check a patient’s overjet or lip position.

Post-op views for marketing (Figs. 13-15) – If you are confident in your photographic skills and you set aside part of your practice which can be turned into a small studio, you can take portrait or staged shots. These can be placed on your web site, used in your practice literature or blown up and framed to use as artwork around your practice. If not then build a relationship with a local photographic studio to do these for you.

The BACD run various hands-on workshops for its members on photography from the basics up to accreditation standard. If you are not a member go to www.bacd.com for details of how to join and benefit from these.

Uses of Clinical Photography

1. As a point of reference for how the teeth looked at that particular point in time i.e. a medicolegal record. This is especially important before embarking on any form of restorative treatment.

2. Diagnosis and treatment planning for any case involving the anterior teeth so that you can assess the patient’s smile on a large screen.

3. Case presentation of your findings to the patient, this can even be placed onto a disc in the form of a PowerPoint presentation for them to take home.

4. Digital imaging with the appropriate software or Photoshop.

5. Lab communication for any form of diagnostic work.

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