

PRESS RELEASE

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UK Dentist Launches Platform to Close the Gap Between Rising Photography Use and the Lack of Any System to Manage It

London, UK. DentalFolio, a new clinical photography and case management platform for dentists, launched on 9 March 2026. Built by practising London-based dentist Dr. Alexia Papakonstantinou, it is the first dedicated platform designed to give clinicians a structured, searchable system for capturing, organising, and presenting their clinical work across an entire career.

The launch addresses a growing disconnect: while clinical photography adoption among dentists has risen sharply, with recent international surveys putting usage between 60% and 85%, most clinicians still store images across phone camera rolls, scattered folders, and forgotten hard drives, with no consistent system in place and often accidentally breaching GDPR regulations.

The Problem: Adoption Without Infrastructure

Photography in dentistry is no longer optional. Research shows that 78% of patients report increased confidence when a clinician presents documented cases, and 75–85% say viewing previous work influences their choice of dentist (Alqabbani et al., BMC Oral Health, 2025).

Yet the tools have not kept pace with the behaviour. Evidence suggests that even among dentists who begin documenting their work, consistency tends to decline over time, pointing to a workflow problem rather than a motivation one. Without a sustainable system, documentation becomes another task that gradually falls away.

“The problem was never willingness. It was friction. Dentists take photographs, but they end up lost in phone galleries or buried on desktops. There has been no dedicated system to make clinical photography manageable over the long term. That is what DentalFolio changes.”

Dr. Alexia Papakonstantinou, Founder, DentalFolio

What DentalFolio Does

DentalFolio provides a single structured platform where dentists can:

- Capture clinical photographs via smartphone or import from DSLR
- Organise cases into a searchable, longitudinal archive
- Retrieve and present cases instantly during patient consultations
- Build a curated professional portfolio for digital and chairside use

The platform is designed around everyday clinical workflow, removing the administrative burden that causes most dentists to abandon documentation over time.

Why It Matters Now

The dental profession is operating in an increasingly visual and transparent environment. Patients research clinicians online before booking. Digital presence is part of professional credibility. At the same time, recent research has highlighted the variability and inconsistency of dental content on social media, underscoring the need for structured, clinically grounded professional communication.

“Photography should not feel like an extra task. It should feel like part of your professional identity. When your cases are organised, you communicate more clearly: with patients, with colleagues, and with yourself.”

Dr. Alexia Papakonstantinou

Availability

DentalFolio launched on the App Store on 9 March 2026.

Notes to Editors

About the Founder

Dr. Alexia Papakonstantinou is a practising dentist based in London, UK. She developed DentalFolio to address a problem she encountered firsthand: the absence of any purpose-built system for managing clinical photography sustainably across a dental career.

Key Statistics

Statistic	Source
60–85% of dentists now use clinical photography	Lazar et al., 2021; Bağcı & Peker, 2024; Alqadi & O'Connell, 2024
78% of patients report increased confidence when shown documented cases	Alqabbani et al., BMC Oral Health, 2025
75–85% of patients say viewing cases influences their choice of clinician	Alqabbani et al., BMC Oral Health, 2025
65.5% of experienced dentists prefer DSLR; 56.4% of newer graduates use smartphones	Lazar et al., 2021
Photography use declines among dentists 20+ years qualified	Lazar et al., 2021

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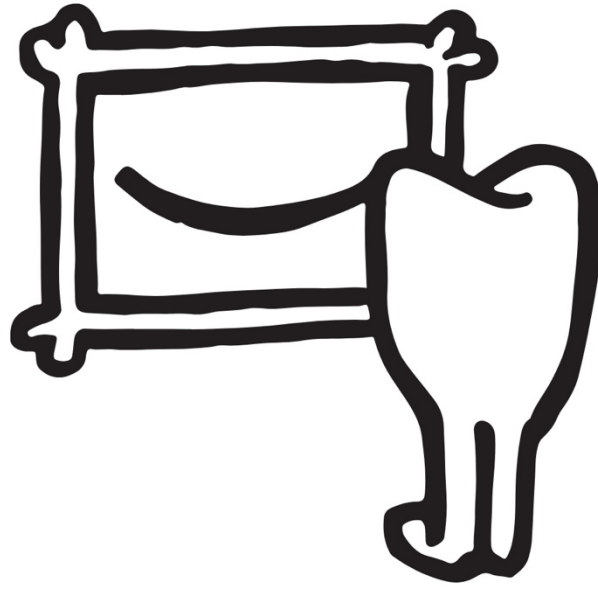
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Assets: Please see <https://dentalfolio.app/press> for images and logos.

References

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3. Bağcı, N., & Peker, I. (2024). Attitudes and practices of dentists regarding intraoral photography: a survey-based study.
4. Lazar, A., Bud, M., Lazar, L., & Todor, B. (2021). Clinical photography in dental practice: current usage and attitudes. Medicine and Pharmacy Reports, 94(3), 341-347.



dentalfolio:

The Photography App for Dentists