

YouTube for Dentists



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Dentistry is a visually dominated profession. You have known that fact since your first year of dental school when you waxed dental anatomy and identified extracted teeth on paper plates. We often explain procedures to patients with crude drawings on our bracket table covers or we use elaborate animations in our computers. Each month we share words and photos online to tell the stories of our treatment plans and demonstrate our skills. In the spirit of advancing our visual communication options, I am pleased to announce the newest feature on Dentaltown.com, the Media Center.

YouTube is the video outlet for the masses and our Media Center brings that concept to our private, dental community at Dentaltown.com. The Media Center will be home to three types of content: videos, Podcasts and Webcasts. Our members will be allowed to post their own video and audio content to this section, and in the spirit of Dentaltown, each item can be discussed in a thread that is automatically created! Simply click “*Comment*” under the video title and you will be taken to the thread. Additionally, manufacturers will have the opportunity to post instructional and product based videos, increasing the value of this new resource to our community.

This is an exciting milestone in our development because we are allowing users to post video and audio content in the same manner that they currently post comments and cases for discussion. There are many terrific possibilities with the addition of audio and video content. These are just a few ideas I had:

- Post an audio rant in the Podcast section on a topic of your choosing. If your presentation is compelling, the thread will be a terrific discussion.
- Walk around your office with a video camera and give us a virtual tour. This is a great opportunity for feedback on your current design or to show off a new office layout.
- Capture video as you perform a procedure and share it with the community.
- Let us see you in action presenting a treatment plan to one of your patients. This is a great opportunity to solicit constructive feedback from your colleagues.
- If you teach, this is an opportunity to share knowledge in a unique way and generate interest in your lecture or hands-on programs.

How do you get started? Visit Dentaltown.com and click Media Center in the menu on the right-hand side of the page. The first time you visit the Media Center you will need to download a short plug-in from Microsoft, called Windows Silverlight. Once you have done that, you are ready to view, share and comment. Your comments and questions are always welcome via e-mail: tom@dentaltown.com. ■



Media Center FAQ's

Who can upload video and audio to the Media Center? All members of Dentaltown.com

What is the maximum file size I can upload? 100 MB

Which video file types are supported? .avi, .wmv, .mov, .mpg. We currently do not accept Flash video (.flv). You may be able to use free software such as Windows Movie Maker or Apple's iMovie to convert your video files into an acceptable format for upload.

Which audio file types are supported? .mp3, .wma, .m4a.

Where can I find the Media Center? Right hand navigation menu