

Date le lundi 2 juin de 13 h 30 à 16 h

Numéro de salle À VENIR

Conférencière

Ms. Rita Bauer
– Woodbridge, Ontario

Rita Bauer has become recognized as the leading authority on patient photography for the dental profession. During her 30+ years as medical photographer and manager of Photographic Services at the University of Toronto she developed an intensive training session on clinically correct dental photography, incorporating the international standard of medical/legal patient documentation. She has trained thousands of dental professionals, presenting lectures and in house training sessions throughout the world and is a visiting lecturer at numerous Universities. Her enthusiasm for the subject is infectious and in her fun filled lectures she transforms inexperienced point and shooters into enthusiastic, competent photographers, yet gives experienced photographers plenty of tips to make a difference in their daily routine. For her efforts to the dental community she has received Honorary Memberships as a Fellow of the International College of Dental Surgeons, the Omicron Kappa Upsilon Honor Dental Society, the Award of Distinction from the Faculty of Dentistry, University of Toronto and an ad eundum membership in the RCDSO. du RCDSO.

Getting Top Quality Patient Photography with Cameras and the Smart Phone

Smart phones - everybody has one, everybody knows how to take snapshots, and finally they are capable to obtain excellent clinical photographs when set up and calibrated for this very specific purpose.

Smart phones do have the capacity to offer security and safety of patient data when appropriate steps are taken for such purposes and importing images to your practice software can be done quickly and efficiently.

What you will learn:

Exposure Calibration for your Smart Phone

- calibrate the camera settings on your phone to get well exposed images every time you take an exposure.
- Learn quick and simple downloading techniques into your practice software
- program your phone for safety of patient data and privacy concerns

Techniques for Standardized Patient Photography:

- Learn the techniques of patient positioning, selection of retractors and mirrors to achieve clinically correct patient photography every time you press the shutter

Marketing with Photography

- Create awesome marketing material with your photos that everybody wants to share, and your patients will spread the word about your great practice on social media.
- Learn how to create a compelling "Make-over" photographic series of your patients so they will feel like a star!

CONGRÈS ANNUEL DE L'ORDRE DES DENTISTES DU QUÉBEC

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Bon congrès 2025 !