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**PREVU SOFTWARE**

# Digital Smile Makeovers Used in Virtual Consults

*PreVu smile simulation software drives patients—whether in-person or virtual—to accept treatment and bring more business to your practice*

**A**ccepting cosmetic treatment can be a struggle for patients, whether the obstacles holding them back are financial or psychological. Helping patients make an emotional connection by helping them envision how a new smile can enhance their appearance and lifestyle can be key to getting them to accept your treatment recommendations.

PreVu cosmetic simulation and smile design software allows your dental team to create treatment simulations to use in case presentations, engaging patients in their treatment decisions, and increasing their interest in treatment. Whether the patient is in the office or on a virtual consultation, seeing a photo of their desired outcome can drive them to accept treatment such as dental veneers, implants, full-arch rehabilitation, orthodontics, and more.

Case in point: A female patient from New York in her early 60s was concerned with her front 4 teeth because her daughter's wedding was coming up and she wanted to look her best. Lucienne decided to get a virtual consult from Dr. Robert Wolf, who practices across the country in California.

After requesting that Lucienne send him a picture of her smiling, Dr. Wolf presented her with a PreVu simulation that involved 8 upper and 8 lower crowns to give her smile a more natural appearance. This increased the number of teeth involved from 4 to 16. The patient was uncertain, but after seeing a visual of the possible outcome, she said, "Who wouldn't want that new smile!" The PreVu Smile motivated her to fly from New York to California twice for treatment, which brought her a new smile in time for the wedding.

In another recent case, a 35-year-old male patient named Rudy had been living with low self-esteem due to dental issues that plagued him for over a decade.



The patient was "amazed" with the PreVu simulation and said it significantly impacted his decision to move forward with treatment. Note: This is a dental simulation; actual results may vary.

Though he struggled with eating, esthetics were his primary concern and he would even avoid taking pictures with his children because of his smile. He needed an implant-supported prosthesis, but couldn't afford it. Rudy connected with a virtual treatment coordinator who shared information about his treatment possibilities, including a PreVu smile simulation. Amazed by the image, which he rated an 8 out of 10 in its impact on his decision to move forward, Rudy was determined to figure out a way to cover the cost.

Rudy now enjoys taking pictures with his children without worrying about his smile, and when he posted his before-and-after photos on Facebook, at least 7 friends contacted him to find out the details of his treatment and where it was performed. Rudy found out firsthand how photos can convey the benefits of treatment in a way that words cannot. Adding a smile simulation to your next in-person or virtual consultation may help patients better understand the value of having a smile that radiates confidence, health, and happiness.

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