

IMAGINE

OUR WORLD OF DIGITAL DENTISTRY



DESIGNING
SMILES ALL OVER
THE WORLD

exocad

IMAGINE THE CADABILITIES *HELLO, DENTAL EXPERTS!*

Welcome to the first edition of IMAGINE, our special publication for customers and partners to keep us connected and you informed. This is also a chance for me to say personally what an honor it is to have you as part of our global digital community. The products we make are for people like you.



We're living in fascinating times. Digital innovations transform our work in the dental industry daily. At exocad, we see it as our calling to harness those innovations into products that help you deliver the best and most effective care. Like you, we want to help patients love their smiles and improve their lives. At the same time, we aim to make your work simpler and more predictable.

Thank you for joining us on this journey.

Warm regards,

Till

Tillmann Steinbrecher
CEO, exocad

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Check out our **exoCAT** for helpful tips!

IMPRINT

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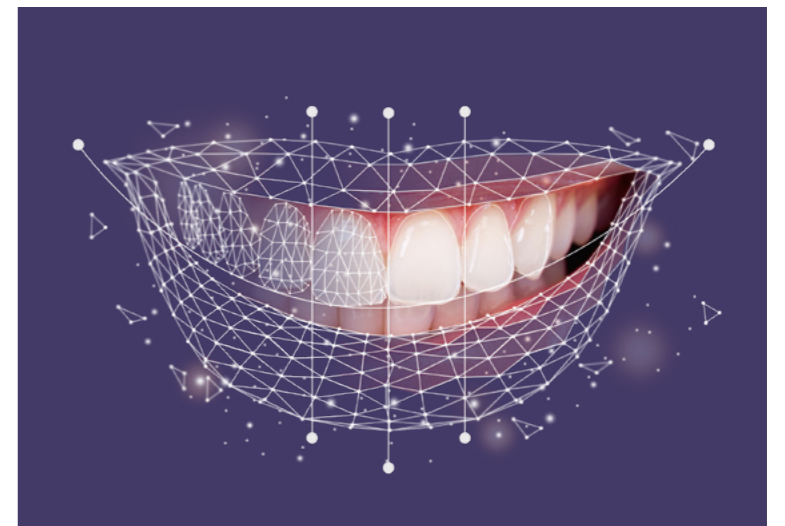
... FROM DAY ONE,
WE WERE CONNECTING
WITH OUR CUSTOMERS,
OUR STARS, WORLD-
WIDE ...

We now have
more than 55,000
active licenses
and growing

INNOVATING DIGITAL DENTISTRY THROUGH SOFTWARE

exocad, an Align Technology, Inc. company, is a leading dental CAD/CAM software provider. Whatever the requirements, indications or hardware, exocad offers vast design options and seamless integration.

exocad provides open-platform solutions and offers a full range of digital dental software for both simple and complex cases, utilizing advanced CAD/CAM technology. The exocad portfolio includes implant planning, cosmetic dentistry, design and production, and new capabilities are continuously in development. exocad's individual software solutions work well together and link together easily through dentalshare—a platform for digital data transfer between clinicians, dental technicians and production centers. A wide range of add-on modules offers great flexibility and easy collaboration along the digital workflow.



MEET THE BOARD

Tillmann Steinbrecher
CEO, exocad

At exocad, we're passionate about creating elegant tools to solve even the most complex cases simply. Since we founded the company in 2010 as part of the Fraunhofer Institute, we have stayed true to our belief that open software delivers the best opportunities for our customers in designing workflows that meet their needs.



"YOUR FREEDOM IS OUR PASSION"

Maik Gerth
CTO, exocad

exocad users rely on our software's cutting-edge functionality and robustness. Our research and development are built on the principle that a new release should improve people's lives and lead to better care and more predictable results. We design with you in mind.



"RESEARCH DRIVES OUR INNOVATION"

Novica Savic
CCO, exocad

This is the coolest dental company on the planet. There is no greater joy than to serve our amazing community. Our extremely motivated and diverse employee base puts the exocad spirit in everything we do, helping deliver top-notch software solutions all around the world.



"LET US EQUIP YOU FOR THE FUTURE"

HOW TIME FLIES WHEN YOU ARE HAVING FUN

2010

EXOCAD TAKES OFF

The Fraunhofer Institute founds exocad as a spin-off and transfers its DentalCAD technology to exocad.

exocad

2011

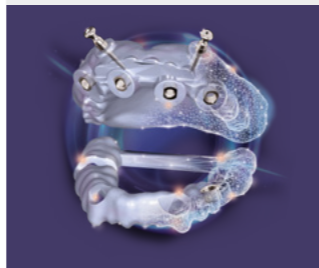
NORTH AMERICA

exocad expands its business to North America with an office in Woburn (MA).

2017

NEW SOFTWARE

exocad launches exoplan for guided surgery and surgical guide design.



2019

SMILE DESIGN

The future of cosmetic dentistry is unveiled with **Smile Creator's** predictable esthetic smile makeovers.

align

ACQUISITION

Align Technology acquires exocad. exocad joins leading global medical device company.

2020

2022

NEW HQ

exocad moves to an expansive headquarters in Darmstadt, Germany.





WHERE OUR CUSTOMERS ARE

Our community encompasses all parts of digital dentistry. From the clinic to the lab, and all points between, exocad software's single platform facilitates streamlined collaboration. That, plus the open architecture that blends with our customers' hardware of choice, makes exocad software the first choice for dental teams working together around the world.

Choice is important. With exocad software, users choose their level of complexity. Wizard-guided workflows support those who want to advance quickly through a process. Advanced users can tap into the full spectrum of software tools to customize their restorations. With the flexibility of digital workflows, users also choose their teams regardless of location. Whether team members are in Barcelona, Boston or Beijing, dentists and labs worldwide can connect and collaborate with ease.

OUR GLOBAL NETWORK

exocad's software solutions are distributed by a global network of trusted partners.

Equipment manufacturers choose exocad for its open system technology platform, smooth integration possibilities and ease of use. An extensive international network of resellers ensures that dental professionals worldwide benefit from exocad's software solutions.

And the direct relationship between exocad users and resellers makes after-sales service—installations, training and technical support—easy to access.

DISTRIBUTION PARTNERS (EXTRACT)



TECHNOLOGY PARTNERS (EXTRACT)

Equipment	ARUM DENTISTRY	AlliedStar	Dentsply Sirona	DEXIS	DMG	OWS	envisionTEC
	formlabs dental	imes-icore	iTero	ivoclar	MODJAW	NextDent	by 3D SYSTEMS
	rapidshape	redon	Runyes	SprintRay	stratasys	vhf	zebris
Consumables and teeth	Dentsply Sirona	ivoclar	KULZER	merz DENTAL	myerson.		
	Ruthinium	SHOFU	VOCO	VITA			
Implants and components	camlog	Conexão Digital	Dentsply Sirona	ELOS	MEDENTIKA		
	Nobel Biocare	OSSTEM	S. I. N.	straumann	ZIMMER BIOMET		

IMAGINE THE



CADABILITIES

This philosophy is at the heart of everything we do: our mission is to expand the possibilities of digital dentistry, bringing your dreams of a new smile to life.

Dental experts choose exocad for a variety of reasons: robustness, easy acceleration of daily workflows and continuously improved software security are just a few. With the guiding principle “imagine the CADabilities,” exocad is committed to providing software solutions that work on a wide spectrum of devices and systems.

Whether you are starting out your digital journey or are a veteran CAD designer, our comprehensive tools will help you reach new heights faster and with more accuracy. Our software solutions give you the boost to add more indications and lift patient care to the next level. Our 300 colleagues worldwide put their heart into providing you with the most cutting-edge software to solve your biggest challenges.

DENTISTRY IS AN ARTFORM



Every smile restored is a life changed. Our *Smile Creator** add-on module is a powerful communication tool to support patient education and case acceptance.

Integrated into the renowned *exocad DentalCAD* platform, *Smile Creator* empowers dental professionals to assess prosthetic feasibility during esthetic planning.

Proposed tooth setups from our extensive tooth library can be easily individualized while the resulting shape is displayed in 3D from various angles. By combining patient photos and 3D images, you can achieve greater control over the outcome and improve communication between dental labs, dentists and patients. An esthetic overview of the patient's teeth, smile and face can be evaluated, offering a realistic perspective for a restorative treatment plan. With its guided workflows and extensive features, *Smile Creator* is an intuitive yet powerful digital planning solution for cosmetic dentistry.

*Available in a stand-alone format or as an add-on module to *DentalCAD*.

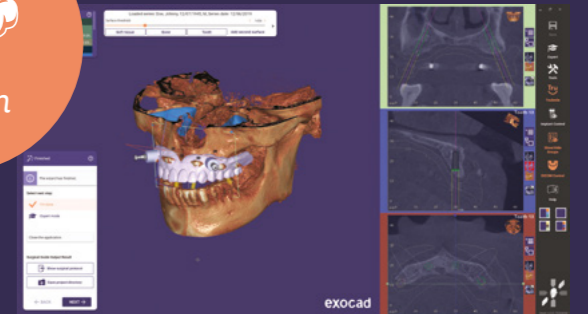


MUCH MORE THAN SOFTWARE:
ENABLING THE ART
OF DIGITAL DENTISTRY

CREATING A SEAMLESS DIGITAL WORKFLOW

ONE PLATFORM
all digital dentistry solutions

exoplan guides dental labs, dentists, implant specialists and surgeons from implant planning to surgical guide design and manufacturing in one intuitive, digital workflow. All exocad users can take advantage of the integrated communication platform *dentalshare* to easily collaborate with labs of their choice.



All exocad software applications blend seamlessly together and can be built out with additional modules. Current applications for dental labs and practices include *DentalCAD*, *ChairsideCAD* and *exoplan*.

DentalCAD is one of the leading dental CAD software programs. *DentalCAD* offers productivity, flexibility and the ability to create outstanding dental restorations. We continue to optimize.



ChairsideCAD is the first complete open-architecture CAD software platform for single-visit dentistry. The software includes a step-by-step guide through the design process, simple integrations with a broad spectrum of devices and the ability to seamlessly share information between clinicians and labs.



Check out smoothly integrated scanners, CAM, and additive manufacturing systems:



OUR SOFTWARE IN ACTION INTERVIEW

Seamless digital workflows with exocad's integrated software solutions.

Dr. Alexey Unkovskiy P.D.,
Department of Prosthodontics,
Geriatric Dentistry and
Functional Sciences at Charité
Berlin, Germany



Dr. Alexey Unkovskiy P.D. studied dentistry in Moscow with a focus on prosthodontics. After graduating, he attended the Eberhard Karls University of Tübingen in 2011 where he earned his doctorate and worked as a resident. In 2020, Dr. Unkovskiy moved to Berlin to join the Department of Prosthodontics, Geriatric Dentistry and Functional Sciences at Charité, where he completed his PhD. His focus is on implantology and prosthodontics and he is a consultant and specialist of the DGPro and EPA.

With exocad's *Smile Creator*, *exoplan* and *DentalCAD*, users can reliably work within a consistent digital workflow. Dr. Alexey Unkovskiy P.D., senior functional dentist in the Department of Prosthodontics, Geriatric Dentistry and Functional Sciences at Charité Berlin (Medical Director: Prof. Florian Beuer MME), uses exocad software to predictably plan and implement simple to complex (implant) prosthetic cases. This is demonstrated here using an example of an upper jaw rehabilitation using an implant and tooth-supported telescopic prosthesis with double-crown technique (also known as "German crowns").

When did you start working with exocad software, Dr. Unkovskiy?

Dr. A. Unkovskiy: I started in 2017 with the *DentalCAD* laboratory software. My first digital designs were bite splints. Virtual designs of setups and waxups came later. The fact that we dentists do simpler dental work digitally was agreed upon and welcomed by the dental technicians at the University of Tübingen. I have been using the implant planning software *exoplan* ever since it came to market.

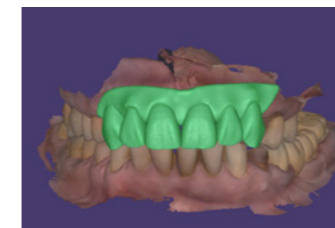
For which cases do you use *Smile Creator*?

Dr. A. Unkovskiy: *Smile Creator* is a relatively easy-to-use tool that makes the implementation of prosthetic designs predictable. With simple 2D portrait photos or with a facial scan, I simultaneously receive a three-dimensional tooth setup in *Smile Creator* and can assess

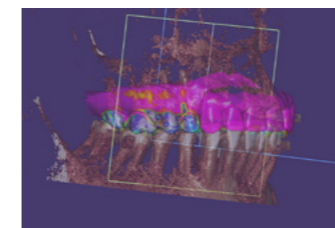
the feasibility of the planned prosthetics. I use this module for planning all implant prosthetic work, from single anterior implants to combination dentures and all-on-four/all-on-six restorations.

How do patients react to *Smile Creator*?

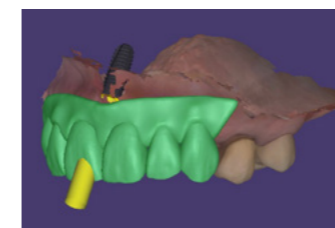
Dr. A. Unkovskiy: The virtual preview with the planned dental restoration is very well received by most patients — some are downright fascinated. We often send the virtual smile design with simulated restoration to digitally capable patients because digital communication with virtual mock-ups on their smartphones can in some cases reduce appointments for trying on analog mock-ups. What I also notice is that *Smile Creator* makes the case planning transparent for patients. They better understand the workflow steps behind their dentures. This gives the work of the dentist and dental technician a higher value.



3D teeth alignment in *Smile Creator*.



Matching CBCT and intraoral scan data in *exoplan*.



Implant planning in *exoplan*—the waxup, which was generated in *DentalCAD* by using the *Smile Creator* module, is imported into *exoplan* to identify the optimal implant position from a prosthetic point of view.



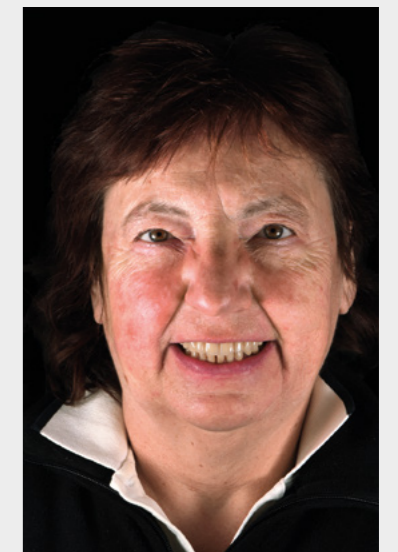
Surgical guide design in *exoplan*.



The patient with and without her first conventionally fabricated interim denture. As this did not have good esthetics, it was not considered for implant planning. A new waxup had to be created using the *Smile Creator* module from exocad.



The very satisfied patient with finished telescopic denture.



Do you achieve a seamless digital workflow with *DentalCAD*, *exoplan* and *Smile Creator*?

Dr. A. Unkovskiy: Yes, we can work entirely digitally with exocad software. For example, the 3D scene from *Smile Creator* can be imported into *DentalCAD* and *exoplan* so that I can then use it as the basis for implementing the prosthetics and/or for implant planning. Implant-supported dentures can be created virtually in Reverse Planning from *Smile Creator* via *exoplan* until the planned prosthetics are implemented in *DentalCAD*.

For example, implant positions can be imported from *exoplan* into *DentalCAD* for “digital immediate loading” and vice versa, for example, a waxup from *DentalCAD* into *exoplan*—which gives me great flexibility. The following case of an anxious patient who came to us in 2020 also describes a continuous digital workflow with *Smile Creator*, *exoplan* and *DentalCAD*. A removable, palate-free tooth- and implant-supported telescopic prosthesis (double crown) in the upper jaw was planned and implemented.

Initial situation

The patient had an adult gap dentition with a large gap from 14 to 24 and a free-end situation in the second quadrant in addition. She showed no functional disturbances in the masticatory system. Upon admission, the patient, in her mid-fifties, had received a conventionally fabricated interim prosthesis, but it had insufficient esthetic qualities. The patient has a cervical smile type. Her wish was to restore function with an esthetically pleasing denture.



The initial clinical situation of the patient.



Treatment options

Initially, the patient was offered a fixed implant-supported denture on three implants in the anterior region and two implants in regions 25 and 26. However, the anxious patient rejected this treatment option because a surgical procedure with the insertion of several implants represented an insurmountable psychological and considerable financial burden for her. As an alternative, standard treatment (medical services provided by the German statutory health insurance system to which all patients with statutory health insurance are entitled) was discussed with her: a removable cast model prosthesis. The patient rejected this for esthetic reasons and due to the palate covering.

As a further option in terms of a compromise solution, a palate-free removable hybrid construction was considered, which was to be supported on an implant in the front and on the remaining teeth 14, 15 and 24, 25. The advantages of this restoration include increased comfort, easy maintenance, adequate esthetics, longevity, and that the prosthesis can be extended relatively easily if additional teeth need to be extracted. These aspects were deciding factors for the patient.

The telescopic denture with double (German) crowns is a sophisticated restoration type that has proven itself for decades, especially in Germany, Austria, Switzerland and other countries, and represents a solid solution due to its comfortable wear (as a combination denture).

Interim prosthesis as waxup for implant planning

The treatment began with *Smile Creator*. Two patient photos and an intraoral scan of the initial situation with and without the interim prosthesis served as the initial setup, on which the new waxup was designed in the *DentalCAD* software using *Smile Creator*.

This waxup was imported into *exoplan* for implant planning. When planning the implant position, it was important to not tilt the implant too much mesially, but to bring it into the position of a natural 21 tooth with regards to

the support of the bridge. In addition, telescopic crowns require a lot of vestibular and occlusal space for all design elements. This space requirement could already be considered in the virtual planning of the implant position. Subsequently, the surgical guide was designed with *exoplan* and printed in-house with a 3D printer (VOCO Cuxhaven, Germany).

Surgical procedure

Despite the surgical guide, the bone in region 21 was exposed with a short crestal incision and the mucoperiosteal flap was prepared vestibularly and slightly palatally. I generally fold back to check the bone and depth of the implant platform. With the aid of the surgical guide, the implant was anchored in primary stability exactly as planned in region 11 for optimum support of the prosthetics. The implant was then closed with a gingiva former for open healing, allowing us to consider the patient's anxiety and avoid the exposure procedure of the implant. The interim bridge was ground slightly to avoid direct contact with the gingiva former and softly relined a cervical smile type. Her wish was to restore function with an esthetically pleasing denture.

Definitive prosthetics

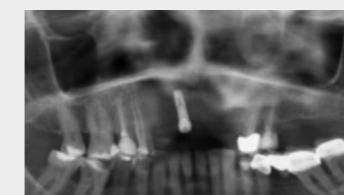
For the definitive prosthesis, teeth 14, 15, 24, and 25 were prepared as abutment teeth for the tooth-implant-supported telescopic prosthesis, and a restoration was prepared for teeth 16, 17. Due to the complex prosthetic work, another analog impression of the maxillary situation was taken, which was then sent to the dental laboratory Rübelling & Klar (Berlin). The challenges were to attach the telescopic prosthesis to the teeth and implant without tension (modified Weigl concept) and to ensure the “passive fit” of the tertiary framework with bonded secondary crowns on the primary (German) crowns.



Situation immediately before precision impression with screwed-in impression post.



Surgical guide in the patient's mouth, supported on the residual dentition during implant placement.



Checking the implant position after implant placement.

The case planning with double crowns is challenging: the primary parts were digitally designed in the form of copings, then milled and firmly cemented to the milled teeth and the implant abutment screwed in place. The secondary crowns were precisely matched to the primary crowns. The secondary crowns and the tertiary prosthetic framework were bonded intraorally so that both parts could be pushed into each other for a perfect, tension-free prosthetic fit.

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Situation immediately before precision impression with screwed-in impression post.

Due to the raised smile line, the length and proportion of the teeth were discussed with the patient. For a naturally esthetic overall appearance, the bridge was given a gingival mask. The patient was then very satisfied with the resulting esthetics and the fit accuracy of her denture without palatal plate.

SUMMARY

Using the applied digital workflow, we were able to perform accurate "backward planning" and position the implant prosthetically correctly. The tooth- and implant-supported telescopic prosthesis with double-crown technique was partially designed digitally (primary crowns, tertiary framework). As an additional planning tool for prosthetics, *Smile Creator* proved its value in this case. Continuity from *exoplan* to *DentalCAD* and vice versa is maintained.

Before and after finished telescopic denture.



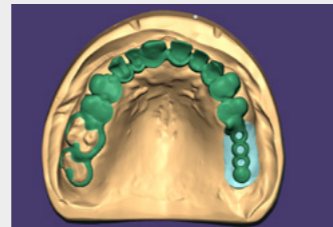
Design of the primary parts in *DentalCAD*. (Source: Labor Rübeling & Klar, Berlin).



Finished primary parts on the working model.



Secondary parts in the patient's mouth.



Framework in design view in *DentalCAD* (source Labor Rübeling & Klar, Berlin).



Tertiary framework immediately before bonding in situ.



Full anatomic crowns, bonded to the framework and placed on the working model.

SHAPING THE FUTURE OF DIGITAL DENTISTRY

*INNOVATION,
RESEARCH & MORE ...*

Our software solutions are the result of countless conversations with customers and the dedicated research of our software developers to ensure more speed and smoother workflows—from treatment planning to design and manufacturing. Innovation guides our software development process and keeps exocad users at the forefront of digital dentistry.

New AI-enhanced visualization for patient acceptance

exocad is currently working on two upcoming, highly innovative software solutions for patient acceptance: *TruSmile Video* and a 3D face scan app. Both products were shown to the public for the first time at IDS 2023 as a sneak preview of the future of smile design.

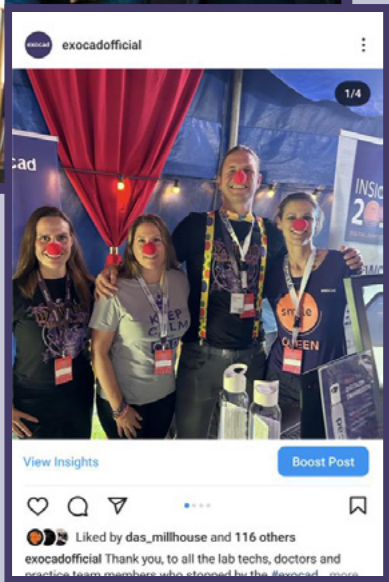
With *TruSmile Video*, a new anterior tooth design is presented in a short video that shows the face of a patient who is speaking and smiling. From this video and the *Smile Creator* design, AI technology generates a realistic video to help increase patient understanding of potential treatment outcomes. Visitors were captivated by the realism of the AI patient videos and the new possibilities they offer.

The newly developed **3D face scan app** enables realistic 3D scans of patients' faces via a mobile phone camera, without any additional hardware. The camera is used to scan each patient's face in the app, and the AI-based software calculates a detailed 3D model, which is then loaded into the *Smile Creator* software. This makes 3D face scanning an affordable and accessible alternative to using photos for smile design.



#exocad

We like to stay connected with our users and followers on different channels.
Our team values the feedback and support of each member.
Follow us and share your stories.

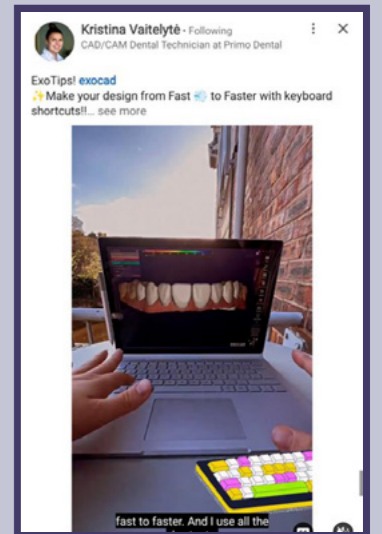
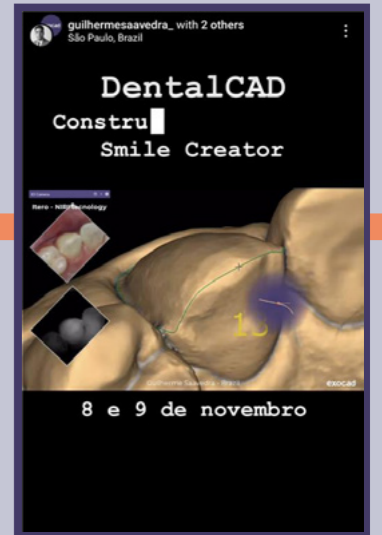


When you are in Sydney and stuck in school traffic and you have some urgent cases to send to your techs before knock-off time.
Just pull over and scan, design and send away digital dentistry anywhere. 🤪🤪🤪🤪🤪
Okay traffic, has eased I'm off again. 🤪🤪🤪



FEEL THE VIBE

CONNECT WITH
Get tips, learn from peers and discover your
THE GLOBAL
new favorite tool on our social media channels
EXOCAD COMMUNITY



exocad
INSIGHTS
2024
PALMA DE MALLORCA
DIGITAL DENTISTRY EXPO



Stay up to date with exocad on Facebook, Instagram, LinkedIn, TikTok, WEChat and X.

PASSION IS WHAT DRIVES US

I am passionate about new technology. exocad enables me to use it effectively.
Dr. August de Oliveira
Dentist and VR trainer

exocad

MEET US

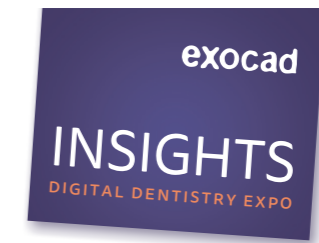
We participate in trade shows and press events across the globe. This way our community can learn about our latest software solutions, features and services, and get the chance to network and access hands-on training sessions.

NETWORKING AROUND THE WORLD



ON THE MOVE

Some of the trade shows we participate in.



CHICAGO DENTAL SOCIETY

Check out our complete list of all important shows on our event page:



IMAGINE THE CAD ABILITIES

THE WIDE-ANGLE VIEW OF DIGITAL DENTISTRY

INTERVIEW

Novica Savic, CCO and Managing Director at exocad, explains what exocad Insights is all about and why dental technicians, dentists and their teams should take part.

What motivated exocad to create the Insights event?

When we launched Insights in 2018, we wanted to offer our global exocad community and strategic partners a common meeting place for personal exchanges.

What are core elements of Insights?

The event takes place every two years and always includes a motto. In 2024, it is "NETWORK. INNOVATE. LEAD."

We always invite the world's leading experts in digital dentistry. They demonstrate future-oriented treatment methods, supported by the latest digital technologies, in their practices and laboratories. And our application specialists introduce participants to the features of our latest releases.

Which aspects of the digital workflow are in focus?

The entire digital dentistry workflow is highlighted—from smile design and implant planning to the production of restorations. We introduce new digital approaches and innovative materials.

What do the strategic partners bring to Insights?

We have over 50 strategic partner companies that shape digital dentistry with their

innovations in the fields of dental production, materials and diagnostics on-site with us. Insights attendees can explore a wide range of products for their digital workflow in dentistry. They receive concrete added value to enable them to work digitally in their practices and laboratories in a future-oriented way.

Why should dental technicians, dentists and their teams participate at exocad Insights?

Insights provides a wide-angle view of digital dentistry. With the numerous innovative impulses on future treatment options that visitors receive from the speakers, our strategic partner companies and from networking among themselves, they broaden their horizons. They also experience the positive vibe of the exocad community.

In summary:

For those who want their labs and practices to be leaders in digital dentistry, Insights is simply the place to be.

INSIGHTS

DIGITAL DENTISTRY EXPO

AT A GLANCE

First Insights:
2018

Frequency:
Every two years

Number of attendees:
850+

Participating strategic partners:
50+

Countries represented:
45+

Takeaways:
Future trends, digital dentistry workflows, the hottest innovations in dental materials, software and manufacturing

EMPOWER YOUR TEAM, EMPOWER YOUR PRACTICE

INTERVIEW

Hygienist Flora Couper explains how to empower clinical teams with exocad's latest digital dental workflows for improved results and high customer satisfaction.

Flora Couper has been part of the dental profession for over 30 years as a dental hygienist and business coach. She is the cofounder of "Love Your Dentistry," an online platform to support dental practices in delivering a higher level of care, developing their people and growing their business. She is passionate about technology in preventive dentistry, how to promote its value and how it fits into a multidisciplinary approach to care. As an NLP coach, she likes to explore the use of language and discover ways to encourage effective communication that benefits the patient, clinician, and business.

Development coach and hygienist Flora Couper knows the teams' perspective from the inside. She started as a dental nurse in Dundee, Scotland, with a focus on kids and cavity prevention and then moved over to work as a hygienist at Dr. Elaine Halley's Cherrybank Dental Spa—a job switch that she says changed her life. Flora says at Cherrybank, she stepped fully into the world of patients. "That helped me truly begin to think about service in a different way. It's more than getting patients a cup of tea. It's about paying close attention to what that patient in front of you wants and needs and delivering the care in alignment with the brand identity in the practice."



What changed for you after transitioning from dental nursing at a hospital to being a hygienist at Cherrybank under Dr. Elaine Halley?

When I went in for my interview, I remember saying to Elaine, I really love treating kids and am passionate about caries prevention. She liked that. We put together a caries prevention program. That's probably where my career started. I began to really think: Wow, I love dentistry! Whereas before I liked it but didn't really know where I was going with it. That was over 20 years ago. Starting at Elaine's practice was the evolution that got me really interested and passionate about patient care. I started to move away from my focus on caries prevention and became much more about customer service because that was one of Elaine's standards. I got really engaged in high-level customer service and cutting-edge dentistry.

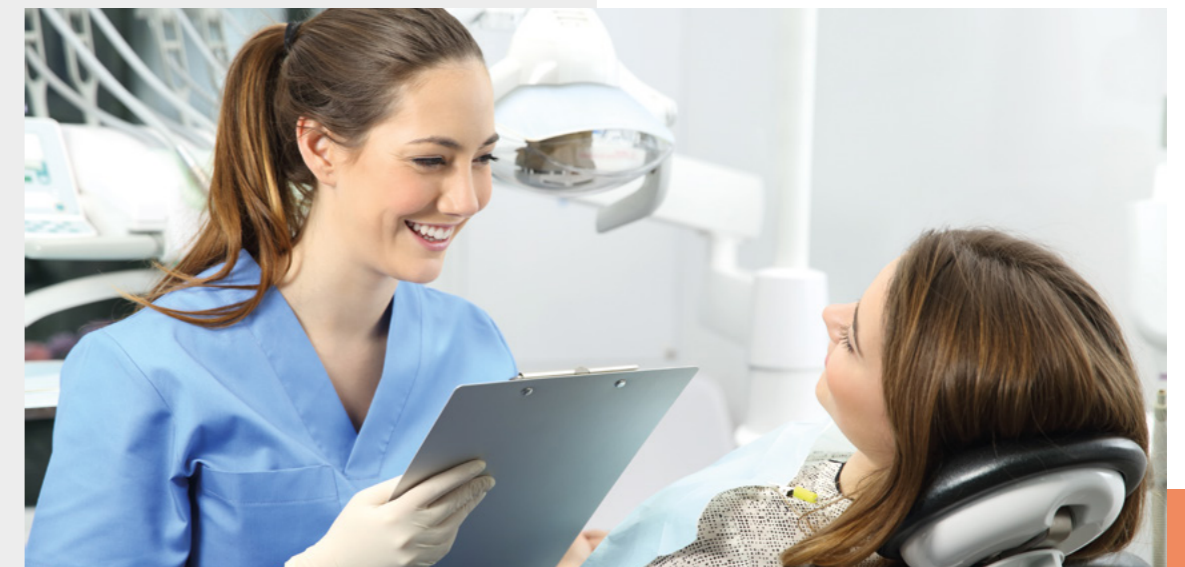
You currently consult as a "patient journey designer." Can you describe what that is?

Where the patient journey designer name came from was a program that I did called "service design." I started a consultancy to help practices and people design their services

aligned with their values and principles. I think dental practices need to invest time in thinking about all the touch points that the patient interacts with. Is it aligned with their brand? Is it aligned with how they care for their patients? With the service design principle, I weave it into all my coaching programs and training programs that I do.

How do digital workflows impact the roles within a clinical team?

I'm very passionate about clinical teams because where I started at the hospital, we were definitely on the sideline. I love the fact that now we've got nurses scanning. They can do aspects of 3D printing. They're really involved. In some practices, hygienists are primarily scaling and polishing teeth all day. To bring digital into their world absolutely opens up the landscape.



What impact does digital dentistry have on patient interaction?

I think developments in digital impact the clinical area first and foremost. It's patient communication. I can have 10 patients in one day, and I'll take them all on a different journey because they all have different needs. Now what the digital piece does really well is it helps patients to see what is normal and healthy, versus what's in their mouth that might not be normal and healthy. There's a secondary piece that connects with the business team. When we're retaining patients and doing follow-up, I think all the clinical insights from the digital tools are especially helpful. If you're a digital practice, it should filter through and be in all the language. If you're doing regular scans on patients, for example, you would want to include that in your dialogue when reminding patients of what they're having done in their appointment and why you're doing follow-up.

Do you have a favorite song?

The one that comes into my head is "Flowers" by Miley Cyrus. It's quite upbeat and catchy.

What's your favorite tooth?

My favorite tooth is a beautiful tooth.

If you could give advice to your younger self, what would you say?

Believe in yourself. I think when you're younger, you don't know if the passion and interest will ever get you there. But I think when you've got passion and interest, you'll get there.

One word for exocad?

Excellent.

A REMAKE RATE TO CELEBRATE INTERVIEW



Steven Campbell is a GDC-registered dental technician with almost 30 years' experience in the industry. Working with skilled teams and some of the most highly regarded dental surgeons in the UK, he and his team at **Nexus Dental Laboratory** provide solutions for all aspects of restorative dentistry, especially implants and the new digital and CAD/CAM workflows. When not in the lab, Steve can usually be found at a dental event learning from his peers or representing one of the many dental organizations he has been invited to work with, including his current role as President of the **Dental Laboratories Association**. Rare time off is spent running with his family in the beautiful countryside that surrounds him in North Yorkshire. Keep up with Steve and his team on Instagram.

UK lab owner Steven Campbell went from two to 22 employees in six years. How? Digitalization. The 30-year veteran of the industry recalls what fueled the change: "I recognized that something wasn't working in the industry ... the numbers of technicians were declining, and we were kind of stuck in the dark ages," Steve says. "That's when I quit my old ways, got rid of all analog processes and started a completely digital dental workstream." Steve tells us about how he transformed his lab from "old school" to cutting edge and why Formula 1 racing is a little like dentistry.

What are the best first steps to take when adopting a digital workflow?

My very honest answer is to get a good CAD package because you want it to be efficient and effective. You don't have to start with implant planning and very complex denture work. You can just start with a single crown. If you just start by scanning and accepting scans by having exocad, you can then send it to other partners. I'm in the UK. I've got a design partner

in Canada. We don't do a lot of Michigan splints, but they do. I take the scans in, and I send them over. Then we work on the finishing and the detailing.

Sounds fairly easy—even for those new to digital.

The journey is so easy. Just get the software, start saying to surgeons, "Yes, I can accept digital," and find a design partner—there are so many out there who are vying for your business. But what you will do, because all of us do it, is you start to see those designs coming back and think, "Why don't I have a go at this one?" And then you'll do a single crown. And then the next time you think, "I'm quite comfortable with all of these. Then I'll do a bridge. I'm comfortable with this. Then I'll do an implant." Before you know it, you will be doing really advanced work.

Any software tips for labs starting out?

My number-one bit of advice is start with exocad because it's an open system. We get scans from every scanner system. We can import them all

in. All our partners are happy to work with us using exocad. We say exocad plays nicely, and that's the truth.

In addition to your love of exocad, you've also mentioned that you love digital surgeons. Why?

Because digital surgeons send us a scan and we can work on it literally two minutes later. We don't have to wait for it to be poured to then give them a phone call and say, "I'm really sorry, but it's not a very good impression." They can see on their own screen how good it was. If they send us a scan in the morning, they'll get a proposal back in two hours. It's transformed the communication between us.

Do you think that analog-only surgeons will start feeling more pressure to go digital from labs?

They're going to get lab-side pressure for sure. A friend of mine said to all his clients, "In a year's time, if you don't have an intraoral scanner and you're not sending me scans, I won't work with you anymore." I thought that was a brave move. It turns out, it's been the best move he ever made because all the labor time he had in his plaster room is gone. He is 95% purely intraoral scan digital.

Your lab's grown exponentially in the past few years. What's driven that?

We've gone from two to 22 employees, and this is only our sixth year. Now that for me is mind blowing. That was purely because we moved away from any workflows that were ineffective. The other side of it is the improved communication. For instance, even if a surgeon isn't digital, they can use exocad's webview. With webview, you can view designs from anywhere and move the design in 3D. They can take elements in and out, which means that we can show them the plan before we make it. So I'm not committing to expensive resources and materials to make something they don't like. Our remake rate has fallen through the floor. Our rejection rate is incredibly low. We were used to seeing cases always coming back in. Patient doesn't like it, or they don't like this

shape, etc. We don't get that anymore. We nail it before we make it. It's a paradigm shift in how we deliver dentistry.

Another paradigm shift we see in many industries, dental included, is that location has become largely irrelevant. How does that pertain to your work as a digital lab?

This is the big message for digital dentistry. Geographic boundaries don't exist anymore. If the very best smile design team happen to work in Romania, guess what? You can utilize that and just send a scan to them. If they happen to be in Canada, like our design team, we'll utilize them for all our splints.

And it doesn't really matter where your lab is based either, right?

Yes, I mean, we're based in a very rural part of the world. North Yorkshire is gorgeous but remote. It's not easy to recruit the most highly skilled people, but a friend who worked with us here moved to the beach in Tenerife. It didn't matter that he moved physically. He's still part of my team. Every day we use dentalshare. We send cases to each other and back to the surgeon in London. We've got Harrogate, Tenerife and London all on one case.

Ok, time for some fun questions. Manual or electric toothbrush?

Electric, come on. I can't use a manual toothbrush.

Flossing morning and evening?

I use the new TePe picks, because, man, I'm terrible with flossing. Thank goodness, I've got a very good hygienist.

What's your passion?

Running and coffee. Probably need the run to burn off the buzz from the coffee.

Favorite movie or podcast?

Movie? Definitely *Goonies*. Who doesn't grow up wanting to find a pirate ship? Podcasts—I follow a lot to do with Formula 1 and modern racing. I love the technical side of it. I see a lot of Formula 1 in dentistry: time pressure and teams having to work together. I cheer the teams more than the drivers.

What word do you think of when I say "exocad?"

Incredible.

PROUD TO BE THE CHOICE OF GLOBAL EXPERTS

INTERVIEW

Magdalena Kotula is an experienced dental technician and a member of the Nexus Dental Laboratory CAD/CAM team in the UK and has been an exocad user since 2021. She studied dental technology at Medical College in Krakow, Poland, and graduated as a dental technician in 2001.

What's your favorite feature in 3.1 Rijeka?

I love that I can change the implant library while designing, and it doesn't affect my designs. Instead of needing to start over, I can stay in the flow. I use that a lot when designing abutments and crowns. Also, the waxup I get at the end of my work is amazing. I can take photos, create files and adjust the colors of my restorations. Another detail that's really helpful when designing crowns is that the software highlights the parts in green that are moving.

How does having a digital workflow affect your communication with the dentist?

There are a ton of useful tools with exocad. I can send the webview link, a lot of screenshots, and HTML files, if requested, to the dentists. For example, with waxups, dentists can look at the file and see how much adjustment they need to make. I think you can predict much more before doing the final restorations. Before prepping teeth, you can spot things that can go wrong. It's a big time-saver.

Do the dentists you work with use exocad's webview to view the HTML files?

Yes, webview is absolutely amazing because the dentists can see what we see in the lab. It's easier for me to point out things. Everybody can open webview, even using their phones. This helps the dentists have a better understanding of the technical part we do at the lab.

Any tips to share with fellow CAD designers?

I like adding a personal touch to my designs. My goal is always to have the restoration look as natural as possible. I often use the copy tooth or mirror tooth tool to help with this. I absolutely love this tool. You can copy the patient's tooth shape and do some tweaks, improve occlusion, and easily match the shape of the patient's teeth.



Fun facts:
exoBlog star
Magda Kotula is a fan of the band Metallica, molars and exocad's mirror tooth tool.

Design smiles that patients love



Magdalena Kotula
Dental Technician

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We've achieved a new milestone when it comes to product integration: Users can now find more than 14,000 implants from over 130 manufacturers worldwide in the most recent *DentalCAD* release. *exoplan's Guide Creator* module for the in-house design of drill guides now offers over 4,000 surgical components.

Further comprehensive libraries can be accessed via the *Guide Creator* module for designing surgical guides. These contain the workflows, sleeves, drill keys and drills specified by the implant manufacturers, as well as manufacturer-specific parameters.

GIVE BACK

We are proud to have been supporting Mini Molars Cambodia e.V. since 2022 with donations including proceeds from our charitable T-shirt sales at Insights and IDS, as well as donations from exocad employees worldwide. Mini Molars provides dental care to children in Cambodia without regular access to dental care. Mini Molars began in 2015 with the goal of helping develop a sustainable oral health program in Cambodia, targeting underprivileged children who live in Phnom Penh and surrounding communities with the greatest need. Young people are among the most vulnerable populations suffering from oral health disease. Mini Molars provides dental care at a pagoda in Phnom Penh that hosts other aid projects and serves children from schools. Mini Molars workers also travel with mobile treatment units to communities throughout Cambodia to bring dental care to those in need. **Find out more at: minimolars.de**



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