

WOMAN TO WATCH AWARD

SOUTH CAROLINA requires dentists to complete 14 hours of continuing education each year, but Charleston-based cosmetic dentist Dr. Amanda Seay completes nearly that many in a single month.

Dr. Seay, whose Park West Dentistry celebrated its tenth anniversary in October, completed 128 hours of CE last year. Nominated as one of the top 25 women in dentistry by *Dental Products Report* in 2012, Seay is also a prolific writer on the topics of emerging technology and techniques in dentistry, as well as a clinical instructor and mentor at the Kois Center in Seattle.

"School is great, but it's not the end of your education," says Dr. Seay, who graduated magna cum laude from the University of South Carolina, where she received a bachelor's degree in biology, and then earned her DDS from New York University's College of Dentistry. "It's just the beginning."

Regardless, she has certainly made the most of her own schooling; she is one of just seven dentists in South Carolina (and 359 nationwide) accredited in the American Academy of Cosmetic Dentistry — a rigorous process that includes written and oral exams, case studies and copious continuing education.

Among the techniques she has been most excited to implement in her practice in recent years is videography. Most aesthetic dentists are proficient in photography, she says, but static images fail to depict the dynamics and muscle movements involved when a patient laughs or purses his lips.

Dr. Seay therefore combines videos of patients smiling and laughing with still photographs in presentation software such as Keynote or PowerPoint to analyze data and propose treatment plans.

For example, she can show a video of a patient laughing — and then, by using a digital ruler and Photoshop, show the patient how he'd look laughing were Dr. Seay to perform a gum reduction of just a couple millimeters. "It has significantly changed the way I do dentistry," she says. "If I put you in front of a camera and say, 'Now smile for me,' I can't capture everything in a static photograph."

Patients are now more receptive to her suggestions, she observes, and videography enhances as well her planning and communication with other specialists to whom she might refer patients.

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DR. AMANDA SEAY

AGE:
39

PRACTICE:
Park West Dentistry,
Mount Pleasant, South Carolina

SPECIALTY:
Cosmetic dentistry

EDUCATION:
DDS, New York University
College of Dentistry

PASSION:
Cooking

WORDS TO LIVE BY:
*"Remember: It's the journey
that counts. You sometimes
learn more in the struggle than
in the success."*