



**Nick Glickman** is an international educator for Zirkonzahn USA. An expert in digital workflow and growth strategy, Nick synthesizes technical expertise with market demands to bring new workflow solutions to digital dentistry. Leveraging a background in business consulting, Nick helps laboratories build new business frontiers with digital workflows through tailor-made education programs at Zirkonzahn training centers worldwide.

**Title:**

Leading the Treatment Plan with Computer Dental Diagnostics

**Lecture Synopsis:**

Digital dentistry has industrialized our beloved handcraft. But the race to the bottom is not the answer.

Dental labs can lead the restorative protocol with digital treatment planning that has doctors coming back for more.

Zirkonzahn has developed a 100% digital workflow simplifying restorative and surgical planning to place functional and aesthetic prototypes on the day of surgery – all in one integrated system.

Nick Glickman shows you how to mount maxilla in a virtual articulator using 3D face scans, conduct a full-arch virtual setup, plan implant placement, craft surgical guides and fabricate a breathtaking immediate prototype.

The workflow expert will also review CAD/CAM techniques to create aesthetic try-ins to bolster case acceptance and word-of-mouth marketing tactics for your clients.