

Message from Chester



Dear Dolphin family member –
Welcome! We just returned from the 2008 Dolphin Meeting in beautiful Coronado, San Diego, California, where more than 700 Dolphins helped us celebrate our 20th anniversary of serving the dental-specialty community. Check out DigiKnow on page 6 to read a brief rundown of the event.

Attendees got a first-hand look at the new Zuelke Financial Expert and [REDACTED] which join a host of others in our new Legend Series of software modules.

It's been a year since we debuted Aquarium, and its reception has been overwhelming. If you haven't yet experienced its rich content and stunning graphics, check out <http://www.dolphinimaging.com/aquarium.html>.

Dolphin Management 3.5 now has a newly released Service Pack which includes new upgrades in scheduling. For details see article on page 3. Visit our web site to see what else is new in 3.5.

This issue features Dr. Otto Beck from Kase International in Jamaica, where he and his partner Dr. Nigel Knight operate a mobile clinic that travels the entire island! Read about how they bring smiles to children all over the island.

We are joined this issue by not one but TWO Guest Experts: Dr. Gary Weinberger and Ms. Mary Kay Miller, both sharing their insights on running a profitable practice. Also, check out page 1 for a quick preview on our soon-to-be-released Ricketts/AEO-Roth VTO Wizard!

As always, please feel free to share your thoughts with us. Hope you're having a great 2008!

Chester H. Wang

Chester H. Wang
Managing Director

What's New
at Dolphin

Dolphin Ceph Tracing Passes Peer Review

The *European Journal of Orthodontics* earlier last year published a research paper titled "An evaluation of the errors in cephalometric measurements on scanned cephalometric images and conventional tracings." (Volume 29, Number 1; Pp. 105-108) Using Dolphin Imaging software version 9.0, the results of the study concluded that "The findings demonstrated that the use of computer software for cephalometric analysis carried out on scanned images does not increase the measurement error when compared with hand tracing." ■

New Ricketts/AEO-Roth VTO Wizard!

Practitioners of the Ricketts/Roth philosophy will be eager to try out the new Dolphin Ricketts/AEO-Roth VTO Wizard. A feature of the Treatment Simulation software module in Dolphin Imaging version 11, the new VTO is an all-encompassing system that allows the clinician to quickly predict, plan, and visualize the sequence of treatment to be performed according to the Ricketts-Roth philosophy. ■

Damon in Dolphin

New Damon features in Dolphin Management and Aquarium smoothly incorporate Dr. Damon's treatment modalities into your everyday practice. Highlights include: A Treatment Time Line Bar Graph that gives a comprehensive glance at how your treatment plan is progressing; Oral Hygiene Graph that lets you graphically show parents how their child is rating in hygiene and home care; and an improved Treatment Card interface designed specifically for the Damon system. A color-coded Bracket/Torque Chart allows for input of bracket height and measurement for precise tracking and total control of treatment. ■

Legend Series

Dolphin's new Legend Series of software modules is a collection of collaborations between Dolphin developers and industry experts from all corners of the dental specialty community. Offered separately as supplemental to the core Dolphin system, each features the seamless application of the unique theories and protocols of its namesake. The growing Legend Series includes: [REDACTED] Zuelke Financial expert; and Roncone Modules. ■

Legend Series

See more of What's New at Dolphin - p.6



Otto Beck, Dr. med. dent.
Tingridders Club Jamaica
Kingston, Jamaica, West Indies
Customer Since: 2005

Products used: Dolphin ImagingPlus; Treatment Simulation (VTO, Surgical VTO, Growth); Ceph Tracing; Aquarium; Dolphin Management; AnywhwereDolphin.com



Above: The Mobile Clinic sees up to 75 patients a day

Top right 1: The multicultural patient base in Jamaica makes practicing orthodontics paradise

Top right 2: Tingridders Club jamaica has its very own logo — a Pineapple with braces

Customer Profile: Dr. Otto Beck



Smiling in
the Caribbean

In 1979, Dr. Otto Beck brought braces to a skeptical patient base in Jamaica; today, straight teeth are trendy and the cool kids call themselves "tingridders."

“When I came to Jamaica in 1979, braces were not popular at all and I wanted to find ways to change that,” says Dr. Otto Beck of KASE International in Kingston. “One idea was to make my practice a club, and I decided on the name Tingridders Club Jamaica.” Dr. Beck found the Caribbean weather far more welcoming than that of his native Germany. What he also found was a culturally eclectic patient base that offered an interesting twist to orthodontics: “Orthodontics is paradise in Jamaica because the population is a combination of so many different races—it is a mixture of almost every race on the planet,” says Dr. Beck. “This means that we cannot treat to established orthodontic norms, and it is what makes practicing in Jamaica so challenging, so unique and so exciting.” In the mid-90s his growing practice welcomed Dr. Nigel Knight, a native Jamaican, and a few short years later they bought a Mercedes Benz Marcopolo bus, painted it blue and equipped it with all the accoutrements of an orthodontic office: The Tingridders Mobile Clinic was born. Fully loaded with Dolphin Imaging and Management software, the two offices use the latest technology to stay in sync and deliver smiles to children throughout Jamaica.

Preserving Individuality

Dr. Beck tells us that the aim of orthodontics in Jamaica is to straighten teeth without diluting the patient's cultural identity. “Our patients know that they will have straight teeth after orthodontic treatment. That's not their main concern. What they do not want are undesirable facial changes as a result of treatment. This means that, in the truest sense, we are strictly treating from the ‘outside in’ and each patient has to be treated differently and not to a norm.” Video cameras are installed at each of the eight chairs in the main office in Kingston. “We take video-recordings of our patients during the initial exam,” explains Dr. Beck. “We interview them, asking questions regarding

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Product Highlight: Ricketts/AEO-Roth VTO Wizard

Ricketts/AEO-Roth VTO Wizard

A new feature in Dolphin Imaging's Treatment Simulation program automates the treatment process for practitioners of the Roth/Ricketts VTO philosophies.

Employing any Visual Treatment Objective involves an intricate web of scientific and artistic vision. As any practitioner will attest, this can be time-consuming. Using software to automate the task of gathering, evaluating and processing the data greatly reduces the time investment while increasing the accuracy of the outcome. To that end, and to further accommodate the spectrum of disciplines practiced by all the dental specialties, Dolphin will soon be adding the Ricketts/Roth-Williams AEO VTO Wizards to its roster of VTO modules.

The Ricketts VTO and the AEO-Roth VTO are constructed using a sequence performed on various tracing superimpositions

that simulates the combination of changes taking place with growth and the outcome of the orthodontic treatment. Dolphin automates the superimposition and growth aspects of the VTO and allows the clinician to quickly predict, plan, and visualize the sequence of treatment to be performed.

Getting Started

Dolphin has organized each the Ricketts and the AEO-Roth VTO process into five main Wizard “steps,” each having its own sub-steps while sharing the same Wizard environment. Moving from one step to another is easily done with a mouse click.

The Wizard will prompt the user to start the session at the Setup Step, which allows him to input default data such as “years of growth,” “growth constants,” and “ideal incisal

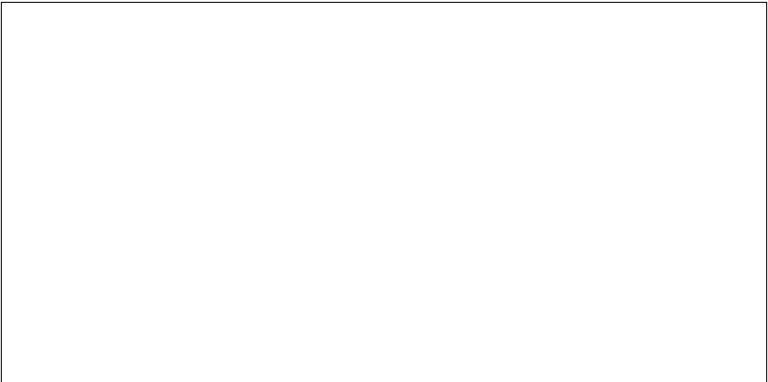
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Dolphin Management Implementation Team

Just as necessity is the mother of invention, the Dolphin Management implementation team was assembled to meet the sudden demands of an expanding customer base.

“Sometimes I think there are similarities between working on the implementation team and working in an air traffic control tower,” says Darl Dumont, data conversions lead. “Like takeoffs and landings, there is a never-ending stream of customers retiring their old practice management software and becoming Dolphin practices. It is important to everyone that the schedule be executed as planned, and there are many stakeholders in the quality and punctuality of what we do.” The implementation team was assembled for the specific purpose of helping practices experience a smooth transition to their new Dolphin Management software. The idea is to reduce interruption of workflow as much as possible, and convert all practice data as accurately as possible. The ultimate goal? To prevent a practice from experiencing a holding pattern.

The Flight Crew

The implementation team was gleaned from existing Dolphin departments as needs arose and became clarified. The result is that each member brings a unique skill set to the flight deck, and each plays an integral role:



From left to right (clockwise): Darl Dumont, Otis Mobley, John Vadman, Mark Cayabyab, Robert Lisenko, Joanna Tavanlar, Sonya Lester-Rowe. Inset: Loren Wagner.

Sonya Lester-Rowe: As director of operations, Sonya is the leader of the team and takes pride in its formation and growth. ‘The concept for the team came from a need for implementation of Dolphin Management, which was introduced in 2003,” says Captain Sonya. “It consists of three components: installation, training and conversion. My role is to guide the team so that the transition to Dolphin from other systems goes smoothly. Being with Dolphin since 1994, I have been involved with a lot of departments and helping to guide and develop them, but I can say that this is the one that I am most proud of how it turned out.”

Mark “Mac” Cayabyab: Mac started at Dolphin as a support tech and wore a variety of caps before settling into the implementation team, where his wingspan extends to the far reaches of the department. “I was employed with Perot Systems as an administrative technical assistant when I heard of an opportunity with Dolphin. I thought that my skill set would fit well with the company’s new management software, and I was right. My workday consists of conversions, data review and third-level support. I monitor my day so that my primary role in conversion is on schedule; after that, I perform data reviews as requested by trainers or practices. After that, I assist support in closing issues for the day.”

Darl Dumont: Darl has manned the control panel of conversion since the very first takeoff, deftly coordinating all incoming and outgoing data. “Being proactive and having as much attention to detail as possible is an absolute necessity, not just in our own activities, but in helping our customers to get their own business prepared for a smooth transition. This can be intense at times, but we also have the chance to interact daily with all the different parts of Dolphin, from development to sales to training to support, and to see all the countless different ways it is possible to run an orthodontic practice,” says Darl. “And we get to see the results of our labor in immediate use.”

Robert Lisenko: Robert was six when he first got behind the console of an

Atari 2600, and spent the rest of his childhood trying out various models of flight simulators. He went on to log some hours as an IT professional after earning a BA in Psychology. He was a perfect fit for Dolphin. “Switching management software affects every aspect of what most modern offices do, and all the potential problems and questions can often be overwhelming without a proactive effort on our part. Before I moved to this department, this proved to be true more times than not. Not everything can go completely smoothly, but it makes me proud how far we’ve grown since then. I find it rewarding that I am able to help office staff through what could be their most difficult and stressful time relating to their workload. The best part is hearing from doctors and staff how much the process was easier than they had feared because we’d taken care of the technical issues so they could focus on their training.”

Otis Mobley: Otis landed at Dolphin after accidentally flying through the Bermuda Triangle, finding himself in a tricky time warp existing somewhere *after* the invention of computers, but *before* the invention of the wheel. Back then, Dolphin was in the business of building and selling computers. Otis was hired on to help build them. Today, he is one of the key members of the installation team.

Joanna Tavanlar: Joanna’s journey to the Dolphin implementation team involved enough stopovers to create any career she desired. “It’s interesting how a culmination of my interests and experiences have led me to Dolphin. In high school I worked at the front desk of a dental office. In college I worked for an international bank in the operations department while I pursued a degree in Mechanical Engineering. Since the bank provided educational reimbursement, I switched my major to Business Administration. When the bank decided to reorganize its worldwide commercial banking division, I was one of the last people left to close the facility. I then traveled the United States by train, followed by a visit to Europe. When I returned, I began working at Dolphin in administration on a contract basis, and in February 1999 I became the first full-time trainer for Dolphin. I was traveling 80% of the time to clients throughout North America and Mexico. In March 2003 I was offered to lead the training team for our new Dolphin Management software. There was a lot to do! I still travel occasionally to observe and train when needed. My love for travel, ability to organize and teach has led me to Dolphin. I am starting my ninth year. Every training I schedule seems new each time due to the interesting clients we work with.”

John Vadman: John began his IT career back when pilots were still using a compass to find

their way across the Atlantic. His flight jacket has witnessed things rarely spoken about in polite company. “I began my IT career as an assembly language programmer for a start-up data communications equipment manufacturer over 20 years ago. Back then it was 8-bit microprocessors, hexadecimal instructions and data, and 64-kilobytes of RAM. It wasn’t much but it kept us out of trouble. After several years at a small high-tech firm, I made a major paradigm shift and took a position at a low-tech Fortune 500 company, the West Coast’s largest producer of sand and gravel. Although the products were from the Stone Age, I was part of a large, modern IT department. There I was introduced to a soon-to-be phased-out Unisys V-Series mainframe. My first major project was to setup the company’s first PC networking using Digital Equipment’s VAXes as servers. During the transition to client-server computing, I was exposed to the tools I use to support Dolphin’s network and to facilitate the implementation of Dolphin Management for our customers. Windows Server, Exchange and SQL Server were all in their infancy and I watched them mature into enterprise application foundations. I enjoy being able to use my experience to help practices setup new or prepare existing network infrastructures in preparation for using Dolphin Management.”

Loren Wagner: Loren’s trip to Dolphin followed the serendipitous course of a diverted flight plan. “I went to school for something completely non-technical, although I had an on-campus job helping other people in the computer lab master the intricacies of Microsoft Office, Adobe Photoshop, and various educational programs. I was good at my job, but even then computers were only a hobby for me. After college I worked in customer service for a small company where I spent most of my time re-writing and designing our product catalog, and troubleshooting the office applications we used. When viruses and spyware took down one of our computers, I fixed it. I did pretty much every technical task at the company. Eventually I started thinking of myself as a technical person. After all, everyone else did. I started at Dolphin in technical support and moved through several levels of responsibility before moving onto the implementation team. Now I handle installations and setup by working with customers’ local network technicians to ensure the smoothest transition possible to using our system. In my years at Dolphin, I have expanded my technical repertoire considerably. Now, in addition to my normal job requirements, I make myself available to assist the members of our expanded technical support team. I feel I am fulfilling a vital role at Dolphin and that our department is essential to the company’s continuing growth.”

Author’s note: Members of the implementation team appear in this article in alphabetical order. ♦

Send us your Wish List! What topics would you like to see covered in our Tips & Tricks column? Email your ideas to editor@dolphinimaging.com.

Continued from
Ricketts/AEO-Roth VTO Wizard (p.1)

measurements.” The “Save as Default” button will preserve these values for all subsequent VTO sessions. It is also this step where you determine your choice of treating to classic Ricketts VTO or AEO-Roth VTO.

Main Steps

The five main steps of the Wizard are:

1. Evaluate Facial Axis
2. A-Point/Occlusal Plane
3. Teeth
4. Soft Tissue
5. Verify 5-Superimposition

Within each Wizard main step, sub steps are displayed in the form of lists, with each list item having an associated superimposition that is applied automatically when selected. In each step, Dolphin applies the growth automatically and only stops at steps that require user input. At the conclusion of all five Steps, if the outcome is not feasible or desirable, a simple click on “Restart” allows you to re-plan. If the outcome is acceptable, clicking on “Finish” will execute the plan on the ceph or photo and exit the Wizard.

Followers of the Ricketts/Roth-Williams AEO VTO will be pleasantly surprised by the ease of use of the Wizard. Essentially, it is an all-encompassing treatment planning system that allows the doctor to treat according to the Ricketts or the Roth philosophy faster and more easily. ♦

Tips & Tricks: Imaging

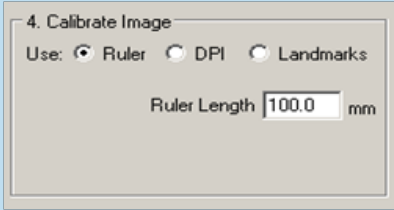
Relevant to version 10.1 or greater

by Chuck Torres

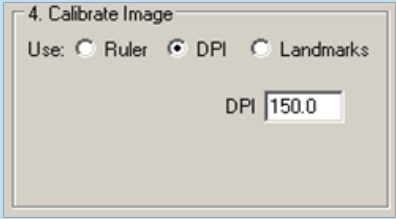
Calibrating Digital X-rays with Ceph Tracing

If you’re noticing discrepancies between your measurements on cephalometric tracings, it’s most likely caused by the image not being calibrated properly.

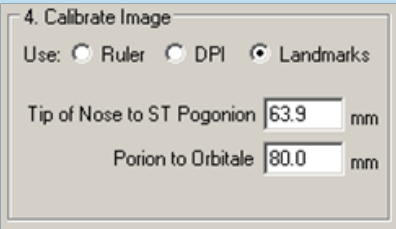
There are 3 ways to calibrate an image in the Dolphin Digitize module, the first and most common method is using a ruler viewable in your x-ray. Second you can use specific anatomic landmarks, and third you can use the dots per inch (DPI) of the image.



1. **Ruler.** To calibrate using the ruler method you must first have a measureable ruler visible in your x-ray. Most digital Pan/Ceph machine will have a metal ruler embedded in the head holder nose piece. If you are using traditional film x-rays you can tape our plastic Dolphin ruler to your flatbed scanner, and align the x-ray next to that before scanning.



2. **Dots per Inch (DPI).** In your scanning software you can specify what DPI settings to use, simply use those numbers to calibrate the image in dolphin.



3. **Landmarks.** To use the Landmark method you need to measure the distance between the tip of nose to ST Pogonion and Porion to Orbitale, and enter those measurements into the calibration window.

Once your x-ray is all set, simply start the Digitize module, setup your options including the calibration options, and Start Digitize. Once

in the digitize screen mark your ruler points if you’re using the ruler method, or if you are using the other methods, just plot each point to complete the analysis and save. ♦

Remember to Adjust for Magnification!

You should artificially magnify your digital x-rays to match old film x-rays and to match research literature norms. If your digital system has a built-in ruler of 45mms, for example, and your old traditional film system had a magnification of 15%, for example, then when you digitize digital x-rays in Dolphin, you should artificially specify that the ruler is 45 + 15% = 45 * 1.15 = 51.75mms. ♦



Chuck Torres

Chuck Torres has been part of the Dolphin Support Team since 2006. He has over a decade of experience in PC support.

Product Highlight: Dolphin Management Scheduling

Getting Serious About Scheduling

The Dolphin Management 3.5 Service Pack is sporting some smart new scheduling functions that let you juggle a whole lot more detail in a single window.

No matter what the size of your practice, you know that the schedule is one of your most important employees: The higher the skill set, the more productive it is and the greater impact on your daily work flow. If you are already enjoying the dexterity of Dolphin Management's scheduling system, you're sure to appreciate the newest features recently unveiled by the Dolphin Management development team. Let's take a quick tour of these enhancements.

Sooner if Possible

The old fashioned "waiting list" meets the 21st century with our new "Sooner if Possible" function, which lets you easily view and work with appointments that have requested to be seen sooner than their already scheduled appointment. From the Appointment Details screen, simply mark the checkbox "Sooner if Possible" to automatically add an appointment to the "Sooner if Possible" list. You will notice a small exclamation point displayed on the appointment.

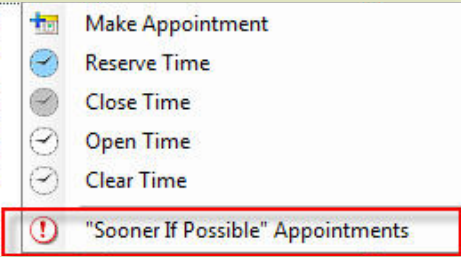


Working within the "Sooner" list is easy: With the Calendar option On, the "Sooner" list is displayed automatically:

- Select from the Type drop-down menu to filter the list by a specific Appointment Type. Right click on an appointment for several selections, including "Reschedule" and "Search and Reschedule."
- Filter by "Orthodontists" and/or "Locations."
- Sort by "Type," "Date," "Location," "Start Time," "Patient Name," "Minutes," "Notes," or "Orthodontist."

- Under "options" you can change how the list is displayed: "Graphical View" or "Columnar View."
- Refresh the list as you mark new appointments "Sooner if Possible." The list is automatically updated when you exit and re-enter Scheduling.

Perhaps the most exciting new feature of "Sooner if Possible" is the ability to search for appointments marked "Sooner if Possible" from open reservations, allowing you to easily fill reservations that have not been used. Simply right-click on a Reservation and choose "Sooner if Possible" to see any appointment that can be used to fill this reservation:



- From this screen, you can see specific appointment types or classes, or all appointment types or classes.
- Search for some or all of the reservation time. For example, if you select the last 10 minutes of a reservation, you'll only see "Sooner If Possible" appointments that are 10 minutes long.



Search and Reschedule

The newly added "Search and Reschedule" function helps you easily and quickly reschedule appointments. This function appears when you click on the "Reschedule" option at the bottom of the screen. It opens up the regular Search window, and all information for the appointment being rescheduled is loaded automatically.

- At this point the title of the window changes to "Schedule Search and Reschedule." The appointment being rescheduled is displayed in the center; this area also has mouse-over information, such as patient phone numbers.
- You can cancel Search and Reschedule at any time to exit and return to regular Schedule Search. The Search and Reschedule behaves differently than a regular Reschedule in that the appointment remains visible in Scheduling until you choose Reschedule, which reschedules the appointment automatically.



- During the Schedule Search and Reschedule session, you are also able to view the list of Sooner if Possible appointments from the Sooner if Possible Appointment Reschedule screen, which is opened by clicking on the Sooner if Possible menu item. This screen shows any Sooner appointments that fit into the selected Reservation. You can easily change the Appointment Class or Type to narrow your search. Once Reschedule is selected, the appointment is automatically rescheduled to the selected slot and removed from the Sooner list.

Late Tab

A new Late tab has been added to the One Month Calendar. This displays a read-only list of every appointment in the Scheduled status for today that is late. The list integrates with your selected GPS Locations. You can right-click on any patient in the list for several options:

- View Appointment
- Go To Appointment
- Reschedule Appointment
- Search and Reschedule Appointment
- Mark as "No Show"
- Cancel Appointment
- Sort By:
 - Appointment Type
 - Late Minutes
 - Patient Name
 - Start Time
- Options—this allows you to determine the default for "Minutes before late," which designates how late an appointment must be before it is moved to the Late list. ■



For technical support call 800.548.7241 (USA & Canada) or 818.435-1368. Remember, our hours are 5:00 a.m. to 6:00 p.m. Pacific Time. For after-hour, emergency phone calls (in North America) call 800.548.7241. You may also e-mail support@dolphinimaging.com.

Generation X: Are You Targeting the Current Orthodontic Market?

By Mary Kay Miller

Succeeding in today's business environment requires grabbing the attention of one of the most entrepreneurial and tech-friendly generations in history. It is also one of the most overstressed and distracted demographics to date. Generation X consumers are between the ages of 30 and 50; they include parents of children ages 8 to 18, adults contemplating orthodontic treatment, and your primary source of referrals: general dentists. In today's competitive orthodontic market, Gen X is your target audience. Marketing strategies congruent with the philosophical and technological paradigm of this group are pivotal to the long-term success of your orthodontic practice in the 21st century.



What do we know about Gen X?

Studies reveal traditional marketing strategies to be ineffective on the Gen X audience, who retains less than 1% of the marketing messages encountered on a daily basis—and remains skeptical of the information it does retain. This generation has endured too many empty promises, exaggerated benefits, and artful disclaimers from marketing promotions. Here's what else we know about them:

- They surf the Internet for information on every subject imaginable, including orthodontics
- Email, cell phones and text messaging are their primary source of communication, 24/7
- Digital organizers and recorders keep their busy lives on track
- They depend on friends and family for recommendations when purchasing products and choosing professional services
- Gen X women make the majority of buying decisions in the family
- Purchasing decisions are based on trust, personal relationships, and their perceived value of return on investment

Reaching Gen X

The key to reaching this skeptical, digitally savvy generation lies in the five principles that embody the core philosophy of Transparent Marketing:

1. **Offer only verifiable truth:** In all written and verbal communications, stick to the facts:
 - If you mention seeing patients on time, you can't run late on a consistent basis
 - If treatment time is estimated, make sure patients/parents understand this timeline is not written in stone. It is to your benefit to overestimate rather than underestimate treatment time
 - Don't advertise flexible hours if you don't work evenings, weekends, or alternate appointments during and after school
2. **Purge all vague modifiers in your copy and presentations:** Eliminate all subjective adverbs, adjectives and prepositional phrases.
3. **Let someone else do the bragging:** Incorporate testimonials from your team, patients, parents and referrals into your marketing materials. Remember, testimonials serve as recommendations, which resonate far with Gen X.
4. **Substitute general descriptions with facts: Be specific.** Gen X consumers are busy and want to be informed and educated on the spot. They want to know:
 - A clear description of the problem and proposed treatment plan
 - What sets your practice apart from the competition?
 - What is the perceived value of return on their investment?

The consultation exam is your opportunity to set yourself apart from the competition. Use your case presentation and patient education to build credibility and trust: Give patients the resources they need to make an intelligent decision. Don't be too pushy with Gen X.



5. Admit your weaknesses:

The Gen X consumer is not looking for perfection. He is looking for honesty. When a company is humble enough to admit a weakness, it opens the door for a relationship based on trust.

Applying the Theories

The 2007 JCO Orthodontic Practice Study was recently released, citing growth statistics that are far from encouraging: Percentages of practices reporting overall growth has been steadily declining for four years, and the percentage of practices reporting decreases in gross income was the highest during this same amount of time.

Visionary practices can buck this trend by incorporating digital technology in all areas of their marketing strategies. The ability to communicate intelligently and on the same level with Gen X will promote new patient referrals, which translate into increased starts and higher incomes. How do you accomplish this?

1. **Case presentation and patient education:** There is no more credible way to present your treatment modalities to a patient or referral than digital imaging and digital radiography. The ability to examine, diagnose and explain treatment objectives, in real time, is impressive and builds credibility and trust. Add to that Dolphin's new Aquarium™ software, and the standard in case presentation and patient education is raised yet one more notch. The ability to incorporate your own before-and-after treatment results into Aquarium helps verify you as the "orthodontic expert." And, if you take it one step further and include Dolphin Imaging with 3D radiography, you achieve the epitome in case presentation by today's standards.

2. **Interactive web sites:** What can you do for them? Information web sites, for



any business or profession, are considered the norm in marketing circles today. Adding interactive services to your web site, such as those provided by Sesame Communications or Televox™, provides a powerful marketing tool: The ability to login any time of day to a secure website and access appointment and account information, and contact the office by email or text messaging, are conveniences appreciated by busy parents. It shows you understand and care about their needs. This builds trust.

The Internet has created an exciting new environment in which to communicate, educate and market your practice. New computer software and Internet services, targeting the small business owner, have exploded upon the market in the past 12 months. The learning curve is short, the services are inexpensive, and the long-term

results from marketing yourself as "The Orthodontic Expert" are far reaching.

As Internet technology evolves and continues to embrace increasingly sophisticated forms of digital communication, there is no excuse not to market your practice using "credible and verifiable truth." The tools are available. The questions is: Are you a visionary orthopreneur? ■

Mary Kay Miller

Mary Kay Miller is an orthodontic marketing coach and owner of Orthopreneur™ Marketing and Training Solutions. With 30+ years experience in orthodontic practice management, treatment coordinating, marketing strategies and computer technology, Mary Kay focuses on empowering orthodontic practices to market smarter, faster and with less effort. Her web site www.orthopreneur.com is the first orthodontic marketing blog on the internet, and provides free marketing information, tips and time saving marketing products. Her digital book *The Orthopreneur Marketing Matrix—An Orthodontic Team Guide to Marketing Smarter, Faster, and With Less Effort* is due out late spring 2008.



by Gary Weinberger, DDS, MSc.D

Optimizing Practice Protocols for a New Century of Orthodontics

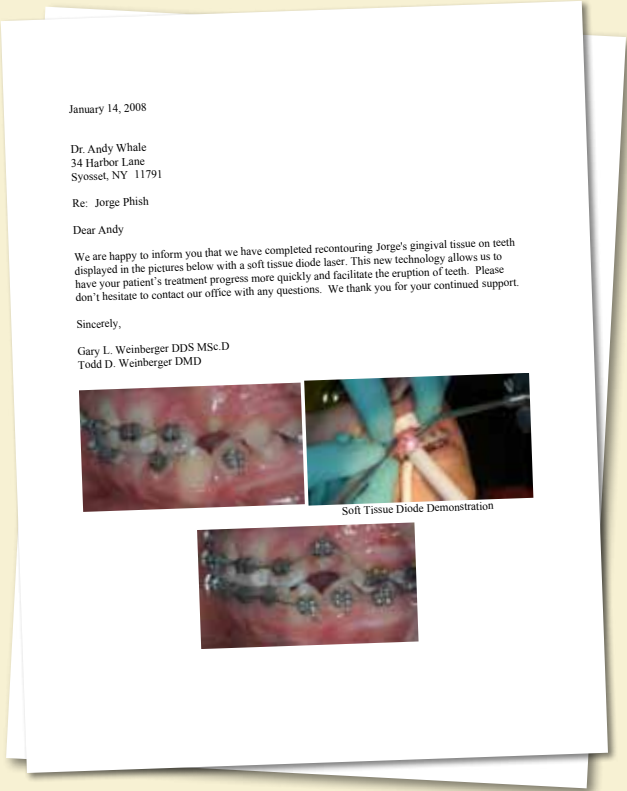
Throughout my career in orthodontics, I have observed profound changes in the three major areas that govern practice decision-making. Specifically, clinical, management, and marketing strategies have been modified to meet the challenges of overseeing a 21st century practice. Successful practices devote time to development in all three areas, and integrate the evolution within a cohesive team. Written and verbal communications all should be congruent with the practice image and objectives.

Optimized Treatment Protocols

For the doctor, greater practice efficiency and effectiveness of treatment protocols have emerged as important drivers within practice operations. With this in mind, I have devoted much of my time to the development of Optimized Treatment Protocols (OTP) for treatment with self-ligating brackets. Integration of these concepts has greatly enhanced our ability to capture the benefits that SL brackets offer that are simply not available with conventional bracket systems. The technique has been the focus of most of my recent seminars as they apply to the use of SmartClip™ and Clarity SL™ appliance systems. (In fact, with the advent of Clarity SL™, we generally no longer use metal brackets in the upper arch.) The OTP approach has provided a truly sound foundation for the clinical enhancements necessary to meet both doctor and patient goals of enhanced effectiveness and efficiency. In the future, new, exciting changes in doctor treatment planning processes with deference to the greater predictability of responses within the self-ligating arena will likely be incorporated into the Dolphin software. This is presently under development and will be the subject of future articles.

Clinical

In our practice, we use the term “Esthetics Driven Treatment Planning” (EDTP) to express our focus on achieving greater integration of facial esthetic concepts. We have found that evaluation of esthetics from an overall analysis of the facial, perioral and dental elements is most important in achieving our esthetics objectives. Imbalances rarely escape the discerning eye or mind. We most carefully assess the chain of relationship that exists between the face and lips, lips and teeth, and teeth and periodontal support, and have subsequently introduced the soft tissue laser to our practice. It is enormously valuable in realizing our esthetic objectives for the gingival tissue in regard to contour, height, and emergence profile, as well as multiple other areas of soft tissue management. By utilizing the calibration and measurement functions within Dolphin Imaging, we are able to virtually create the necessary landmarks on the appropriate image. This allows us to more accurately assess the relationships of the facial features and dental elements so we may carefully plan and execute the precise contouring of the gingival tissue, helping to achieve superior esthetic results.



Dr. Gary Weinberger

Dr. Weinberger is a graduate of NYU College of Dentistry, and Goldman School of Dental Medicine at Boston University where he received his Certificate of Advanced Graduate Study and his MScD in 1976. A diplomat of the ABO, he has worked professionally in orthodontics since 1976, and maintains a private practice in Plainview, New York. A published author and international lecturer, Dr. Weinberger's experience has also included appointments as Assistant Professor (orthodontics) for NYU College of Dentistry and Stony Brook School of Dental Medicine.

Management

Accurately conveying the benefits of the laser system to our referrals is of utmost importance. We have found that the illustrated letter triggered by our Dolphin Management system serves as an excellent communication tool. We routinely forward this letter each time we complete a soft tissue laser procedure, and have subsequently received superb feedback from several dentists. The use of the laser, as virtually all who utilize it realize, further shortens our treatment times; adds convenience to the patient experience by eliminating a separate procedure we formerly had to outsource; increases profitability by enhancing operating efficiency; and has greatly augmented our capacity to facilitate the realization of our EDTP treatment goals.

Marketing

Increased patient awareness of treatment alternatives and greater availability of orthodontic services from general practitioners have forced us to reevaluate our marketing strategies. We recognized the importance of looking uniquely at every possible opportunity such that, for our purposes, the patient is fully aware and confident he is in the right place. We have found the patient treatment conference prior to the commencement of treatment to be an outstanding opportunity to reinforce this message. Utilizing examples from our electronic library within Dolphin Imaging, as well as patient examples from my seminars, we have developed a PowerPoint™ presentation that cycles in the consultation room while the patient waits for the doctor. It never made sense to me to have a patient sit in the room staring at diplomas and other accolades, as proud as we might be of them, while they wait even a few moments prior to our arrival. We therefore developed a loop of several examples of patients before, during and subsequent to treatment that truly exemplify the types of results we all aspire to. We deliberately selected patients with attractive facial features, and have examples with both fixed appliances and clear aligners. Patients truly appreciate our sensitivity to their esthetic concerns in this regard. Not infrequently we receive unsolicited comments such as “that’s what I want to look like.” We now, by design, allow a patient to be seated in the consultation room two to three minutes prior to our arrival so they have had the opportunity to see this loop. It has been a tremendous adjunct to our marketing approach and is easy to accomplish within Dolphin Imaging. It is an exciting time in orthodontics, and I am grateful for the opportunities to develop and share clinical, marketing, and management strategies with colleagues. Many new technologies reflect a greater demand for sound, effective, and efficient practice models. ■

We welcome your comments and suggestions! Please e-mail your thoughts and insights to editor@dolphinimaging.com.

Continued from Smiling in the Caribbean (p.1)

the reason for visiting us and their main concerns. We also take a frontal, lateral and intraoral video recording.” Dr. Beck or Dr. Knight then evaluate the finished video record while the patient is still present, and explain the various aspects of his diagnosis. The patient is sent home with a package that includes photographic prints; a letter with a clinical diagnosis and treatment recommendations; a folder with informational materials; and an entertaining DVD featuring both former and current patients sharing their experiences with the practice. Once a patient agrees to treatment, a three-dimensional scan is taken with the office's i-CAT machine, as well as three-dimensional extraoral photos taken with a high-definition camera system, and traditional stills. “Because orthodontic norms are useless here, what helps us the most is taking regular progress records and evaluating the extraoral and intraoral changes; we use Dolphin 3D to document these changes and discuss them with our patients. Thus, in a way our patients tell us what to do,” says Dr. Knight. Photos are taken regularly, and all changes are carefully tracked and documented using Dolphin Imaging. “Discussing treatment progress with patients in this way really motivates them.”

Dolphin on the Road

The Drs. Beck and Knight run the full Dolphin software suite in both the main office and in the mobile clinic; everyone on staff uses the software. “We use all Management features except for Insurance because our patients do not have orthodontic insurance,” explains Dr. Knight. “Our patients love the fingerprint check-in, and we use Dolphin 3D to process images from our i-CAT and 3dMD facial camera. We also make great use of AnywhereDolphin.com to send 2D and 3D pictures not only to our referring doctors, but also to all our patients, who are absolutely bowled over by the technology.” The Mobile Clinic sees up to 75 patients a day, and shares a database with the main office via wireless Internet service. This allows the doctor working in the Mobile Clinic to know who is being seen in the main office and what is being done, and vice versa. Patients are free to decide where they want to be seen from one month to the next. “Between the north coast and south coast we see patients in eight different locations, including a handful of local schools and the hospital of the University of West Indies,” says Dr. Beck. “Patients can come to any one of them, and they can be seen at a different location each month.” The doctors take turns between the two offices. “Our computer setup allows us to make appointments for any of the locations including our Kingston office. So, if you want to be seen by the beach, come to Negril. If you prefer the mountains, come to Munro College.”



Dr. Nigel Knight with Dr. beck beside their mobile clinic

“Because orthodontic norms are useless in Jamaica, what helps us the most is taking regular progress records and evaluating the extraoral and intraoral changes.”



Inside the mobile clinic!

Tingridders Club Jamaica

From the start, Dr. Beck set out to make patients feel comfortable with orthodontic treatment. “When I decided on making my office a club, I chose a name and designed a logo, which is a pineapple wearing braces.” Soon a club T-shirt was designed, and shortly after came the Tingridders Club Jamaica calendar, which sports colorful graphics and images that convey the laid-back ambience and family feel of KASE International. It was also decided that outstanding tingridders should receive special recognition, so a Tingrinner of the Month was featured on the wall in the operator. When other patients asked if they could also have their picture on the wall, up they went. Today, 1,200 photos cover the famous “Wall” at the main office in Kingston. Other elements of the club include the Graffiti Wall in the waiting area, where patients write their thoughts and appreciation in colored pens. In 1983 Dr. Beck wrote a coloring book called “The Art of Toothbrushing.” Written for small children and illustrated by his wife, Jeannie Hastings, the book is a delightful story of three friends who together learn the value of brushing teeth. And don’t forget the Tingridders Water, which is specially bottled and labeled for Tingrinner consumption. The Tingridders Club has had its own Web site since 1995, separate from KASE International's main site. In addition to showing off patient photos from the Wall and displaying basic information such as the monthly schedule for the Mobile Clinic, the site also has a lengthy library of short articles concerning all aspects of orthodontic treatment, dental care and oral hygiene. “Our patients use the Web site as a means to make appointments, and it has certainly helped them become more knowledgeable. Some have actually expressed interest in becoming orthodontists themselves,” says Dr. Knight. “Our aim is that patients want to be a part of this,” says Dr. Beck. “Even our former patients stop in and say hello. There are always lots of people in our office chatting, and little children running around. It is not a typical doctor-patient relationship. Our patients are not going to ‘the doctor,’ but rather they are going to see a friend who is straightening their teeth.” ■



Tips & Tricks: Management

Relevant to version 3.1 or greater

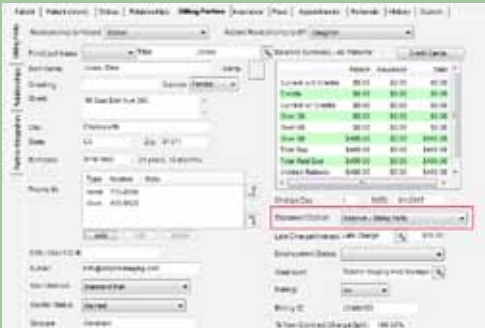
by Montgomery Nishida

Running Statements

Running statements to suit any situation is easy with Dolphin Management.

The ability to print statements accurately and immediately is a favorite feature in Dolphin Management. Taking advantage of all the programs functions means more flexibility and customized service. The first step to printing statements is choosing a Statement Option, which can be accessed from the “Billing Party” tab in the "Edit a Patient" window. Circumstances will dictate what type of statement you want to run.

1. **Choose a Statement Option:** Click on Statement Option to view a drop-down menu of six statement options:
 - **Always:** Billing Party will always receive a statement
 - **Balance – Billing Party:** Billing party will receive a statement as long as there is money left on his/her account. (If there is money owed in Total Due or Unbilled Contract)
 - **Balance – Insurance and Billing Party:** Billing parties will receive a statement when either the billing party or insurance has an active contract. Also, they will receive a statement if either of the ledgers has a current balance owed.
 - **Never:** The Billing Party will never receive a statement
 - **Past Due:** The Billing Party will receive a statement if a charge has been posted that has not been paid.
 - **Receivables:** The billing party will receive a statement if money is currently owed on the ledger. They will also receive a statement if your statement options include future contract charges that have not printed.



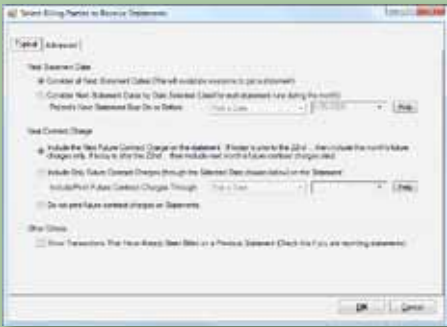
Running Statements

2. To run monthly or weekly statements in Dolphin, first, click on **Financial** located on the top tool bar, then choose **Print Statements** from the drop-down menu.

Your statement window will now load up. To load your statements, click on the **Add** icon in the left corner, and select **Add Multiple**.



3. The next screen that you will see is your statement selection options.

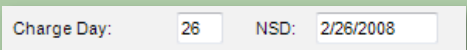


- a. The first category is **Next Statement Date**. Dolphin stores the Next Statement Date for each Billing Party on the EditAPatient-> Billing Party tab. By default, this is the same as the contract charge day. It can be changed manually, but will be updated each month when you mark Statements as completed. There are two options you can select here:



- a1. **Consider all Next Statement Dates**
Select this option if you run statements once a month and want to run statements depending on the Statement Options set up for the billing party. (I.e. Past Due, Receivables, Balance Billing Party, etc.)

- a2. **Consider Next Statement Dates by Date Selected**
Select this option if you run statements multiple times per month and wish to pull up statements by the billing parties Next Statement Date. (This is located under the billing party's window)



- b. The Second Category is **Next Contract Charge**.



- b1. **Include the Next Future Contract Charge on the statement**
If you select this option, any contract charges that will be charged out in the current month will be shown on the statement. The only future contract charges that will be shown are charges that will be due in the current

month. If the date is after the 22nd however, then next month's charges will also be shown.

- b2. **Include Only Future Contract Charges (through the Selected Date chosen below)**

If you select this option, you will be able to specify the date range for the future contract charges which will appear on the statement. This option gives you more control over which future contract charges will appear on the statement, regardless of the current date.

- b3. **Do not print future contract charges on Statements.**

Select this option if you do not wish to print any future contract charges on your statements. You should select this option if you only send statements for past due accounts or if you print out statements on the day the charges are applied.

- c. The Third Category is **Other Criteria**



Select this option if you are reprinting statements that have already been printed. This option is necessary when printing historical transactions.

4. For more statement options, click on the Advanced tab at the top of the window for more statement options.



This will open a new window that shows your advanced statement options:



- a. **Locations.** If your office has multiple locations, and you wish to print statements for patients who are only seen at a specific location, check off the desired location.

- b. **Selecting Billing Parties.** The next options are Starting Billing Party and Ending Billing Party. Left blank, the statements will be generated for A through Z. However, you can choose to generate statements for billing parties alphabetically. If you wish to only run statements for billing parties with the last names A through M, then the starting Billing party's last name would start with A and the Ending Billing party's name would start with M.



- c. **Add Statements By.** By default, you should leave this option selected as “By Statement Options.” Dolphin will consider whatever Billing Option is selected on each patient's Billing Party tab.

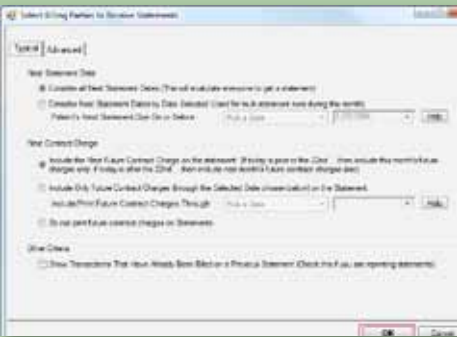
- d. **Past Due.** If you want to include ALL Past Due patients whether their Billing Option is currently set to Receivables, Balance, or Never (as examples), you can override the EditAPatient-> Billing Party tab -> Billing Option and select “By Past Due Defined Below.”



- d1. **Number of Days.** The number of days in which your practice considers an item past due.

- d2. **Minimum Amount.** This is the minimum amount of past due charges which are necessary to generate a statement. In this example \$50 has been filled in the field. Any Billing Party who has a past due charge of \$50 or more will have a statement generated for them.

5. **Loading Statements.** After selecting all the criteria for statements, click OK at the bottom of the Statement window to load all the statements.



A window will pop up asking if you wish to make the settings you have entered default:



Clicking yes will keep the settings you have entered. This will memorize the criteria you have used so that you will have your criteria pre-selected when loading the statements next time.

The next window will ask if you wish to show the billing party accounts balances.



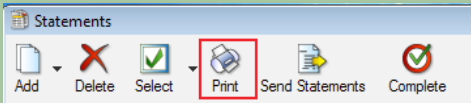
Clicking yes to this window will show the account information columns in the statement list. If your are running statements for many people, this may take a few minutes to load.

6. **Printing Statements.** To print all the statements on the list, first click the Select icon at the top of the statement window



Selecting 'Select All' will check off all the billing parties on the list. You are now ready to print the statements.

Note: You can choose to Select All statements in a batch, or specific ones to be printed. It is advisable to print a few statements at first to confirm your paper is properly inserted in the printer and that the alignment is correct. Also, you can select All statements in the batch, and then de-select individual ones should you wish to research an account. You can then print all but the ones you deselected. Click on the Print icon on the top of the window.



The Statement Printing Options window will now appear:



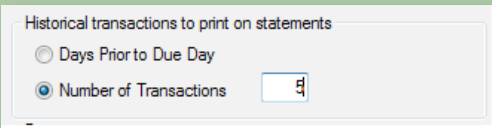
- a. **Age as of:** If printing a charge that is not currently overdue and you wish to age the charge as a future date, a future date may be entered in this field. (for example, if a contract charge was posted on 2/1/2008, and the current date is 2/28/2007, a date of 3/3/2007 can be entered in this field to show the charge as over 30 days).

- b. **Comments.** Your practice default comments will automatically be filled in, if you wish to adjust what will appear on this batch of statements and future statements, you may override the comments.

- c. **Historical Transactions.** When Printing historical transactions, there are two options:



- c1. **Days Prior to Due Day.** Will show all transactions prior to the due day that have not printed on a previous statement. For example, if 90 days is entered, all transactions within those 90 days will be displayed on the statement.



- c2. **Number of Transactions.** Will show a specific number of historical transactions in which to display on the statement.

After clicking OK to print the statements, all the statements will now be sent to the printer.

7. **Completing statements**

After printing and verifying your statements, click complete at the top of the statement window to complete the process. ▶



Montgomery Nishida

Montgomery has been a member of the Dolphin Technical support team since 2006. He has been involved in IT for years and has an AS in software applications and programming.

More of What's New at Dolphin



Zuelke in Dolphin Management

Legend Series



Dolphin Management announces the Zuelke Financial Expert™ software module. Monthly balancing worksheet, promissory payment setup, delinquency reports, statement templates and more are designed around Paul Zuelke's sought-after accounting and collection techniques.

Airway Analysis in Dolphin 3D!

The Dolphin3D module gets a new Airway Analysis feature in upcoming Dolphin Imaging version 11. Draw a border around your selected portion of the volumetric scan, and the program will automatically fill in and display all the airway space within that border, then report back telling you the volume of airway space in cubic millimeters. It will also locate, display and measure the most constricted spot of that airway. This Dolphin 11 feature is already being beta tested in several airway and sleep apnea studies.



Cross sectional view of auto-filled-in airway, also showing line at level of most constricted area.



Volume rendering of auto-filled-in airway, showing a disc at the most constricted area. Also, shows constricted area (in mm²) and total volume (in mm³).

Chatsworth Visitors Log

Theodore Freeland, DDS, MS, visited Chatsworth headquarters in December to consult with the Dolphin Imaging development team on the progress of the new Ricketts/AEO-Roth VTO Wizard. In addition to running a private practice in Gaylord and Houghton Lake, Michigan, Dr. Freeland is also a clinical instructor at the Roth/Williams Center and director of the Advanced Education in Orthodontics (AEO) Group.



Dr. Freeland (center) checks out Dolphin's new Ricketts/AEO-Roth VTO Wizard with Linda Homel (Left) and Dr. Scott Anderson.

Floris van Essen of Corilus, Dolphin distributor in BeNeLux (Belgium/Netherlands/ Luxembourg), visited Chatsworth headquarters in January for advanced software training. He spent the week with various members of the Dolphin technical support department learning the ins and outs of the Dolphin product line. Part of the technical team at Corilus, Mr. van Essen is from Houten, Netherlands, and has a degree in software engineering.



Eric Millan, Dolphin manager of technical support (left), brushed up on his Dutch language skills with Floris van Essen of Corilus.

Telephone Dolphin from anywhere around the world free of charge! For instructions, visit www.dolphinimaging.com/contact.html

Coming Next Issue!

June 2008, Volume 21/Issue 2

- Meet the AnywhereDolphin.com Team
- Learn how to digitize a superimposition!
- Are you using Electronic Signature?
- Would YOU like to contribute to a story for Echoes? Contact us at editor@dolphinimaging.com. We'd love to brainstorm together!

2008 Dolphin Meeting, San Diego



More than 700 Dolphins gathered at the Loews Coronado Bay Resort in San Diego, California, in March to create the most successful Dolphin Meeting in 20 years! That's right—Dolphin kicked off its 20th Anniversary celebration surrounded by Dolphin family and friends. The combination of perfect weather and casual-chic accommodations inspired all to let loose and learn. What a weekend!

Everyone had someplace interesting to be with a 3-day program that included two time slots in the morning and two in the afternoon—often with 3 or 4 classes running simultaneously. At lunchtime, group dining on outdoor terraces offered spectacular views of San Diego and the Bay on one side, and the glorious Pacific Ocean on the other. Evenings found Dolphins draped among the comfy couches in the lobby bar, sharing good times and creating memories.

What's New in Dolphin

In addition to catching up on the latest features of Dolphin Imaging and Management, attendees were also introduced to the new Legend Series of software modules. The proprietary products are designed in collaboration with experts such as Dr. Ron Roncone, and Paul Zuelke, all of whom delivered presentations and remained on site to field inquiries from attendees. Todd Blankenbecler and his team gave attendees Todd Blankenbecler and his team gave attendees an inside look at the Dolphin Management 3.5 Service Pack.

Classes & Speakers

The educational program kept both doctors and staff on their toes with



Dr. Ron Roncone



Gary Wiseman shows what's new in 3D



Hands-On Camera Class



Paul Zuelke

classes relevant to all aspects of operating a dental specialty practice or lab:

- Dr. Ted Freeland presented on the new Dolphin Ricketts/AEO-Roth VTO Wizard, which automates the treatment process for practitioners of the Roth/Ricketts VTO philosophies;
- Dr. Ed Lin discussed how he uses Dolphin, SureSmile and cone beam CT technology together for faster, better outcomes;
- Dr. Roncone explained why monitoring metrics is vital to running a profitable practice, and demonstrated the application of his proven protocols;
- Dr. Viren Patel shared his secrets for building an effective and profitable practice;
- Paul Zuelke introduced the new Zuelke Financial Expert software module; and
- Dr. Russell Chang explained how he and his team have achieved a truly paperless office.

Dolphin staff supported the curriculum with classes on the newest features of our software while also dispensing plenty of tips and tricks.

Friday Night Party

Everyone dressed up and showed up for the Friday Night Party, where endless buffets of gourmet fare and full service bars were strategically placed around a packed dance floor. Afterwards, many partiers chose to continue the festivities after hours.



Come join Dolphin at the following Industry Events:

March		April		May	
29	Orthognathic Surgery Symposium Washington, DC, United States	15-18	ACPA Meeting Philadelphia, Pennsylvania, United States		
April		18-21	University of Verona Course Verona, Italy	15-20	AAO Annual Session Denver, Colorado, United States
3-5	Surgery Congress Cartagena, Colombia	20-22	Wisconsin Society of Orthodontics Wisconsin Dells, Wisconsin, United States	22-24	RWISO Denver, Colorado, United States
4	McLaughlin MBT Course Las Vegas, Nevada, United States			22-25	AAPD Washington, Washington DC, United States
5	Invisalign Brazil Summit Sao Paulo, Brazil	May		31-4	SEDO Congress Malaga, Spain
9-13	IAO Annual Meeting San Antonio, Texas, United States	1-3	CDA Scientific Session Anaheim, California, United States		
11-12	Orthodontics Spring Break Venice, Italy	4-7	ACOMS 29th Annual Kansas City, Kansas, United States	June	
12	2008 Dolphin Meeting, Brazil São Paulo, Brazil	8-11	SIDO-SFODF FIRST MOIP Conccress Venice, Italy	10-14	European Orthodontic Society Lisbon, Portugal

Calendar

Visit www.dolphinimaging.com for more events