Digital Smile Design (DSD)
2D&3D Motivational Mock-up Case Submission Protocol
The Digital Smile Design Concept (DSD) seeks to present a new face of Dentistry to the world. A face that is not only more human, emotional and artistic, but also more efficient and precise through digital technology. We do this so that we can further enhance the noble profession of dentistry in society, because after all there are not many things in this life that are more important than a healthy, natural, confident and beautiful SMILE.

Main goals of the DSD Concept:

To improve the Smile Design process and transform the patient into a co-author of his/her own new smile.

By taking advantage of the “DSD Motivational Kit” you can expect to:

- Produce restorations identical to the initial project and the motivational Mock-up.
- Become a better Interdisciplinary Treatment Planner
- Integrate technology to generate efficient and predictable clinical procedures.

DSD has been used for over 8 years by top dental technicians and dentists in order to improve the quality of esthetic dental treatments. This concept has been taught to more than 25,000 dental professionals worldwide, and as a scientific concept has been cited in numerous peer-reviewed articles. DSD is being applied daily as a state of the art patient centric approach. The Aurum Group® is proud to be a DSD Certified Laboratory and we look forward to helping you implement this concept into your practice.
Implementing the Digital Smile Design begins by capturing the facial dynamics of the patient through the use of video. Essentially, there are three key steps in this process:

1. The DSD Photo/Video Series
2. Impressions
3. Case Submission
Besides the regular documentation for treatment planning, the suggestion is to take additional 6 photos and 4 videos.

1. Facial frontal retracted with teeth apart
2. Facial frontal smile with teeth apart
3. Facial profile at rest
4. Facial profile smile
5. Occlusal without mirror or from the model
6. 12 o’clock view smile
GETTING STARTED
THE VIDEO SERIES

Video:
1. Face casual interview
2. Close up. Counting, smiling and phonetics
3. Intra oral. Functional movements
4. Structural Occlusal view

4 videos
GETTING STARTED
VIDEO WITH A SMART PHONE

DSD recommends making the videos with a smart phone.
The key for good quality videos with a smart phone is the amount of lighting.
For the facial videos/images you will need LED panels (a).
For the close up and intra oral videos DSD suggests a small LED light attached to the phone (b).
GETTING STARTED

IMPRESSIONS

Once you have completed the photo/video series, please send us these files along with upper and lower digital or analog impressions.

From here, we will be able to manufacture the 2D or 3D motivational mock up.
GETTING STARTED
UPLOADING YOUR FILES

- Go to www.aurumdsdportal.com

- From here you have two options:
  a. NEW USERS - SIGN UP & REGISTER for a BrightSquid SecureMail account
  b. EXISTING BrightSquid SecureMail users: Log In and SUBMIT your case
GETTING STARTED
UPLOADING YOUR FILES - New Users

- Go to www.aurumdsdportal.com -NEW USERS
- Before you can upload your files securely, you will need to register for a BrightSquid SecureMail™ account.
- You can do so by selecting the New User Registration option within the AurumDSD portal.
- Once you complete the registration form, you will receive an invitation to create a SecureMail account.
EXISTING USERS - Log In to the AurumDSD portal with your BrightSquid SecureMail credentials.

a. Select the EXISTING USERS box
b. Enter your Log In credentials for access to the BrightSquid SecureMail portal.
"Technological, clinical, and economic trends are both facilitating and mandating a comprehensive interdisciplinary approach to providing the best quality dental care. Today’s material advances and digital technology combined with DSD’s advanced facially-driven treatment planning protocols and Aurum’s technical and aesthetic expertise in creating exceptional restorative outcomes together allow the clinician to collaborate with the patient to deliver an optimal restorative treatment solution to match the patient’s clinical needs and financial means."

-Mark Maier, MBA, MSc, CFA - President & CEO

“Participation as a lab is very exciting because of the predictability, both in terms of patient acceptance, and case design. Aurum’s established pedigree and extensive depth of resources in producing exceptional comprehensive aesthetic cases creates a uniquely synergistic platform. With both sides having a multi-generational pedigree in premium dentistry, we offer a complete and seamless digital restorative work-flow to deliver beautiful smiles to the dentists and your patients!”

-Grant Maier, BBA, RDT/CDT - General Manager