

Smile Design

COMMUNICATION TIP SHEET

Why Communication Matters

Patients don't just want information — they want certainty, empathy, and inspiration. Smile Design empowers you to communicate visually, build trust more quickly, and enhance case acceptance through emotionally intelligent conversations.



7 Communication Tips to Improve Case Acceptance



Start with Emotion, Not Anatomy

"Imagine how it would feel to smile confidently in every photo..." → Lead with lifestyle and emotional outcomes before clinical details.



Use Visuals from the Start

Always show Digital Smile mockups or simulations early in the discussion. → *"This is a visual proposal – it's not your final smile, but a starting point we design together."*



Empower With Choice

Present 2–3 visual options. Ask: → *"Which version feels more like you?"* This engages patients in co-creating their smile and builds ownership.



Show Before-and-After

A simple video or image flipbook can significantly enhance emotional impact. → Patients are more likely to say yes when they see what's possible.



Mirror Moment: Invite Reflection

At the mockup stage, let patients view themselves in a mirror. → Use prompts like: *"How does this version of you feel?"*



Digital Feedback Loop

Record patient responses (likes, concerns) digitally to brief your lab. → Better communication leads to fewer remakes and greater satisfaction.



Always End with a Visual Recap

Revisit the DSD visuals at the end of the appointment. → *"We'll use this plan to create a smile that reflects you — every step is mapped out."*

Bonus Phrases to Try

- *"This isn't cosmetic it is restorative"*
- *"We design the result before we start treatment, no surprises"*
- *"Your smile tells your story— let's make it one you're proud of"*

**Ready to Present
With Confidence?**

Use this tip sheet at every consultation and transform your patient experience.
For more resources and lab support, visit: rwddental.com.au