Digital Photography in Dentistry

USC School of Dentistry
Part I: Friday, April 18, 2008
Part II: Saturday, April 19, 2008
9:00 a.m. - 5:00 p.m.

Photoshop™ & Powerpoint™ in Modern Day Dentistry: A Hands-On Course

USC School of Dentistry
Saturday, May 17, 2008
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Digital Photography can and should be an essential tool for communication in modern day dentistry. This exciting new approach allows patients to clearly recognize the need for their proposed treatment and consequently dramatically increase patient acceptance of treatment.

Part I - Lecture (4.18.2008):
Multiple clinical cases will be used to demonstrate the essential role of digital photography and computer technology for creating functional and artistic restorations that are usually elective, productive and fun to do!

Topics to be covered:
- Basic essentials for taking digital photographs
- Storage of digital photographs
- Enhancement of digital photographs using Adobe Photoshop™
- Available camera systems and their advantages and disadvantages
- What pictures to take and why
- Case presentation using Microsoft PowerPoint™
- Communication with the laboratory using Powerpoint™
- Using photographs to preview esthetic treatment in lieu of a hand mirror
- Using photographs as a regular fashion instead of hand written progress notes
- Creating smile galleries for marketing purposes

“Part I is required for enrollment in Part II of this program. Part II hands-on workshop is of limited attendance to allow maximum attention to each participant.

Participants will be divided into groups of three. Each participant will take a complete set of intra and extra oral photographs to master the art of taking quality digital dental photographs. Once the photographs are completed, the group will reconvene to review the photos on a large projected screen and critically evaluate them with the course faculty. At the end of the session, participants will return to the clinic and retake the photos that need improvement to correct errors. Digital storage will be discussed and a manual detailing the techniques and settings for each view will be provided for future reference. All the necessary equipment will be provided. Participants are welcome to bring their own cameras if they so choose.

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Morning Session: Adobe Photoshop™
The first part of this course will simplify and familiarize the participants with the necessary tools in Adobe Photoshop™ software. Although digital dental photography has revolutionized the way dentists communicate with patients and other team members, it is often difficult to have ideal pictures for all the different views. Consequently, some degree of manipulation is usually needed to allow enhancements of photographs and to minimize retakes.

Afternoon Session: Microsoft PowerPoint™ Workshop
In the second part of this day, participants will learn how to use photographs to create Powerpoint™ Presentations for a variety of uses. Power Point have proven to be an excellent tool for treatment discussions, laboratory communication and more. This dynamic method will make patients “own and understand” their needs. In addition, it will give the patients an opportunity to request further elective procedures to be incorporated in their comprehensive treatment.

Step by step instruction will cover:
- Page set-ups
- Inserting text
- Drawing tools - lines, curves, etc.
- Animating content
- Inserting x-rays
- And much more...

This course will be held at the USC School of Dentistry Computer Laboratory. Attendance is limited. Computers and appropriate software will be provided. It is highly recommended that participants have basic computer skills and be familiar with the operation of the mouse and drop windows to keep pace with the class. No prior knowledge of Adobe Photoshop™ or Microsoft Powerpoint™ is required.

Roger Levine, one of the leading consultants in the US and the CEO of Levine Group writes: “...the decision to pursue elective dentistry is largely emotional.”

Kim de la Riva, the former president of the National Academy of General Dentistry stated: “The number one issue that dental patients face is esthetics. Elective dentistry is usually provided by general dentists.”

This course is designed to provide the necessary knowledge to facilitate case presentations and laboratory communication using Photoshop™ and Powerpoint™ software. Although digital dental photography has revolutionized the way dentists communicate with patients and other team members, it is often difficult to have ideal pictures for all the different views. Consequently, some degree of manipulation is usually needed to allow enhancements of photographs and to minimize retakes.

Gary Harmatz, DDS
Dr. Gary Harmatz is a graduate of USC and has practiced privately for the past 37 years in Los Angeles. Currently, he is a full-time Assistant Professor of Clinical Dentistry and Section Chair of Operative Dentistry and Fixed Prosthodontics at USC School of Dentistry. He is a fellow of the American and International College of Dentists and a fellow of the Academy of General Dentistry. In addition, Dr. Harmatz is an avid wildlife, nature and travel photographer and has lectured and taught photography throughout the United States and Mexico.

Abdi Sameni, DDS
Dr. Abdi Sameni graduated from USC School of Dentistry in 1991 and has been a member of the USC clinical faculty since 1998. He is faculty and lecturer for the Esthetic Selective course at USC and Chair of the USC International Restorative Symposium. Dr. Sameni was the first faculty member to serve and direct the portion relating to indirect porcelain veneers for the USC Advanced Esthetic Dentistry Continuum. He is currently directing an intensive lecture and hands-on course focusing on indirect bonded porcelain restorations. Dr. Sameni lectures regularly on topics related to interdisciplinary dentistry, digital photography and its applications for dentistry, as well as on topics related to esthetic dentistry. He is Past-President of the USC Dental Alumni Association, President-Elect of the USC Century Club and member of the Board of Counselors of the USC School of Dentistry. Dr. Sameni maintains a private practice in West Los Angeles, where he emphasizes comprehensive restorative dentistry, including implant reconstruction and esthetic dentistry.

The Uses of Photoshop™ & Powerpoint™ in Modern Day Dentistry: A Hands-on Course

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According to The Wall Street Journal the revenues produced from elective dental procedures exceeded $35 billion in 2004. In the ADA Journal, Roger Levine, one of the leading consultants in the US and the CEO of Levine Group writes: “...the decision to pursue elective dentistry is largely emotional.”

This course will be held at the USC School of Dentistry Office of Continuing Education. Phone: 213.821.2127 E-mail: cedental@usc.edu Website: www.uscdentalce.org

Registration Fees (Please Check Boxes)

- Digital Photography in Dentistry
  - Part I (Friday, April 18, 2008) Before March 1, 2008: $125 After March 1, 2008: $155
  - Part II (Saturday, April 19, 2008) Before March 1, 2008: $645 After March 1, 2008: $685
- The Uses of Photoshop™ & Powerpoint™ in Modern Day Dentistry: A Hands-On Course
  - Before April 1, 2008: $725 After April 1, 2008: $755

The USC School of Dentistry is an ADA CERP and AGD recognized provider

7 Continuing Education Units Per Day