



Fast-track Clinic implementation with the DSD Consultancy

The DSD personalized training solution
for forward-thinking dental offices



DSD | EDUCATION

Implementing DSD is a team effort

As a dental clinic owner, do you find it a challenge to turn the game-changing DSD concepts and workflows into a well-oiled machine in your office?

It's true that you can implement DSD in your clinic entirely on your own. But the problem is that training your team and making the digital workflow become a routine requires time, effort and dedication.

If you are the type of business owner who likes to hit the ground running with the best strategies, the DSD Consultancy is designed for you!

The DSD Consultancy removes the barriers of training and time for you. With a DSD Consultancy, you benefit from our full support to make implementing DSD in your clinic more efficient.

Successful DSD Clinics worldwide have already benefited from this solution to implement DSD and achieve excellent results in their own practices.

Consider us as part of your team; we look forward to working with you!



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How does the DSD Consultancy work?



The DSD Consultancy is a one-of-a-kind training program that enables DSD Members to overcome the most common challenges facing clinic owners and turn the DSD ideas into reality in their own clinic.

Specifically designed to teach and demonstrate the DSD protocols and procedures to your whole team, it will enable you to bring your team on board with the DSD ideas, successfully implement DSD in your clinic and start providing better solutions for your patients.

- ◆ **Customized in-house training + online learning**
- ◆ **Led by a DSD Implementation Expert**
- ◆ **Two-day program**
- ◆ **Takes place in your clinic**
- ◆ **Designed to benefit your whole team**

What sets the DSD Consultancy apart from other training solutions?



1. In-clinic training

With a DSD Consultancy, one of our DSD Implementation Experts will travel to your clinic to deliver a carefully designed 2-day program.



2. Clinic-specific learning

At your DSD Consultancy, training will be fully customized for your team, your patients and your clinic environment. You will learn strategies to help you overcome the specific challenges you're facing when it comes to implementing DSD successfully.



3. Full team immersion

A DSD Consultancy brings your staff on board with the DSD concepts you fell in love with! We'll bring the full DSD experience to you to empower them in these new workflows, tools and strategies.





The 10 Goals of a DSD Consultancy

Every DSD Consultancy fulfils the following essential objectives, customized to your clinic and your team

- 1.** Creating excitement and energy to implement DSD
- 2.** Educating the team about the why and what is DSD. Understanding the basic concepts of DSD and its implementation
- 3.** Mastering the DSD Patient digitalization and documentation
- 4.** Understanding the DSD workflows for the 1st and 2nd appointments
- 5.** Optimizing access to the Planning Center: understanding the services, products and communication
- 6.** Experiencing a Live Treatment Planning Session with our specialist for the Consultancy case
- 7.** Practicing the DSD Motivational Mock-up technique
- 8.** Capturing high impact emotional photos and videos
- 9.** Building Emotional Presentations with the DSD Emotional Template
- 10.** Using the DSD Treatment Plan Presentation with a patient



Here's what certified DSD Clinics have to say about the DSD Consultancy experience...



"The consultancy brings the magic of DSD in house. So all of a sudden that energy that I had, and the passion that I had, was brought to my team and it elevated my team to another level."

Dr Sheena Sood

Ironwood Dental Care, Canada



"It was one of the most awesome experiences for my team. It's always a very empowering and very exciting experience for the team to actually have someone from DSD come into our clinic."

Dr Saghi Helmi

Helmi's Dental Care, Netherlands



"I feel like the team is energized and we're all on the same page. I love being able to communicate to the team what I've been thinking and how DSD is able to bring that to the whole team and in turn we're going to bring that to the patient. It makes me so excited as the owner of the clinic because we want to make sure that our vision is communicated from the dentists to the whole team."

Dr Olesya Salathe

The Dentist off Main, USA

Gain total buy-in from your team

Why is the DSD Consultancy designed for the whole clinic team? Because that's where the magic happens!

The Consultancy program is designed to help both you and your team master the most important elements of implementing DSD successfully.

This way, you will be able to delegate and entrust tasks to your staff members, and thus create a powerful team that is involved and accountable for its responsibilities.



These include:



Team motivation

You can't do DSD all by yourself – to succeed, it's vital to have the right team members by your side who are fully on board with the concepts.



The DSD moments

In this two-day program, we will train you and your team to flawlessly execute the dynamics of the 1st and 2nd appointments and improve treatment and patient experience.



The DSD roles

You will learn how to upskill your team members and get the right people in the key DSD roles to ensure that the digital workflow becomes routine and that your clinic runs successfully.

What is included in a DSD Consultancy?

A DSD Consultancy involves personalized in-house training followed by additional online learning.

By the end of the DSD Consultancy, you and your team will have learned how to:

- ✓ Implement and manage Digital Smile Design
- ✓ Market Digital Smile Design to your patients
- ✓ Design the perfect DSD Room
- ✓ Document patients correctly, including DSD photo/video protocol
- ✓ Create the perfect Emotional Presentation
- ✓ Deliver the ideal second appointment for a patient
- ✓ Get your patients engaged with your treatment plans
- ✓ Order cases with the DSD Planning Center





What happens after the DSD Consultancy?

After your DSD Consultancy, we'll provide you with a full report on your clinic based on our observations, taking the following areas into consideration:

- 1.** General clinic look, feel and environment
- 2.** Equipment, tools and technologies
- 3.** Protocols and DSD implementation success
- 4.** Which members of your team are a good fit for the different roles

The outcome of this report will determine your eligibility for becoming a DSD Clinic – if this is your goal.

"This will help you to sell more cases, do better dentistry and have happier, more satisfied patients."

JUAN J. GÓMEZ
Sales and Business
Development Manager
Americas



**Get started today
with your own
DSD Consultancy**

Your DSD Consultancy team

Your DSD Consultancy will be led by one of our highly experienced DSD implementation experts.

Well versed in DSD with an in-depth understanding of the unique challenges that dental clinics face, they:

- Are experienced and qualified in Digital Smile Design
- Come from a dentistry or dental industry background

- Know the importance and value of team training for a dental clinic
- Have significant experience in training dental clinic teams
- Are energized with a passion for teamwork!

We look forward to working with you!



Your questions about the DSD Consultancy - answered!

How much does it cost?

If you get in touch with one of our sales representatives, we'll be able to provide you with a personalized quote.

Who of my team should be there?

Everyone! This is the best opportunity to motivate your whole team in DSD and make sure that everyone is aligned.

How can I prepare?

After payment you will receive an email with the following three steps:

1. Book a call with our Consultancy Coordinators (Ely, Keith or Sam) to talk about how to organize the course and choose the date together.
2. Read the Consultancy onboarding document where everything that the Consultancy consist of is explained: all that is going to be needed, the schedule and other details.
3. Fill the survey to get to know you and your team better and be able to personalize the course as much as possible and work on the audit.

How can my team prepare?

Review the document mentioned above, find the ideal patient together with your DSD Clinical Consultant and review the videos from WatchDSD that are recommended in the pre-consultancy guide.

Do we need any special tech/tools/software?

- A large TV screen, chairs and space for the presentation (this usually takes place in the office's waiting area or any other room with those specifications)
- A LED ring light and background (or professional photography set if you have one: strobes + soft boxes + camera, sync device, etc)
- Mock up material: basic kit, bisacryl cartridge (A1 and A2), biscaryl gun and tips, flow composite (A1 and A2), light curing lamp, black marker, pink composite, etc...

Is it ok for new team members to join?

Absolutely! The DSD Consultancy is the best way to onboard new hires and upskill the more experienced team members in DSD.

Is the DSD Consultancy Covid- compliant?

We follow the WHO requirements for social distancing and mask wearing during the DSD Consultancy, and we expect your office's cooperation to follow these as well.

Should I book patients during the DSD Consultancy days?

Apart from the DSD Consultancy patient (the patient demo happens on the afternoon of the second day of the DSD Consultancy), preferably not. The ideal situation is that the whole team is 100% focused on the training.

Which patient should I choose for the DSD Consultancy demo?

A patient that you believe would benefit from a smile makeover (simple or complex). We recommend that you choose the patient with the help of the Clinical Consultant who will guide you to make the best case.

We always recommend that you send us images of 2/3 options to be able to choose from. It is highly recommended that the live patient is actually a team member otherwise, a family member or close friend.

We want your team to be able to see and learn from every single step and not to miss any details during that second visit demonstration, so we know for sure that a member of the team will feel more comfortable being the patient and the experience will be more pleasant. On the contrary, a 'real patient' may ask for privacy and feel overwhelmed. It is extremely valuable when a team member goes through the DSD mock up process together with the rest of the team and they can speak from experience to the patients. The team will also feel comfortable with the process!





**Book today and gain
an unfair advantage over
your competitors**

with this DSD implementation solution

BOOK TODAY