

Increase Dental Happiness

More patients & improved aesthetics

By **Mr. Vanik Kaufmann-Jinoian, Switzerland & Mr. Tom Huigen, The Netherlands**

It might sound familiar: You write an aesthetic treatment plan, take X-rays and possibly construct a wax-up or mock-up, after which you take out plenty of time to explain the treatment plan to the patient – only to end up with their feedback: "Thank you, I will consider it." Why is he or she not immediately agreeing to the treatment plan? Does he or she lack trust? Is something unclear? Various reasons might ultimately lead to case denial. Contrary to what you might think, these do not include education, intellect or the price tag. Rather, the choice of undergoing dental treatment is purely an emotional one. In fact, the majority

or purchase decisions are rooted in emotion.

Just go back to the last time you bought a car. The one you are probably still driving. Did you buy it based on emotion, or purely based on a build-up of facts and details appealing to your intellect? Most of you will eventually find that this decision was an emotional one. When walking into the car dealership, we looked around and envisioned ourselves driving a particular car. We liked the thought of driving it to work, each and every day, and pictured the looks on our colleagues' faces. The color was what we preferred, or the crisp smell of fresh, high-quality leather.

For the same reason, women spend

\$2,000 on a gorgeous pair of high heels. Or men opt for slick-looking \$10,000 watches. Let's not kid ourselves; these decisions are not made by our rational mind, influenced by education, intellect or an actual need for those items. We simply buy these things because of 'want'. We want them, as they make us feel good.

Therefore, when you are spending time and effort on explaining the benefits of dentistry to your patients, it does not necessarily work when appealing to their rational minds. Instead, try to access and fuel their emotions, invoking that 'want'-feeling.

Amongst dentists, a case acceptance of more than 30% is already considered to be quite high. Roughly translated, this means that if you pitch

So, let's dive into this.

How do we get past our instincts to play to the 'logical' mind, and access the 'emotional' mind instead? How can we cleverly engage the feelings of our patients when presenting a treatment plan?

What we must do, is to take the patient on a dental journey. A dental dream – shared between your patient, your team and yourself, which you are about to turn into a reality. A first requisite for this is a well-thought-out emotional visual concept. Most of us will be familiar with the DSD (Digital Smile Design), which is a really good concept.

However, it is mostly a treatment plan talking to us, the dental professionals. It is much too complicated to implement in a general practice, let alone that it will mean anything at all to the patient.

your treatment plan to 10 patients, only 3 of them actually go through with it. Staggering, right? What's even more staggering, is what will happen if your practice decides to focus on serving the emotional part of patient's minds instead.

Case acceptance numbers might soar to over 90%, leading to a much larger number of patients that are willing to go through with your proposed treatment plan! Not only will this be more satisfactory to you, as you do not have to throw out nearly as many carefully composed plans; it will also be a major financial boost to your practice. After all, you will more than double your revenue – with the same number of patients.

Obviously, we could opt for designing a traditional mock-up or a digital visual mock-up.

Yet it is not hard to see why sticky and often incorrectly colored mock-ups or cold and emotionless animations are not exactly healthy ingredients of the dental dream. Both techniques stimulate the rational, thinking part of the brain, therefore having an opposite effect. In short, up until now, a well-thought-out emotional visual concept has been sorely lacking.

Twinsmile is a proven concept in which several unique presentation tools are used. It starts off by carrying out a qualitative, yet simple digital Smile-analysis. Then, the CAD/CAM produced Tenteneers® are created and fixed to the patient's teeth, and finally, the patient will experience his or her most attractive smile during the before and after video presentation.

In order to give you a head start, you will be introduced to the newest generation of hybrid ceramics, such as Lithium ceramics and full contour Zirconia ceramics. These might be just what you need in order to increase your security in performing cosmetic and/or aesthetic treatments!

The possibilities and drawbacks of these materials are discussed from the dentist chair's point of view. Finally, you will learn how to feel more secure in the use of internal and external staining methods, allowing for even better aesthetics. By increasing your own aesthetic skills, you will not only cut costs – you will make your patients happier! **DT**



Tom Huigen

Tom was born in 1984 in The Netherlands. After earning his degree in Management, Economics and Law from the University in

Rotterdam, Tom has worked for ten years as the Sales & Marketing director for the largest chain of dental laboratories in Europe.

In this function, he was responsible for relationship management with 2,000 dental clinics. Furthermore, he has brought various new and innovative products to market, including the intra oral scanners. Since 2015, he has been running a highly successful multi-specialty dental center in The Netherlands, alongside a group of dentists. In this practice, everything revolves around the patient, and the Twinsmile concept has been fully integrated. Besides this, Tom is CEO of Twinsmile AG Switzerland, with locations in Germany, The Netherlands, Switzerland, Belgium and Korea; and travels the world in order to share his passion and give lectures about Emotional Dental Marketing.



Vanik Kaufmann-Jinoian

He grew up in Switzerland, in a city close to Basel, where he went to school and received his training in order to become a certified dental technician.

During this training period, he spent one year in the United States to master the skills of marketing. Upon his return to Switzerland, he started working for the Vita Company.

At that time, he was the youngest ceramic demonstrator in the world - teaching ceramic courses all around the world. Currently, he owns a state-of-the-art dental laboratory close to Basel, which he founded in 1990. This lab covers all aspects of modern dentistry. Various dental companies use his lab for testing new dental materials, mostly because of Vanik's knack for research and development of new techniques. Amongst others, he is named as one of the initiators of the various CAD-CAM systems for dental labs. Besides the activities in his own laboratory, Vanik has taught at the master technicians school in Switzerland and at the University of Greifswald in Germany. Over the last few years, he has been teaching dentists how to achieve high quality restorations using chair-side units. He has published a book on this topic and wrote many articles for various dental magazines around the world. He is a well-known speaker at major symposiums. Vanik is the R&D manager of Twinsmile AG. In this role, he hosts lectures and workshops with Tom Huigen.

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Tutors: Mr Vanik Kaufmann-Jinoian & Mr. Tom Huigen

Date: 06 May 2017 | 14:00 - 18:00

Venue: InterContinental Hotel Festival City, Dubai, UAE

Target Audience: Dentists

4 CE Credits

Course Abstract

In this hands-on course, we will perform a live demonstration with an actual patient. This will introduce you to the complete Twinsmile-concept, step-by-step. You will experience first-hand how satisfied your patients, your team and you might be, ultimately improving dental happiness! The following points will be touched upon during the session, illustrated by a demonstration with an actual patient.