

SCDS Blockbuster Event 2026

Smile Design with Dr. Christian Coachman



Suffolk County
DENTAL SOCIETY

DATE	TIME	LOCATION	COST	REGISTRATION	CE INFO
Wednesday, November 4, 2026	8:30am Breakfast 9:00am – 4:00pm EST	Media Center 150 Motor Parkway Hauppauge, NY. 11788	ADA member: \$400 Non-member: \$800 Aux: \$150 ADA Resident: \$150	CLICK HERE We offer full refunds or credit up till 7days before the date of the event	7 CE Course #2026-BB

Early Bird-Pricing by June 30th – 25% off – Call the Office for this rate

Breakfast and Lunch are provided at no additional charge

A 3-Part Series, Presented in 1 Day

- 1. 7 Steps from Conventional towards Ideal Dentistry**
- 2. Smile Design Knowhow - Overcoming Compromises Restoratively**
- 3. Dentist-Lab Synergy in the Digital Era**

Seven Steps from Conventional towards Ideal Dentistry

Synthesizing 30 years of learning in Dentistry into 7 movements that will create the conditions to change dentistry for better, improve the treatment outcomes, empower collaborative work, deliver more ethical patient care and change patient perception of value towards our profession. How the changing world will disrupt the way we diagnose, plan, communicate, sell and perform dentistry, ethical patient care and how can we stay relevant in this new environment.

A framework for transforming dentistry from its current treatment-focused model to a more holistic, preventive, and technologically integrated approach.

Learning Objectives:

- The need to shift dental mindset toward prevention and holistic care
- Technology integration for comprehensive treatment planning
- Essential visualisation for decision-making and patient communication
- Collaborative, asynchronous communication between specialists
- Guided clinical execution and quality control
- The role of digital planning centers
- Ethical patient communication and treatment presentation

Smile Design Knowhow - Overcoming Compromises Restoratively

Using optical illusion and morphological knowhow to create harmony and beauty when facing common challenges during the process of rehabilitating smiles. Prosthodontists, restorative dentists and technicians are constantly treating patients that, for many reasons, don't have the ideal bone, gingiva, implant and/or tooth position. When the only tool left are the restorations, what can we do to overcome these compromises, camouflage the limitations and generate the best possible esthetic outcome for these cases.

Learning Objectives:

- Understand and diagnose the dento-gingival esthetic compromises
- Learn the morphological and design tricks to camouflage limitations
- Control what matters to create balance and harmony
- Improve your communication Dentist-Lab
- Become more effective by controlling esthetic issues chairside.

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Dentist-Lab Synergy in the Digital Era

The technological disruption in dentistry is transforming the role of technicians and placing labs in the center of this revolution.

There is no digital dentist, there are digital teams. Modern Dentistry is a Team Sport and the players are digitally connected. This lecture will focus on pragmatic and realistic systems to improve the, so important, communication between the dentist and the technician to create more precise, predictable and natural outcomes.

Learning objectives:

- Understand the steps of a comprehensive digital workflow when rehabilitating smiles.
- Creating protocols to communicate on key moments in an automated way.
- Learn how digital can facilitate the restorative process with concepts like Complete Patient Digitalization, Cloud Dentistry, Asynchronous Communication, Copy-Paste Dentistry, Natural Algorithms and Digital Quality Control.

Dr. Christian Coachman

Dr. Coachman graduated in Dental Technology in 1995 and in Dentistry at the University of São Paulo/Brazil in 2002. He is a member and former president of the Brazilian Academy of Esthetic Dentistry and a member of the European and American Academy of Esthetic Dentistry, becoming the only dentist member of 3 of the most important esthetic dentistry academies in the world. In 2004, Dr. Coachman was invited by Drs. Goldstein, Garber, and Salama, to join Team Atlanta as the Head Ceramist of their laboratory – a position he held for 5 years.

Dr. Coachman has worked with some of the world's most renowned dentists, such as Eric Van Dooren (Belgium), Galip Gurel (Turkey), Mauro Fradeani (Italy), Nitzan Bichacho (Israel), Andrea Ricci (Italy), Mario Groisman (Brazil) and Marcelo Calamita (Brazil).

He is the developer of well known, worldwide concepts such as Digital Smile Design, Pink Hybrid Implant Restoration, Digital Planning Center, Emotional Dentistry, Interdisciplinary Treatment Simulation and Digital Smile Donator. He is the Director of the DSD Residency program, providing continuing education courses for dental professionals all over the world.

In 2017, Dr Coachman became an adjunct professor of the Restorative Department at University of Pennsylvania School of Dental Medicine and, in 2018, coordinator of the Digital Dentistry Post Grad Program at University UniAvan in Balneário Camboriú, SC, Brazil.

He is Founder and President of the Board of the DSD-Digital Smile Design company.

Dr Coachman also works as a consultant for dental companies and offices, develops dentistry-related products, and implements concepts and marketing strategies, such as the Facially-driven Digital Orthodontic Workflow developed in collaboration with Invisalign®, Align® Technology.

He is one of the most renowned speakers in the international dental lecturing circuit and has published internationally in the fields of esthetic and digital dentistry, oral rehabilitation, innovation and trends, communication and marketing strategies in dentistry.

In 2025, he was the recipient of the APS Kenneth Ruud Award.

Advanced Registration Required



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12/18/2025 to 12/17/2029
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