

# PICTURE PERFECT DENTISTRY

Photography For Today's Dental Team

The right camera is a versatile, easily operated tool that can be used by the whole team to enhance practice efficiency, clinical accuracy, and patient acceptance.



# COMMUNICATION IS KEY: Digital Problem-Solving

Patients can sense it as soon they walk in your practice door: an efficient, relaxed, professional environment that increases their confidence. Workflow runs smoothly and on time. Equipment and materials are within easy reach.

Today's practices are going beyond traditional four-handed dentistry, as the entire team becomes responsible in ensuring the optimal patient experience. The latest innovations in practice equipment and personalized tools are designed to facilitate teamwork—for ease of use, a customized workflow, and dynamic communication.

## Clinical Applications of Photography

- Diagnosis & treatment planning
- Patient communication & education
- Peer-to-peer & lab collaboration
- Insurance verification & legal documentation

## FORM FITS FUNCTION

When selecting a camera for the practice, consider all your requirements. A camera designed specifically for dentistry is going to be an immediate problem-solver and practice advantage—making dental photography consistent, effortless, and effective.



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information!

# THE CLINICAL PERSPECTIVE

The use of a camera helps to assure patients of your high level of commitment to their case. Visually enhanced communication between you and your patients helps increase case acceptance.

However, dental photography with certain cameras such as SLRs can be detrimental and time-consuming to practice productivity. One way to achieve the benefits of photography without the hassle of working with complicated equipment is to select a camera designed specifically for the dental team, thereby freeing up the clinician's time.

## Disadvantages of SLR Cameras for Dental Photography

- 1 Tend to be expensive
- 2 Require extra equipment: filters, lenses, flash, other attachments
- 3 Have a heavy body; attached accessories make these cameras even heavier
- 4 Need resetting of basic features (aperture, shutter speed, ISO, F-stops, etc.) and retooling of auxiliary equipment before different tasks
- 5 Navigating customizable settings require extensive photography training/knowledge
- 6 Are usually operated by the doctor, thus consuming clinical chair time on tasks that could be delegated to other team members
- 7 Cannot be navigated with a gloved hand; one-handed operation is difficult due to heavy weight
- 8 Difficult to disinfect; not resistant to chemicals, water, or abrasion
- 9 Stressful to work with; involve a long learning curve

“It’s revolutionary because it takes the pain out of using a camera in the dental office... Because of its depth of field, it is going to be even more spectacular than you would get with any other camera on the market today.”

- John C. Comisi, DDS, MAGD

# AN EXCEPTIONAL ASSET

Digital photography is revolutionizing the way clinicians diagnose, treat, and communicate with patients, referring doctors, and laboratories. Illustrated consultations can significantly increase patient comprehension. Images of previous treatment results for other patients can provide a detailed demonstration of a specific procedure. Successful cases can be exhibited in marketing materials or as office décor.

Beyond patient education, the digital image is an invaluable practice asset for other professional reasons. Photographs can be used to explain a clinical condition or concepts for lecture presentations, publications, and professional certification. Digital images of pre-existing conditions can back up treatment requirements and expedite insurance claims.

Shofu's EyeSpecial C-II is extremely intuitive and user friendly. Both the novice and experienced photographer can navigate it with ease and convenience....In my opinion, after taking clinical photographs for more than 30 years, there's no easier, better camera designed for dentistry than the Shofu's EyeSpecial C-II. ””

*Scott Chanin, DMD, FAGD*



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# THE LABORATORY Connection

In order for the laboratory to meet the patient's vision for his or her smile, vital information must be communicated from the clinician to the technician. Digital photography improves accuracy by eliminating unclear instructions and misinterpretation. Visual documentation allows for integrated treatment planning, as images can be viewed and discussed efficiently.

Quality photographs aid the technician in developing natural characteristics, assessing value, and finalizing surface texture. They can also compare the shade to the surrounding teeth, and determine other crucial factors for successful restorative dentistry.

Finally, using photographic documentation gives the entire restorative team the opportunity to evaluate progress and provide feedback throughout the treatment process. Continual communication between clinicians and technicians helps achieve patient satisfaction.

## Isolate Shade Mode

Grays out the gingival tissue for optimal shade matching.

- Gingival color removed
- Visual acuity improved
- Can be used on a model at the bench in a laboratory



“We are a huge crown and bridge office, and we were having trouble before we got this camera matching our porcelain at the lab. We can hook-up the camera to our computer, download it straight to the lab, and they have a perfect shade match.”

- Debbie Thomasson, EFDA

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Right when you're at that perfect picture it gives you that green light—good to go—helps me out a lot. I have to say it's a dramatic difference between the camera that I was using and the one I have now. A significant difference as far as the weight, as far as the durability, the ease of use—top-notch. Who doesn't like technology? ” ”

*Geoffrey Feen, CDA*



# SIMPLICITY AND EFFICIENCY for Team Engagement

As the dental industry changes, the roles of dental assistants and hygienists are evolving to include more responsibility for practice productivity. Based on their time spent with patients, these team members have the most opportunities to increase case acceptance. By educating and motivating patients about potential treatment, dental assistants and hygienists are in the position to make a significant difference in the practice's bottom line. Often, patients feel more comfortable asking a team member questions about their treatment or oral health.

Patient photography and case documentation is another avenue for the team members to interact with patients in a personal, educational way. To gain the most from this situation, the team member should be able to concentrate on the patient while working confidently with the camera.



## HIPAA Compliance

Security breaches from digital photographs can create serious legal problems. To avoid problems with HIPAA noncompliance, it is important that dental practices have safeguards for devices that store electronic patient records, including strong passwords, encryption, automatic log off, user identification, remote wipe, device locking, and using a secure Wi-Fi connection. Utilizing dedicated dental camera that can be securely stored ensures that the data on the device remains in the dental practice.

# IMMEDIATE AND PERSONAL Patient Education

When it comes to the esthetics of their smiles, your patients are visual learners. Visuals have been shown to elicit emotion, improve memory, increase comprehension, and motivate action—key components in a treatment presentation.

Many cameras utilized in today's dental offices can deliver satisfactory results but they do not fully address all the needs of a modern practice and laboratory. Working with a camera equipped with dental-specific functions will help improve patient

understanding, ultimately leading to higher case acceptance and practice productivity.

The camera designed exclusively for dentistry is going to facilitate more effective communication with patient and laboratory. Interactive features of this camera, including the option to instantly transfer images to a computer, tablet, or smartphone using a Wi-Fi card, or to draw/edit images on the camera's screen, to increase focus on areas of specific treatment, will help foster patient cooperation throughout the treatment.

“We can draw on the screen, actually save that image and email that image to a patient so they can have a better understanding of their treatment.”

—Ron Kaminer, DDS

## Communication with Whitening Mode & Draw/Edit Function

Whitening mode is an invaluable feature to improve case acceptance. It enables the staff to perform the before-and-after shade comparison for patients. Whitening mode reduces glare and emphasizes the surface texture and shade of the teeth, allowing to perfectly determine the level of whitening treatment more accurately and easily, without the difficulties associated with lighting issues, commonly present in traditional cameras.

Combined with the Draw/Edit function, whitening mode makes an excellent property when discussing with the patient a progress of a whitening session, or as an interactive aid to gain patient's acceptance for other treatments.



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# THE EYESPECIAL C-II: Designed for Dentistry

The EyeSpecial C-II captures high-quality images with ease and convenience. It has an exceptional depth-of-field range, smart autofocus and unique flash capabilities that ensure true-color reproduction and superb clinical photography. Like the smart phones and tablets, the Shofu's camera is intuitive, user friendly, compact, and ultralight weight.

The EyeSpecial C-II features eight preset dental shooting modes, each to address a specific dental photography need. Designed for comfort and functionality, the EyeSpecial C-II exceeds stringent infection control protocols. The camera is water, chemical and scratch resistant, and can be swiftly disinfected with a disinfecting wipe, which may be a daunting task when performed on traditional equipment.

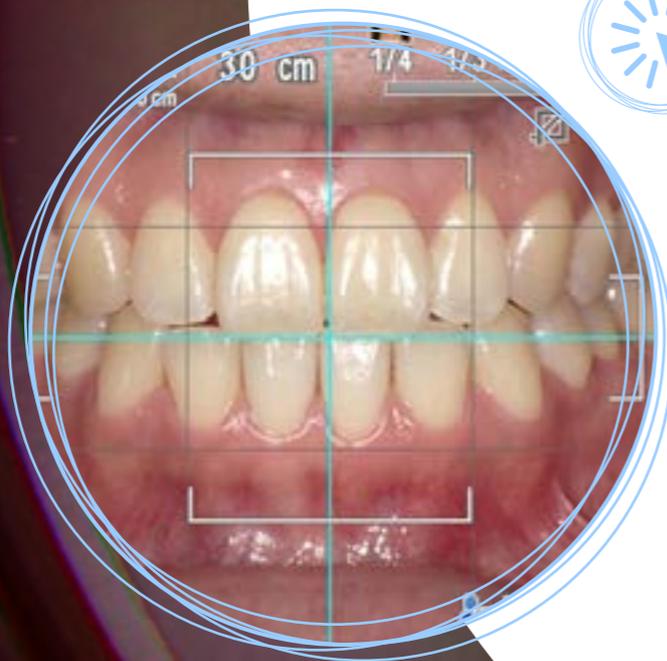
The EyeSpecial C-II also has the ability to wirelessly interconnect with other systems in dental office and laboratory. When equipped with a Wi-Fi card, a photograph captured with the Shofu's camera will instantly appear on connected office devices, including a computer's screen, laptop, and an iPad, turning a dental office or a laboratory into an efficient communication hub.

## Operating the EyeSpecial C-II

is virtually stress-free, an attribute that brings consistency and efficacy to treatment planning.



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# FEATURES AVAILABLE IN The NEW Dental Camera

- **8 preset** dental-specific shooting modes
- **Optimized settings** for flash, shutter speed, focus, and zoom
- **Grid lines**, spot-focusing, and anti-shake functions
- **Proprietary FlashMatic system** for true-color reproduction
- **Large 3.5 inch LCD touchscreen** works with exam gloves
- **Ultra-lightweight** - can be held in one hand
- **Draw/Edit function** ideal for communication and education
- **Compatible** with a Wi-Fi memory card
- **HIPAA compliant**
- **Simple and easy to use**; no extensive photography knowledge required
- **Enable stress-free** navigation
- **Water-, chemical-, and scratch-resistant**
- **Meet infection control protocols** quickly and efficiently



“What I like about the camera is it’s so easy to use. You do not have to be an early adopter, someone who’s a techie, you can be anyone in the office... You’re not ever at a loss.”

—Fay Goldstep, DDS, FACD,  
FADFE, FADI

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# ABOUT THE COMPANY

Shofu Inc., headquartered in Kyoto, Japan, is a world-renowned manufacturer of dental materials and equipment, providing high-quality products for nearly a century. Shofu Dental Corporation, headquartered in San Marcos, California, is a company recognized for award-winning products, all contributing to successful dental treatments. Today, Shofu remains one of the top manufacturers of outstanding products used by dentists, dental lab technicians, dental hygienists, and dental assistants.

## Quarter Specials

Smart Products for a Healthy Smile



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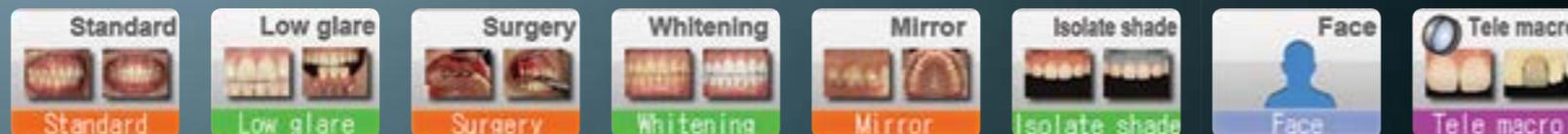
THANK YOU TO OUR SPONSOR: SHOFU

# EyeSpecial C-II

- 8 Dental shooting modes – Easier, faster and more reproducible images
- Auto focus, zoom and isolate
- Auto flash adjustment for true color
- 3.5 inch LED/LCD touchscreen – Works with exam gloves
- Water/chemical resistant – Essential for infection control in the office
- HIPAA compliant – protects patient privacy and security\*



## SMART DIGITAL CAMERA, DESIGNED EXCLUSIVELY FOR DENTISTRY



\*Brinker, S. (2015, January). HIPAA compliance and digital photography with personal mobile devices. *Dental Products Report*, 76-80.

## ADDITIONAL RESOURCES



Orthodontic photo guide with  
Shannon Pace Brinker, CDA, CDD

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Testimonials

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