

# FROM PRACTICE TO BUSINESS

SEPTEMBER 29-30 | 2024



ALPHA-BIO TEC. FACTORY VISIT



HANDS-ON SESSION

COURSE LOCATION: **TEL AVIV, ISRAEL** • COURSE DURATION: **2 DAYS**

## COURSE OVERVIEW

This inspiring and practical course combines best practices for clinical and business success with a workshop on capturing professional dental photos for case documentation and dentist branding.

## TOPICS

- The winning attitude behind clinical practice
- Main clinical consideration for successful implantology practice
- Establishing personal brand through a case documentation portfolio
- Dental clinical photography to excel in clinical cases

## COURSE INSTRUCTORS



### **DR. AMIR GAZMAWE**

Dr. Gazmawe earned his dental diploma from Hadassah Medical Center in Jerusalem, Israel, in 2001. In 2008, he completed a 4-year postgraduate prosthodontics program at the same center. Between 2002-2007, he mentored undergraduate students and worked at the Implant Prosthetic Center. Dr. Gazmawe is an international keynote speaker, with articles in dental publications, focusing on implant restorations, esthetics, and minimally invasive approaches. He specializes in implantology and prosthodontics in a private clinic in Ramat Hasharon, Israel.



### **DR. CARLOS AYALA PAZ**

Dr. Carlos Ayala Paz holds a dental surgery degree from San Martín de Porres University and an Orthodontics degree from Cayetano Heredia University. He also achieved a Master's in Stomatology with a focus on Orthodontics. In 2003, he received the ALADO award from the Latin American Orthodontic Association. Since 2013, Dr. Ayala Paz has been the creator and instructor of the "From Macro to Micro Photography" course, which focuses on optics and lighting for dental macro photography. His publications include "The Workbook" (2016) and his involvement in "Keep it Simple" by Paulo Battistella (2016) and "Perlas, the Artistic Necklace of Morphology" by Tininha Gómez (2017), all published by Quintessence Editorial in Sao Paulo, Brazil. In 2018, he authored an article on "Focus Stacking Macro Photography" for Quintessence of Dental Technology (QDT).

## AGENDA

### Session I

- Treatment planning techniques for predictable implant and prosthetic cases
- Tips & tricks for successful clinical outcome: from simple to complex cases
- Integration of digital technologies into practice: efficiency assessment, planning, implementation

### Session II

- Clinical practice efficiency: how to make it work – and work well
- Optimizing organizational processes at the clinic

### Hands-on Training

- Implant placement and impression taking
- Guided implant placement

### Session III - Session Standardizing Concepts

- Understanding dental macro-photography
- Presentation of photographic equipment: Cameras, lenses, flashes and accessories.
- Compatibility, cost and benefit.

### Session IV - Portrait and macro-photography for smile

- Lighting and technique with continuous light and flashes & management of light modifiers

### Session V - Dental Macro-photography

- Shade communication between clinic and laboratory
- Dental photography from life-size 1: 1 (1x) to 3:1 (3x)