

## Digital and Emotional Dentistry

Technological progress is changing as never before the Dentist's profession: the great poly-professional offices and low cost dental clinics are making competition more difficult for small single dentist dental practices, changing the way they work and relate to patients. It's self-evident that with the change of the entire dental panorama it can be very burdensome for a single professional to keep up.

The Pre-congress day will present a systematic and methodological approach based on scientific and clinical evidence for the design of excellent aesthetic adhesive restorations as well as the formulation of a treatment plan, appropriate to the different needs of the patient. New strategies on digital workflow, clinical expertise, marketing and management of professional practice in restorative dentistry will be illustrated.

### **Christian Coachman (Sao Paulo, BR)**



Dr. Christian Coachman graduated in Dental Technology in 1995 and in Dentistry at the University of São Paulo/Brazil in 2002.

He is a member of the Brazilian and American Academy of Esthetic Dentistry. Moreover, Dr. Coachman attended the Ceramic Specialization Program at the Ceramoart Training Center, where he also became an instructor.

In 2004, Dr. Coachman was invited by Dr. Goldstein, Garber, and Salama, of Team Atlanta, to become Head Ceramist of their laboratory, a position he held for over 4 years.

Dr. Coachman worked with many leading dentists around the world as Dr Van Dooren (Belgium), Gurel (Turkey), Fradeani (Italy), Bichacho (Israel), Ricci (Italy) and Calamita (Brazil).

He is the developer of the Digital Smile Design, the Pink Hybrid Implant Restoration, the Virtual Planning Center, Emotional Dentistry, Interdisciplinary Platform and Smile Donator concepts, conceptual developer of DSD App and founder of the DSD-Digital Smile Design company.

Currently divides his time between his family Dental Clinic in Sao Paulo-Brazil and the Digital Smile Design headquarters in Madrid-Spain. He is the Director of the DSD Residency program with continuing education courses for dental professionals from all over the world. Also works as a consultant for Dental companies and offices, developing products, implementing concepts and marketing strategies.

He has lectured and published internationally in the fields of esthetic dentistry, dental photography, oral rehabilitation, dental ceramics and implants.

In 2017 Dr Coachman became an adjunct professor of the Restorative Department at University of Pennsylvania School of Dental Medicine.