Digital Dentistry Articles

- Child, P.L. *Digital Dentistry: Is this the Future of Dentistry?*. Dent Econ. 2011; 101(10)


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- Driscoll, C. Masri, R. *Clinical Applications of Digital Dental Technology*. 2015
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- Johansen RJ, Bowers CM. Digital Analysis of Bite Mark Evidence - Using Adobe Photoshop. Forensic Imaging Services Santa Barbara, 2000  D 970 JOH
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Web and Social Media

- Pistorius C. The Ultimate Guide To Internet Marketing For Dentists: All You Need To Know To Effectively Market Your Dental Practice Online. CreateSpace Independent Publishing Platform, 2014  D 980 PIS
- Ryan D. Understanding Social Media: How to Create a Plan for Your Business that Works. Kogan Page, 2015  Z 1 RYA
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Published by Quintessence in 2014, iPad for Dentistry: Digital Communication for the Patient and the Dental Team offers a contemporary look at chairside communication techniques in dental practice.

Written for “those who would like to introduce the iPad as a business tool in their practice but don’t know how to do it, as well as those who may already be using the iPad but have not quite figured out how best to implement scientific applications,”¹ the book focuses upon the use of iPad technology in treatment planning, smile design, and visual communication (‘iPadentistry’); often with a focus on the iPad as an interactive communication tool.

The book is divided into sixteen chapters, some of these offering advice on the technical aspects of iPad use in dentistry (The Tablet, The Screen, Applications etc.) whilst other, later chapters provide examples of iPad treatment planning in action in both simple and complex esthetic cases. The role of digital communication in dentistry, along with the potential for iPad use in the paperless dental office, is also considered.

Concisely written and Illustrated with large, full-colour - often annotated - photographs throughout, iPad for Dentistry provides an up-to-date overview of the ways in which mobile tablet technology can be utilised in the field of dentistry.

Over time the advent of new technologies and new materials has enabled the dental team to create prosthetic rehabilitations with an accuracy and precision that were previously difficult to obtain.

Today, intraoral scanning technology is one of the most exciting new areas in dentistry, with three-dimensional digital reconstruction of the oral structures facilitating a wide range of procedures in fields such as prosthodontics, implant dentistry, and orthodontics. Currently available intraoral scanners overcome many of the limitations and disadvantages of traditional impression procedures while maintaining a high level of accuracy, making them an efficacious alternative to conventional impression techniques.

In this book, the authors introduce the protocol they have used in their own practice, integrating new digital technologies and advanced materials with experience gained from using traditional techniques to provide restorations with optimal strength, aesthetics, and function while reducing treatment times and improving patient comfort. Many cases are presented, highlighting the modified protocols the authors have developed over time with their increasing knowledge of new materials and the ongoing development of new technology and demonstrating a level of quality in the results that is on par with if not superior to that achieved using conventional methods.
Make a deal to eliminate FUD

AS AUTHOR Holloman says in the preface’s opening gambit: “This book is the first of its kind in the third wave of social media literature. It is targeting professionals like you, who work for organizations that already use social media and have been doing so for a while.”

The author’s approach is to take a mature grasp of social media and is a masterclass in this ever-burgeoning communication phenomenon, which is not about Websites, but people.

He is helped in this book by 15 other authors – all experts in social media.

The book is in five parts, of which the case studies are particularly interesting and focus on the social-media experiences and strategies of eight leading, large companies, written by representatives of each.

The rationale of this book might be summed by the phrase “embrace the change, don’t just grudgingly accept it.” As co-author Neville Hobson says in chapter one: “Make a deal with your employees to eliminate FUD.” By FUD he means the factors that stop organisations from introducing any aspect of social media: Fear (of perceived security risks); Uncertainty (over the effects of losing control); and Doubt (over productivity or lowering of it).

Hobson concludes that none of the elements in overall risk assessment of relatively uncontrolled use of social media – such as trust and mutual respect between employer and employee, or developing policies and guidelines – will eliminate the perceived risks associated with letting go of control. But what they can do is eliminate FUD.
Unleash Your Trojan Mice

THIS BOOK is not about the Internet - not exclusively at least. The main point that the author wants to make is that the Web and all its component applications largely reflect the cultural changes that have happened over just the past few years. The Web has simply accelerated these changes.

The message, not the medium, is now the crucial element in how we do things, how we communicate, how we work. According to Semple, to get the most out of social-media tools (and there are lots: from Facebook to Twitter and everything in between) we need to keep in mind several caveats:

"Have a variety of tools (avoid a single platform); Don't have a clear idea where you are headed (serendipity is all); Follow your energy (where others are inspired there may well be a valuable lead); Be strategically tactical (you can have an overarching strategy if this is needed by others); Keep moving, stay in touch and head for the high ground (keep talking about what you are doing); Build networks of people who care (cultivate communication with like-minded people); be obsessively interested (in everything that happens); Use the tools to manage the tools (blog about what is going on, ask questions in your forum about security, tweet when something changes); Laugh when things go wrong (new explorations demand a sense of humour)" and, finally and bizarrely, "Unleash Trojan mice", in other words don’t do big costly things but rather small, nimble things and see how they develop.

A 140-character tweet is much harder to compose than an unlimited blog, but it concentrates the mind.

There may be businesses that never use social-media tools but these will increasingly be the exception, the author says. So, return on investment (ROI) is turned on its head thus: "What is the cost to the business of not using social-media tools?"