



University of the Pacific Arthur A. Dugoni School of Dentistry
126th Alumni Association Annual Meeting – 2025 Alumni Weekend
Including The 39th Frederick T. West Orthodontics Lectureship and
The 2nd Alan H. Gluskin Endodontics Symposium



Brian C. Harris '05, DDS

Friday, January 31, 2025

– 3 CE units

Subject Area: "Esthetic Dentistry A to Z"

Title: "Smile Design Secrets: How to Simplify the Smile Design Process in Your Practice"

Course Description:

In this course Dr. Harris will teach how to attract and treat more ideal patients to your practice and how to achieve predictable clinical results. His step-by-step approach from start to finish will give you the tools you need for clinical success and allow you to feel more confident when treating complex cases in your practice.

Objectives:

- 1) **Connection before conversion:** The fastest way to build trust and attract new patients is by offering personalized recorded virtual consults. Dr. Harris will introduce this concept and explain how to implement it into both the general and specialty practice setting.
- 2) **Smile Test Drive:** Leads are great, but a conversion strategy is key. Learn how to use the same day composite mock-up (Smile Test Drive) to increase patient case acceptance.
- 3) **Predictable Esthetics and Function:** Once treatment has been accepted, exceptional clinical results need to be delivered. Our clinical success depends heavily on the materials that we use each day and how the proper planning and occlusion will impact the final outcome. Learn about the latest materials, equipment and clinical techniques used to create predictable esthetics and function.
- 4) **The Process:** Dr. Harris will walk you through his step-by-step process for prepping and seating porcelain veneer cases for achieving predictable esthetics and function.

Short Bio:

Dr. Brian Harris is a 2005 graduate of the University of the Pacific School of Dentistry. With a passion for technology and cosmetic dentistry his unique process has transformed the smiles of patients from all over the world. He is the CEO/Founder of Smile Virtual and a practicing dentist in Phoenix, AZ.

www.drbranharris.com