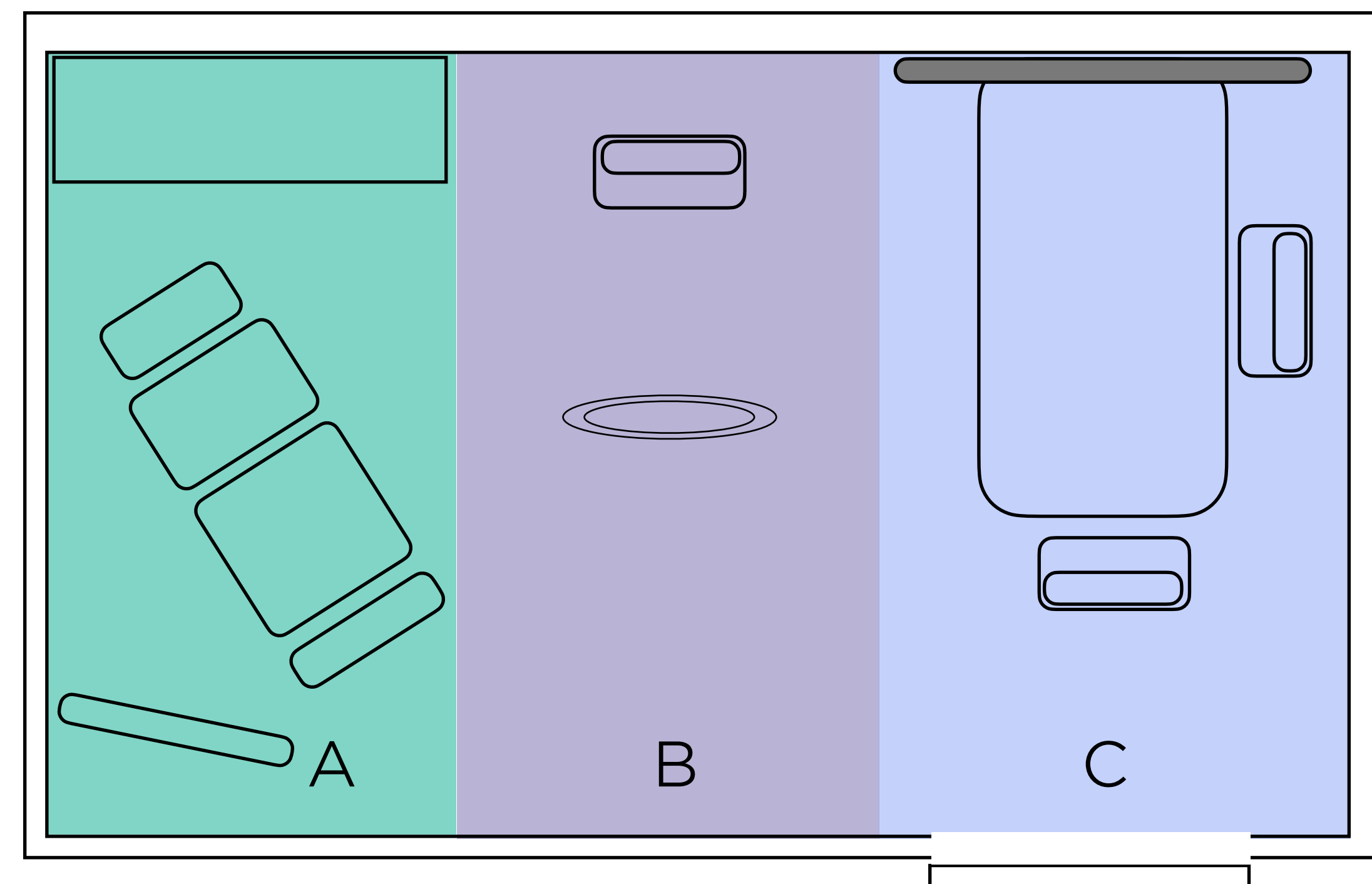
Design of the DSD room

This room must be multifunctional, we suggest you divide it into 3 key spaces, with a space reserved for you to talk to the patient outside the dental environment, have some coffee and thus make the patient feel more comfortable to tell you their problems or reasons for visiting the clinic.

To create this room, you should ideally have a space of at least 12 square meters as it must include:

- A table with 2 chairs destined to interview and explain the treatments to the patient.
- An area to take pictures and videos of the patient, this space will depend on the equipment you want to use.
- A space for the chair and the intra oral scanner.

This is a reference image of the ideal areas of the DSD Room, you can certainly explore more possibilities if you have a wider area designated for the DSD Room.



It should be divided into 3 main areas:

A: Chair and intraoral scanner.

B: Space for photographs and videos.

C: Table with chairs and a TV.

Design of the DSD room

Zone A:

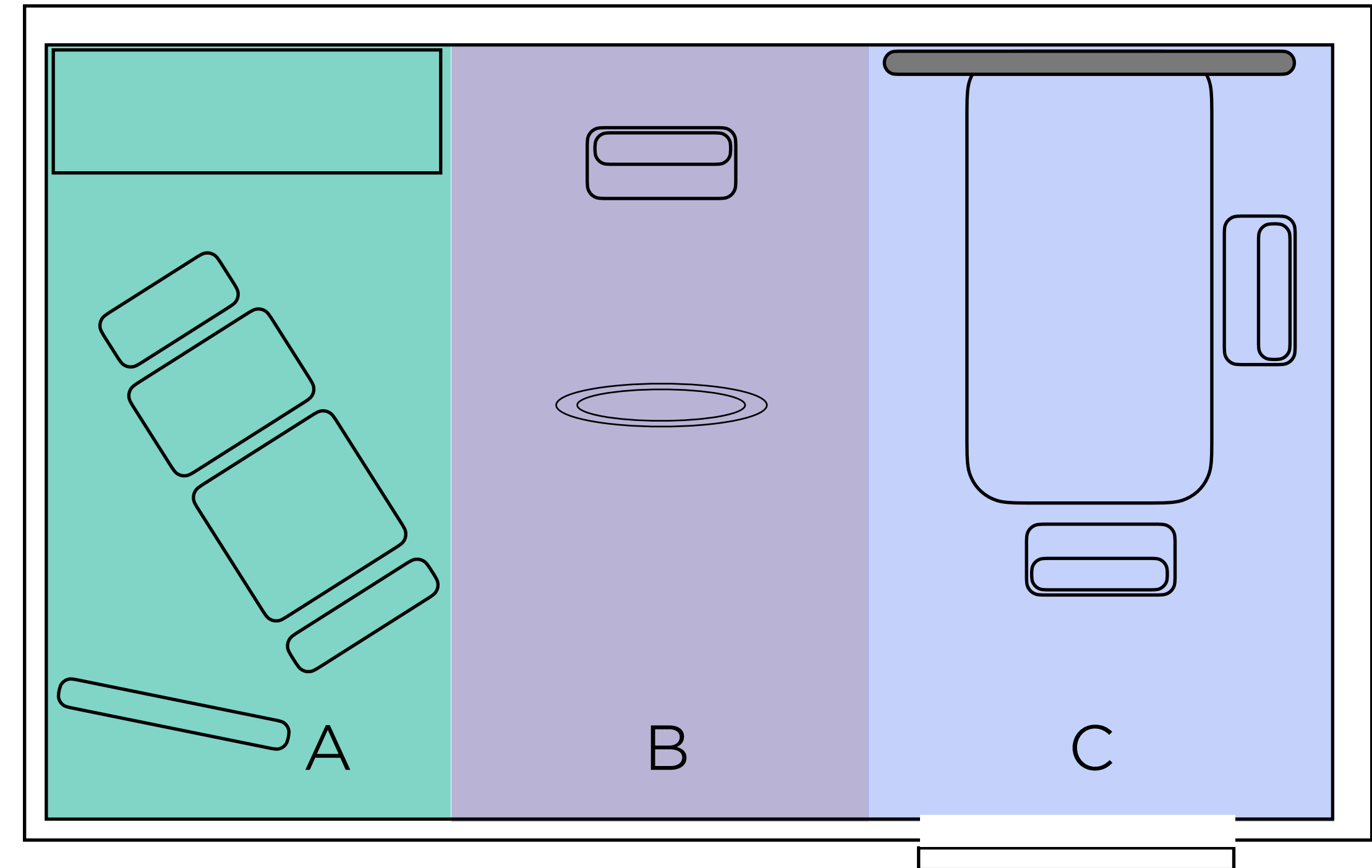
- Cool, modern or vintage chair
- Intraoral Scanner.
- Instruments for mock up. (Bisacryl or Shell)

Zone B:

- One black wall, one white wall or white/black background panels
- LED ring light or light panels
- 1 DSLR camera or 1 iPad/iPhone. HDMI cable with iPhone adapter (lightning to HDMI)

Zone C:

- 1 big Smart TV is a must.
- 1 Computer with access to network, internet, Dropbox, and patient records.
- Speaker with Spotify DSD Playlists
- Presentation table with 2-3 chairs.



Design the room with nice, indirect lighting apart from the lights for the digitization area. You can use lamps on the floor or spots in the ceiling.



Helmi's Dental Care -
The Netherlands



Klimm Concept -
Brazil



Clínica Dental
Ramírez - Spain



Luxe Dental - Canada



FY Smile - Sydney,
Australia