Message from Chester

Dear Dolphin family member –

This is our most special issue! Here's why:

On our cover, we're featuring the unique Dr. Ron Roncone: orthodontist, marketer, instructor, inventor and entrepreneur. Well known throughout the orthodontic world for his lectures, philosophies and marketing techniques, we get an intimate look at this extraordinary man.

Another reason why this is an extra special issue: first peek ever (!) at the programming team for Dolphin' Imaging. With 5,000 users worldwide, meet the geniuses who inhabit the big bright room that creates all that cool software. Our Imaging theme is followed by expert Craig Dial, who explains how to get the best looking "traditional" radiographs from your 3D dataset. And, check out What's New at some slick new features in Dolphin 3D.

Also, read up on one of Dolphin Management's most anticipated Legend Series modules: Zuelke Financial Expert™. Further, our guest Ms. Marla Merritt overviews the payment trends affecting businesses across all specialties, and how you can keep your practice efficient.

Another special reason: one of my best friends and Dolphin's Vice President, Otto Colette got married! And we like to keep it within the industry: Dr. Marzia Conti (aka Mrs. Otto Colette) is a beautiful, talented orthodontist and researcher from Roma, Italy. Don't miss the exclusive photos! (Okay, this is really not a tabloid sort of publication).

And for those of you in North America, be on lookout for a special "collector's edition" [sic] of Orthodontic Products magazine, sponsored exclusively by Dolphin and our industry partners!

Finally, I want to recognize the tremendous efforts of our unsung heroes on the Echoes team: Ardy, Elvia, Lisa and Michael. They are the foundation that keeps Echoes consistent and interesting every quarter for you. We hope to see many of your throughout the regional meetings. See you soon!

Chester

Chester H. Wang
Managing Director

What's New at Dolphin

New 3D Features!

Dolphin Imaging version 11 brings expanded diagnostic and treatment capabilities to its 3D module with the same slick interface users having been enjoying for years. Some exciting new features include:

Face Photo Wrapping.
Instantly create a 3D image by wrapping a 2D frontal photo over a volumetric dataset to bring an instantaneous "wow" factor to your presentation.

Airway/Sinus Analysis.
Automatically locate and measure airway and/or sinus volume; calculate the most constricted area, and display in color for visual acuity.

Volume Sculpting.
Isolate the patient's condyles, maxilla and mandible structures.

Dual Volume Superimposition.
Superimpose volume scans from different time points to visually track treatment changes in soft tissue, hard tissue, and airways.

There are just a few new features that make 3D the most clinically comprehensive software suite to date. To learn more, visit *www.dolphinimaging.com/3d.*

60-Day Free Trial with Sirona

Dolphin has partnered with Sirona Dental Systems to bring Dolphin software free of charge to owners of the Sirona GALILEOS cone beam imaging unit. Users may enjoy the software in its fullest capacity for 60-days before deciding to purchase, during which time they are entitled to the same Dolphin customer service and technical support as all Dolphin customers. The Dolphin Premium modules to be installed in the GALILEOS are: ImagingPlus, Ceph Tracing and 3D. For more information visit www.dolphinimaging.com/sirona.html

Customer Profile: Dr. Ron Roncone

Measuring the Steps to Success
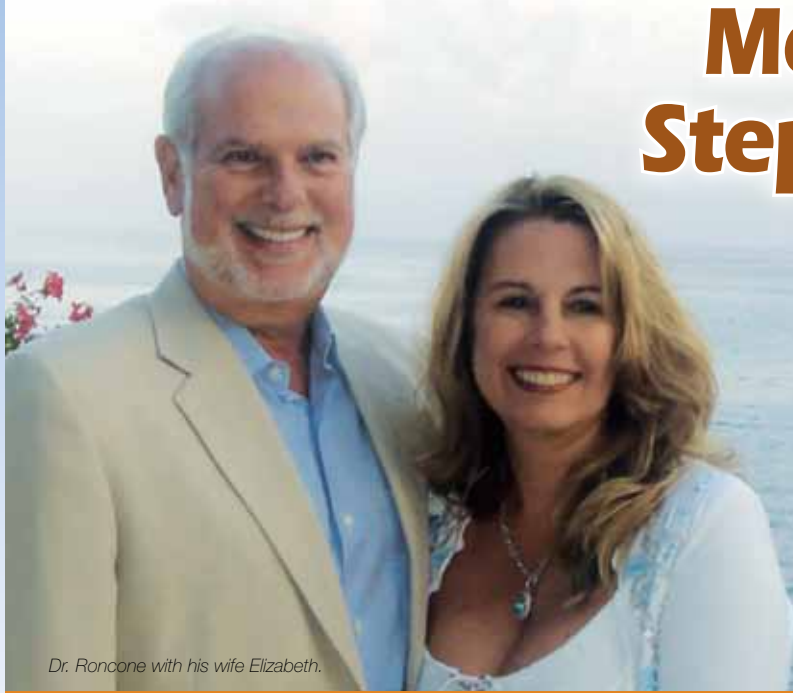
Dr. Roncone with his wife Elizabeth.

Ron Roncone, DDS
Roncone Orthodontics
International
San Diego, California, United States
Customer Since: 2006
Products used: Dolphin Management, Treatment Card, Roncone Modules, Treatment Simulation (VTO, Surgical VTO, Growth); ImagingPlus; Ceph Tracing; Dolphin 3D; Aquarium

The goal has proven to be the journey in Dr. Ron Roncone's 37-year path to perfecting the practice of orthodontics. Along the way, he has straightened more than 30,000 smiles.

Thirty-seven years ago, Dr. Ron Roncone set out to create the equation for the perfect practice. He made a mission out of quantifying the variables, extrapolating the essence, and then collating it into a proprietary system known as JSOP® (Just Short of Perfect). "Many people work hard but the secret is to work hard at those things that will produce the results you desire," he explains. His eagerness to share what he's learned has driven him around the world on a vigorous lecture schedule, while also disseminating his secrets through a regular, ongoing curriculum at Roncone Orthodontics International ("ROI"), his education center in Vista, California. He also maintains a large and active patient base at his private practice at ROI.

It might be said that Dr. Roncone's success is a dovetail of his penchant for documentation, and his determination to lead a fulfilling life: "Organization has always been one of my strong points. I had an office manual two years before I started my own practice," he tells us. "Since my days in residency at Harvard, I have rarely missed a day in which I did not write at least one page of something. Plus, I always believed that orthodontics should be fun and the practice was fun."

Indeed, Dr. Roncone is no stranger to fun. In between his busy work schedule he squeezes in a colorful personal life that includes frequent trips to Italy—the land of his ancestors—and more than a few celebrity associations fostered through involvement on the boards of various charities. In spite of all this, he found time to

Lots of smiles at ROI.

sit down with Dolphin earlier this summer and divulge some of the mystique of the man behind the legend.

Dolphin: *We're told you maintain a large patient base while seeing patients on a minimal number of days per month. How did you take your practice to where it is today?*

Dr. Roncone: I suppose it was a combination of luck, personality, organization and hard work… a lot of hard work. Without boring you with too much detail, I was lucky in that a banking friend of mine in the Rotary Club gave me a practice loan after an association that did not turn out well with another orthodontist.

Product Highlight: Imaging

Using Dolphin 3D to Build 2D Images

Dolphin 3D lets you pour all your volumetric data into traditional 2D x-rays.

by Craig M. Dial, DRT

In use for about six years in the United States for a broad range of maxillofacial applications, cone beam CT (CBCT) has recently expanded into the orthodontic market: The cone beam scanner produces a three-dimensional scan of the patient, thus allowing the doctor to evaluate, measure, and diagnose in 3D without magnification or distortion. Its reasonable radiation dose, large field of view, and vast amount of accurate data make it an ideal resource for diagnosing, treatment planning, and educating patients.

While embracing this new technology seems like a no-brainer, the fact remains that many decades of research, training, and development have been given to traditional 2D imaging. In addition, viewing and measuring solely in 3D remains limited to recent research and development. For these reasons, it is of immense value to be able to generate traditional 2D images from the 3D images. At DDI imaging centers, we regularly generate traditional 2D image projections out of the CBCT scan for the present day analysis. Let's take a look at how we do it.

Getting Started
Building a quality 2D image from DICOM volume begins with importing the data into Dolphin 3D, then ideally positioning the skull using the software's "Orientation" tool, which is accessed
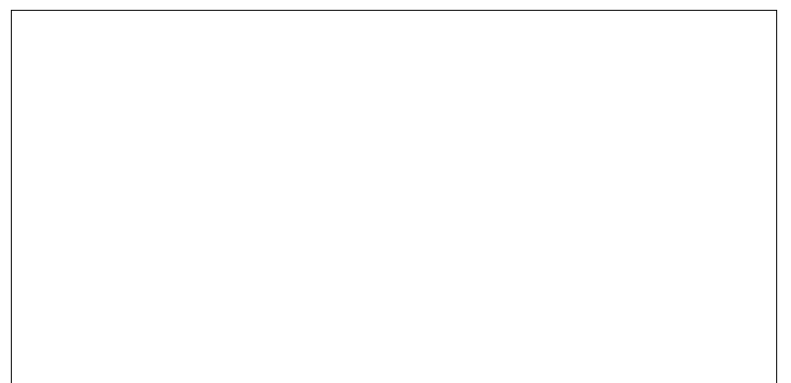
Dolphin Profile: Dolphin Imaging Development Team

Question: What do you get when you put a bunch of quiet guys together in a big bright room?

Answer: The most innovative and comprehensive imaging software product on the market today!

The intimidating stillness is punctuated by the sound of heavy thinking. Lined up along the periphery of the long, overly lit room, the members of the Dolphin Imaging development team are barely visible behind the looming monitors perched on their desks. To the right, a limp plant leans against a bare wall. The big, empty space in the center of the room might as well be covered with shards of glass. Those brave enough to enter, however, will be rewarded with captivating conversation that can cover subjects ranging from music, cars and history, to spirituality. Turns out, these guys aren't scary at all.

David Cortes Provencio was 14 years old when he was the sole student to pass a high school math test. "The teacher handed me a copy of 'Basic Basic' and told me there was a computer in a room but nobody knew what to do with it," says David, who came to Dolphin directly from Spain. "One year later I was teaching programming to math teachers." David worked as a programmer and analyst programmer at Dimetronic S.A. in Madrid before serving as a school teacher at the Spanish Education Ministry. After five years of teaching he decided he is a software engineer at heart, and began looking around for a suitable position. "I ran out of places I liked in Europe to work

for so I started sending resumes around the world; that's when I found Dolphin," he tells us. He moved to the United States with his wife and small daughter in tow, and has since added another daughter to his family. David has both a BS and MS in Engineering, and has completed extensive graduate studies in music, including Composing Music for Video Games. He is a Land Rover fanatic, and maintains a lively and entertaining blog dedicated to escapades related to his vehicle. Visit it at dcprovenlandrover.blogspot.com.

Sean Liao emigrated from Taiwan when he was an adolescent. After graduating from UCLA with a BS in Computer Science, he proceeded to earn an MS in Mathematics before traveling to the University of Denver to complete his PhD in computational geometry and computer graphics. He started at Dolphin in 1990

but left after a year to pursue other interests, then returned in 2000. Since then, he has married a former Dolphin employee, serves as leader of Dolphin's 3D product and is the brains behind Dolphin Imaging's various treatment simulation programs. Sean is usually very quiet and introverted, but that is because his mind is constantly in the state of computational geometry.

The Rewards

Ken Gladstone

A short walk across the hallway finds us in the smaller office of Ken Gladstone, manager of imaging software products, where he eagerly sits behind random piles of paper. Sticky notes are scattered about, as are empty boxes that once held now obsolete computer manuals. Visitor beware: The heavy thinking in this room creates a centrifugal force so great that shoes will not stay on feet (see image).

Ken is a Southern California native and has spent all of his adult life and most of his childhood writing computer programs. "In 1973, at age 10, I got a copy of David Ahl's book '101 BASIC Computer Games' and later 'What To Do After You Hit Return' by Robert Albrecht. We had a computer at home that my dad designed and built himself, based on the Intel 4004 or 8008 chip, with actual donut core memory. We also had a 300 baud acoustic-coupled modem, and I used to tie up our family's home phone line for hours, dialing into a mainframe at UCLA, playing ADVENT—the 'Colossal Cave Adventure' game." In high school, Ken was one of the geeks on the math and computer teams, and went on to Dartmouth in New Hampshire to earn a Bachelor degree in computer science. "Over the years, I worked at several companies developing software for automating electronic engineering processes," he tells us. "Before joining Dolphin, I was working for a startup company called HyperTrace, working on a theoretical algorithm for automating printed circuit board trace layout routing. We never got the algorithm completely solved, so we disbanded the company in 1990. That's when I jumped on board at Dolphin." Ken stills plays computer games every chance he gets, these days sharing his obsession with his two young sons. He also has been playing the drums on and off in various local rock bands for 30 years. And what does he find rewarding about leading the dynamic team that develops the Dolphin Imaging product line?

"I love running the fast-paced, very talented team that is creating all this cool, sexy new software. I like being around smart people, and we have a lot of smart people here." ◗

Rob Holsinger

hails from Southern California, and has spent much of his life close to home save for a brief stint in Kansas. An avid bass player, Rob's colorful resume lists positions as a musician, an audio engineer, and a bacteria salesman. He received his first computer when he was four years old, and currently is the Dolphin Imaging software quality assurance engineer.

David Fischer was born in Germany and raised in Sweden. "In junior high I lived next door to a startup software company and I worked for them sorting papers and stuffing binders," David says. "I was paid with my first computer, a Commodore 128." David completed mandatory military service in the Swedish Air Force, and proceeded to the Swedish Air Traffic Services Academy

in Malmö for college training to be an air traffic controller. "After graduating, I moved to Stockholm and worked as an approach radar controller for a couple of years, then accepted a job in Berlin and worked as an air traffic controller for three years." Then, he met a girl from Los Angeles. "I threw caution to the wind and followed her to LA on a student visa in 2000 to study Computer Science. This year we celebrated seven years of marriage and have two children." David soon found employment at Legacy Interactive, a computer game studio in Hollywood, where he worked on games based on the Law & Order television series franchise. "When Legacy began experiencing financial troubles after developing a few ill-received products, I started looking for something with a bit more future. That's when I found Dolphin." Fun factoid: David holds rank as 2nd Lieutenant in the Swedish Reserves. Try and top that.

Paul Goodman, on the other hand, was bred in Southern California and proved a reluctant IT professional. "I guess my interest in IT started when I turned 17 and my parents got me a computer instead of a fancy new guitar. I was pissed. Rather than basking in the glory of rock stardom, I went to UCSB (University of California at Santa Barbara) and graduated with a BS in Computer Science." Paul started playing the drums when he

was eight, moved on to the electric bass in high school, and during college turned to turntables, working as DJ at parties in the college town of Isla Vista. "Mixing music has remained a hobby of mine. While I don't do it at parties or clubs anymore, I do still create mixes to share with my friends. For the most part, though, I just do it for me. It's like a meditation, or an escape." In 2006, Paul found himself searching for a more comprehensive vehicle to combine his intellectual and spiritual needs. "I've been training capoeira, a Brazilian martial art, for two years," he tells us. "I love it. It has become my religion, in a way. Capoeira is where I go for my freedom. The classes and training are great exercise, so I stay in good physical shape. But there's a lot more to it than that. There's a musical element, which consists of instruments such as the berimbau, atabaque and pandeiro. Capoeira is like playing chess with your body. When I play capoeira, or when I hold one of the instruments and play, time stops for me. My thoughts and feelings subside and I become immersed in the energy of the present moment. It's a wonderful feeling. Everyone should have the opportunity to experience this."

Following graduation, Paul spent a short time writing software in the photo industry before joining the Dolphin team.

"I think one of the biggest benefits of working for Dolphin is the contact with and feedback from our customers," says David Fischer. "We serve a highly skilled and demanding clientele, and getting to cater to their needs is a lot more stimulating than building a product that gets shipped to store shelves and then you are at the mercy of potential customers to like it or not, and once you get their feedback it's really too late to change anything. At Dolphin we can actually develop our product in partnership with the very same people who are paying to use it." ◗

Tips & Tricks

Management
Relevant to version 3.5 or greater

by Bryan Steinrad

Letter Statuses

A new feature in Dolphin Management lets you track a letter's course as it progresses through your practice and out the door.

Letters remain a staple in any communication system, providing a reliable means of dispensing vital information to patients and referrals. The Dolphin Management development team has introduced a *Letter Statuses* feature to help you keep track of your letters within the Dolphin Letter System. This new feature allows you to more efficiently track a letter's progression from being generated, to previewed, to printed, signed, and everywhere in between.

The new *Letter Statuses* feature allows you to alter the status of a letter each time it is changed. This means that instead of scanning through the entire list of letters for the one you need, you may use the *Letter Statuses* feature to filter the list of letters within the Letters queue based on which Letter Status they are currently assigned to. This gives the user the ease of seeing only the letters that need attention at any given time. For instance, a Doctor who has only 10 minutes free to place his signature on all correspondence can filter the list of letters in the Letters Queue so the only letters displayed are the letters the Doctor needs to sign.

1. Default letter Status: the 3.5 Update included these default Letter Statuses.
- Deleted
- Email Failed
- Emailed
- Merged
- New
- Previewed
- Printed
- Restored
- Signed

2. Create a custom status. Because the default letter Statuses will not satisfy all situations and every practice, the feature was developed to allow the user to create new custom Letter Statuses with only a few mouse clicks. To create a custom Letter Status you'll need to follow these steps:

a. Click on *Edit*, followed by *General*, and then *Letter Statuses*:

b. Once the screen loads click on *New* and give your status a unique Code and Description. This Description is what will display under the Status column of the Letters Queue.

Once you've entered your unique Code and Description you can click the "OK" button to save the *Letter Status*.

3. Prevent clutter. "Ask To Delete When Leaving Correspondence Screen" is an option that was added with efficiency in mind. When this option is enabled for a Letter Status, Dolphin Management will prompt you to delete the letter when exiting the Letters Queue after printing or emailing th eletter (of course, you can select any letter and choose Delete to remove it from the batch).This option can be enabled or disabled based on user preference.

4. Changing the Letter Status. As a letter makes its way through your office, keeping tabs on its status requires no more than a click of a mouse. Upon exiting a merged letter, the program will prompt you to change the letter to its appropriate *Letter Status*.
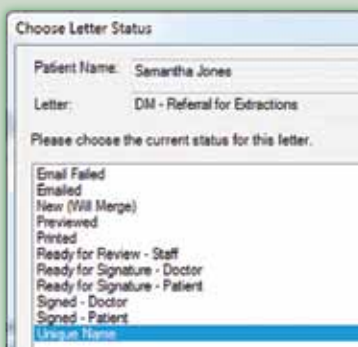
Letters added to the batch are automatically assigned a status of "New." Only Letters in a status of "New" are merged with patient information. All other *Letter Statuses* open the saved copy of the letter. (Previously, any letter in the batch was merged when either "Print" or "Preview" was selected.)

Dolphin Management will save any changes to your letter as long as the Letter Status is changed to a status other than "New."
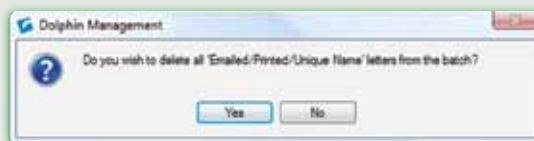
5. Working with Letters in the Batch. As you can see we've added a couple of new functions to the drop-down menu that appears when right-clicking on a letter in the batch list. These new functions are designed to help with letter merging and editing:
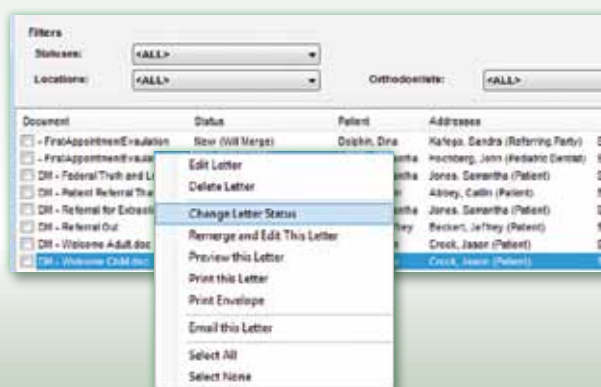
- **Change Letter Status:** prompts you to change the Letter Status.

- **Remerge and Edit This Letter:** Automatically changes the Status of the Letter to "New" and remerges to Letter to Microsoft Word. NOTE: All saved changes are lost. This is handy to use after you have noticed wrong information entered for a patient, which you have corrected and you need to remerge the letter with the new information.

- **Email Letter:** When selected, the saved copy of the letter is merged and a PDF copy of the letter is attached to a email, allowing you to easily send emails with PDF attachments.
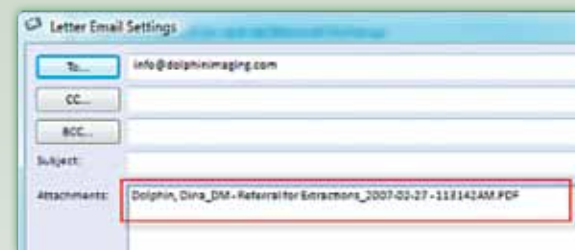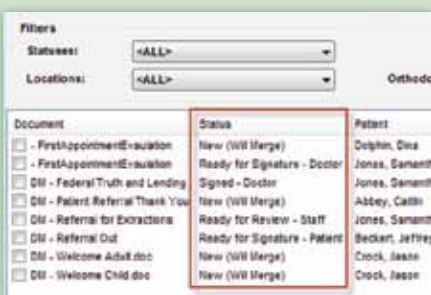
The Life of a "Dolphin Letter"

All letters are easily organized and tracked as they make their way through the Letter system in Dolphin Management. A typical workflow for a letter might be:

1. "New" letters are merged to Micrsoft Word and changes are made.

2. Upon "Exit" or "Save," the Lettter Status is changed to "Ready for Review – Staff." The changed letter is saved automatically.

3. When ready for review, the staff member selects the letter and clicks on "Merge/Edit" which opens the saved copy of the letter. More changes are made and the Letter Status is changed to "Ready for Signature – Doctor."

4. The doctor opens this letter by selecting "Merge/Edit," reviews the letter, and then electronically signs it and changes the Letter Status to "Signed - Doctor."

5. Finally, the letter is mailed to patient or doctor and deleted from the batch.
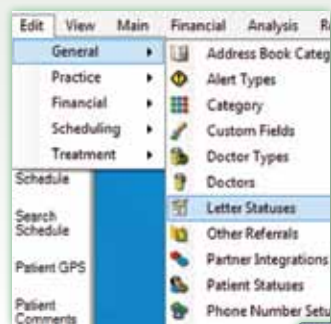
Bryan Steinrad
Bryan has been with Dolphin for two years and is an advanced member of the Technical Support team.

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*.

Answering the Challenges of Auto-Drafting

As an evolving patient base embraces electronic payment across all business sectors, it might be time to consider outsourced payment management for your practice.

By Marla Merritt

Marla Merritt
Marla is the Director of Sales and Marketing for OrthoBanc, a payment management solutions provider. She has 20 years of experience in credit reporting and payment management.

Let's face it, patient trends are changing. In the not-so-distant past, teeth-whitening was an indulgence of the upper class, and braces were reserved for teenagers. Today, the average American adult is willing to spend thousands of dollars to improve his or her smile. These changes in patient trends have allowed orthodontists to increase revenues by offering a wide variety of costly treatments to a new generation of appearance-conscious consumers.

Just as patient care preferences are changing, so are patient payment preferences. Online and electronic payments are growing at accelerated rates. In 2007, The Electronic Payments Association (NACHA) reported that businesses processed more than 18 billion in ACH (automated clearing house) checking and savings drafts payments. That is a 12.6% increase over 2006 numbers. Elliot McEntee, CEO of NACHA, reports "ACH payment volume continues to double every five years with increases experienced across all transaction categories." Orthodontic practices must position themselves to meet these changes in patient payment preferences.

Auto Draft and Credit Card Obstacles
While it has been established that auto drafting is the preferred payment method for many consumers, implementing this process into an orthodontic practice can be challenging.

To provide the most flexible payment drafting options for your patients, you need to make auto-drafting available via check or credit card. While most banks offer software to handle checking account drafts, this requires careful management. Your staff will have to set up accounts in the software, remember to run transactions daily, weekly or monthly, and keep up with all failed transactions as they trickle in over time. Failed transactions must be resubmitted. Doing so without first making contact with the patient can result in subsequent failures and bank fees that are costly both to the practice and to the patient.

Credit card processing has similar challenges. A member of your staff must obtain credit card information from your patient and store that information securely according to the Payment Card Industry guidelines. Then you must initiate the drafts on

the date(s) chosen by your patient/responsible party by hand keying the information into your credit card machine. Sometimes this process will require purchasing credit card authorization software. Once again, payment failures for over-limit cards, expired cards, and lost or stolen cards must be handled by the staff and the transactions resubmitted.

In addition to establishing a drafting schedule; choosing someone to initiate the drafts on time each month; and determining/ implementing the procedures for failed transactions, other considerations must be given. Familiarity with the very specific rules governing auto-drafting is a must. These rules address issues such as: adjusting payment amounts; moving draft dates; and the appropriate and allowable charges for non-sufficient funds (NSF) fees, which vary from state to state. You'll need to develop authorization forms that meet both the guidelines for ACH and credit card recurring payments. In addition, your office must decide how to handle weekends and holidays when scheduled draft dates fall outside of the work week.

While implementing auto-drafting into your practice is an important step, the obstacles mentioned above may keep some practices from offering this option to their patients. Even worse, a practice may implement auto-drafting while unknowingly be in violation of the guidelines for auto-drafting, which are designed to protect consumers. Such violations can be very costly. Is there a solution that provides the benefits afforded by auto-drafting that doesn't present so many obstacles?

Overcoming the Challenges
Outsourced payment management may be the solution to the auto drafting dilemma. Success stories abound in practices from coast to coast. Delinquencies are down, staff productivity is up and practices are saving time and money. Companies like OrthoBanc can help your practice meet the payment preferences of the savvy consumer while overcoming the obstacles of auto-drafting.

By outsourcing your payment drafting, your staff is relieved of creating coupon books; preparing monthly statements; handling payments received by mail; making bank deposit runs; processing

manual credit card payments; answering questions about patient payments; and posting payments into your practice management software system. You also are able to present your patient with the option of checking account draft or credit card draft without creating extra work for your employees.

Selecting an Outsourced Solution
When choosing an outsourcing solution, select a full-service company that takes the responsibility for proper compliance with auto drafting rules and regulations—as opposed to one that merely automates the process while leaving you responsible for compliance. Also be certain to look for a company that manages your accounts. This means they handle all aspects of your payments including contact with patients whose transactions fail, obtaining new expiration dates on cards that expire during the payment period, and keeping your office informed of payment progress. Such management removes considerable stress from the staff and insures that your payment plans are monitored and acted upon immediately when necessary.

If you're still not auto-drafting your monthly payments, it is probably time to take that step. The process is made easier through companies that offer complete payment management. Your payments will be received on-time each month, even if treatment is scheduled less frequently. OrthoBanc is integrated with Dolphin Management to provide a seamless solution for your auto-draft outsourcing needs. With increased cash flow and fewer delinquent accounts, your team will have more time to build great patient relationships and provide excellent orthodontic care.

Guest Expert Corner

Continued from
Dr. Ron Roncone (p.1)

Lucky also because he changed my application in such a way that I was able to get enough money to start a practice. I did not learn what he had done until five years later. Personality in that I always believed that orthodontics should be fun and the practice was fun. My natural organization skills led in that a number of years ago I distilled most of what I have learned by experience and from others to what I have termed the '17 critical factors of an orthodontic practice.' The both clinical and non-clinical factors are based on a system of metrics for everything that is done in a practice. It all began in the late 1980's when I began using Sentalloy wire—the first heat activated titanium wire. In 1988 I began using routing 10-12 week patient appointment intervals. Many orthodontists told me I was crazy but I have noticed that over the last few years many other orthodontists have joined me in the "crazy" category.

I have practiced 6-8 days per months for the past six years and still maintain one of the larger single doctor orthodontic practices.

Dolphin: *Tell us the story of how you came to develop Doctor Time Scheduling. Was it truly a case of "necessity being the mother of invention"?*

Dr. Roncone: In 1972 I was asked by an orthodontist in Buffalo, New York, to help him organize his very busy practice. At that time he was starting around 1,100 patients a year. I was shocked, amazed, overwhelmed and disappointed at the quality and how he wasn't doing much of the work. I knew I wasn't capable of fixing the practice but it did give me a "what if" moment. I began by working out the largest number of patients that an orthodontist could actually see with the help of assistants. I then looked at various state laws to see what that number could be in the states with the most liberal laws. An article by Dr. Jay Barnett was the final part of the puzzle. He advocated seeing "like things at like times." The system I developed by 1976 is what I still use today. Advances to the system were made with the full use of pre-torqued, pre-angulated brackets, and a huge stride was made with the heat activated titanium wires. Our system is very different from other doctor time scheduling systems.

Dolphin: *How do you integrate your courses with your practice? Or to put it a slightly different way, how does your teaching complement your clinical practice?*

Dr. Roncone: I see patients 90-96 days per year and lecture 60-70 days per year. It has been a great mix and I believe has saved me from the inevitable "burn-out" most of us go through. I would be less than honest if I said that every day is terrific. There are days when I would much rather go to the beach. But

Hitting the beach after the ceremony.

Quick: which is Kenny Rogers ?

A proud JSOP graduating class.

Mementos from various celebrities adorn the walls at ROI.

Dr Roncone shares his knowledge.

Reception area at ROI.

after 37 years of practice and over 30,000 patients, I don't think it is unusual. The practice and lecture complement each other beautifully. I do things in my practice that I can't wait to share with others. I learn things from others and even myself when lecturing that can be implemented in my practice.

Dolphin: *Tell us about your work with GAC. When did you begin to use their hardware and how did the partnership come about?*

Dr. Roncone: Over many years I was a consultant and speaker for two major orthodontic sales companies. I had become known as the "management and/or marketing guru." However, I found problems with the various prescriptions and their efficiency in finishing cases. I encouraged other orthodontists to make changes since I really had little interest in devoting the time and effort needed to develop a new system. After a number of years I realized I needed to develop a system that would meet my needs. For reasons of personalities and politics at each of the two companies, I realized that I would not reach my goal and "dropped out" for a number of years. When GAC approached me and asked me to be a consultant and speaker for them, I was less than enthusiastic. After several meetings an agreement was reached in which they guaranteed to make my bracket within a year. They did that and I now have the bracket system I wanted and GAC sells lots of them.

Dolphin: *Chester tells me you have a lot of celebrity associations, including Kenny Rogers, whom you resemble. Can you tell us the circumstances of your acquaintance?*

Dr. Roncone: Most of the celebrities I have met have come about because of my involvement on various charitable boards, such as the American Cancer Society, The Mickey Mantle Foundation, the Milton Berle Lung Foundation and the Bob Hope Desert Charities. It has been a fun association and because of it I have many mementos from the likes of Jimmy Buffet, Marilyn Monroe, Willie Nelson, Steve Allen, Henry Winkler, Mickey Mantle and many, many other entertainment

and sports celebrities. These gifts are displayed in a rotating fashion in my office.

Dolphin: *Chester tells me you have a rich Italian heritage. You speak the language. Can you tell us what generation you are, and do you still have family in the Old Country?*

Dr. Roncone: I am second generation and dearly love Italy. When I was young I had no desire to visit Italy. I thought that since I grew up mostly in an Italian area in Rochester, New York, I can see all the Italians I want right here. Dumb! I have been to Italy just under 50 times. The history is rich, the people love Americans, and every area has something different to offer. I grew up speaking Sicilian because my grandmother lived with us. It is very different from Italian. Its language roots are Latin, Arabic, Norman, and French. I now can speak true Italian and when I visit Sicily I can converse with the old-timers. I do have some family there that I know and last year my wife Elizabeth and I visited them in a little town called Pintara Maggiore. It is very tiny but considered the music center of Italy.

Dolphin: *May we talk about your wife and family? Were you born in the San Diego area or did you relocate from elsewhere?*

Dr. Roncone: I was born in Rochester, New York as I said earlier, and after schooling at Marquette, in Milwaukee, Wisconsin, at Harvard in Boston, and teaching at the University of Maryland, I moved to the San Diego area in 1973. My wife Elizabeth was born in Fargo, North Dakota and moved to the San Diego area when she was a young girl. I have five children, Chris (an orthodontist) and his wife Tinau (a periodontist) just had our third grandchild, Nicki; Erik has a degree in criminal justice and works in Ohio. He and his wife Sheila have two daughters, Ella and Mia. Jon who just started his own company, Alex who works with drug rehabilitation patients, and Bridgette who lives in Maryland. She works in the leasing industry. Elizabeth has three children: Jason, a police officer, Joshua a mortgage lender, and Jacob who is married to Jane and has a car repair business. ✎

Zuelke Financial Expert: Delinquent Account Manager

This newest addition to the Dolphin Legend Series is designed to truly revolutionize the way you manage your orthodontic practice.

By the time you're finished seeing patients each day, you probably look back on how busy you were and figure you got through another day in the black. But if patients don't pay on time—or ever—it doesn't matter how hard you work: Your bottom line isn't going anywhere but down.

The Dolphin Management team spent the better part of a year collaborating closely with Paul Zuelke, world-renowned practice management expert, to turn his proprietary protocols into a user-friendly software module that works in sync with your existing Dolphin Management system. The Zuelke Financial Expert contains distinct programs that set it apart from any other financial software, such as: a delinquency control system; a program to track suspicious activity; embezzlement controls; detailed tracking of referral sources; statistical performance reports that are easy to read; and a whole lot more. "The Zuelke Financial Expert consists of a suite of powerful tools to help you efficiently manage financial delinquencies, payment promises and account collection, and allows greater insight to your practice performance," says Todd Blankenbecler, vice president, sales and team lead on the Dolphin Management product line.

In this issue of Echoes, we're going to take a close look at the Delinquent Account Manager.
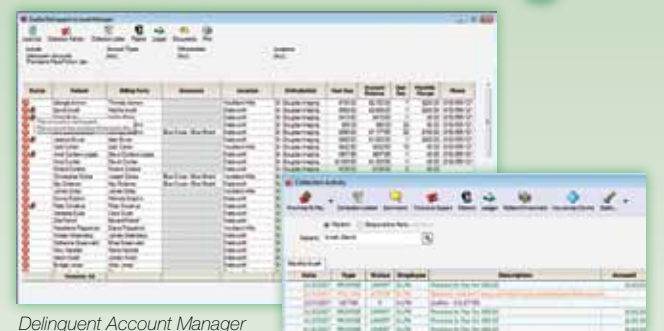
Delinquent Account Management
One of the two main components of the Zuelke Financial Expert, the Delinquent Account Manager is set up to do a couple of things: easily find delinquent accounts and to easily find accounts designated as "Promise to Pay," which are commitments by the billing party to make payments on a delinquent account by a

specific date. "The Delinquent Account Manager is a program that will be most appreciated by a busy Financial Coordinator," says Paul Zuelke.

The program is designed for the user to easily run every day for real-time tracking of patient and insurance accounts. A customizable search field allows specific searches to be performed, such as only "broken Promise to Pays" or only patient accounts. Further filtering options such as "how many days delinquent" and the ability to filter by orthodontist or location make the program even more streamlined. Once the search is run (by clicking on the "Run" button) a screen will open with a list of all the accounts that fall within the criteria of the search. Icons to the left of each item clearly display the status of the account. The user can then review all activity on the account by opening the Collection Activity screen, which serves as a file cabinet with all information regarding that account, including attempts made to collect such as phone calls and letters. All correspondences and internal notes and comments can be viewed from this screen.

Promise to Pay
A foundation feature of the Delinquent Account Manager is the ability to set up a Promise to Pay schedule, and then track the how the arranged schedule is going to affect the total balance due. "The idea of this function is that when you realize an account is delinquent, you call up the billing party and suggest a payment schedule," says Blankenbecler. "The billing party might reply, 'Well, I can send you $100 in about a week,' and then you negotiate a regular schedule to keep that account on track and moving in a positive direction." Clicking on "OK" will load

Delinquent Account Manager

ZFE-Collection Activity

the new payment schedule into the patient's Collection History, where it can be further monitored.

In addition, posting payments to a patient account is done accurately within the Zuelke Financial Expert. For example, if a patient sends a check for $100, the user opens the Ledger program and clicks on "Payment." A window will pop asking, "Is this payment part of the delinquent promise to pay plan?" The user clicks on "Yes" and the Promise to Pay account is automatically updated. "The reason the program asks this question is because there are scenarios when payments don't necessarily belong in the Promise to Pay plan," explains Blankenbecler. "Say for instance a patient breaks a retainer or a bracket, or has some other emergency. That payment will be completely separate from the Promise to Pay plan. The Ledger allows you to assign the payment to the specific area of the account to avoid confusion and accounting errors."

The December issue of Echoes will be highlighting a program in the Roncone Modules. Don't miss it! ✎

Tips & Tricks

Imaging
Relevant to version 10.1 or greater

By Gary Wiseman

You've Got the Nerve! with Dolphin 3D

Locating and examining the nerve canal is a snap with Dolphin 3D's Nerve Mapping feature.

Cone beam technology is revolutionizing imaging in the dental community. Dolphin 3D compliments this technology by allowing the practice to easily incorporate 3D technology into their everyday work flow quickly and easily. One of the most common applications of cone beam imaging is implant treatment planning. Working within the 3D environment, the clinician is able to identify the nerve canal, generate multiple slices, and accurately measure and map the nerve in color. Final renderings may be executed in both traditional 2D and 3D formats. Dr. David Hatcher, an internationally renowned OMS radiologist, was one of the first to fully appreciate Dolphin's contribution to the 3D arena: "Dolphin 3D is the best nerve identification tool in the industry today!" Let's quickly show you how easy it is to use.

Nerve identification is quick and easy. After loading in your patient's volumetric dataset and automatically entering the 3D environment, select the Build X-Rays button on the left side of the screen. Next, choose "Nerve Canals" from the drop-down menu that appears when clicking on "View" in the top left corner of the screen.

1. **Getting set.** Check the orientation of the patient in the setup window on the top left. Be sure the teeth adjacent to the potential implant site are vertical so that the slices you generate are parallel to those teeth. By hovering with your mouse to either side of the setup window, your mouse pointer turns to a semicircle that you can use to easily tip the patients head. In this example, let's assume the area of interest is in the first molar area of the mandible.
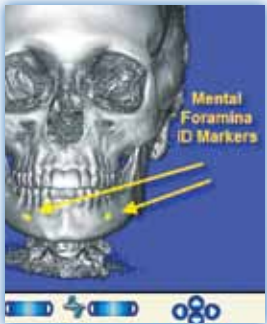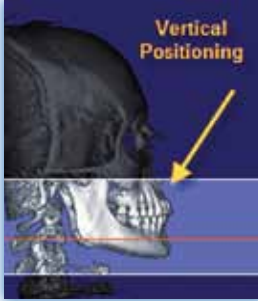
2. **Define Mental Foramina.** Once the head has been adjusted, identify the location of the mental foramen by clicking on the "Edit…" button below the bottom window on the left. This will prompt you to open up the "Define Mental Foramina" window. Rotate and zoom the volume, and drag the yellow dots to the foramina

3. **Select your specs.** Now, select your settings from the tools just below the window: keep your focal trough thin, select the number of slices required, and choose the width of your slice window. Set the "Groups" field to "2" if you want to map both side of the mandible.

4. **Plot the path** After bringing the horizontal focal plane to the mandible in the setup window, an excellent view of the patients arch appears. Plot a path through the arch with your cursor by tracing over the structure left clicking with your mouse to generate a focal trough as seen below:
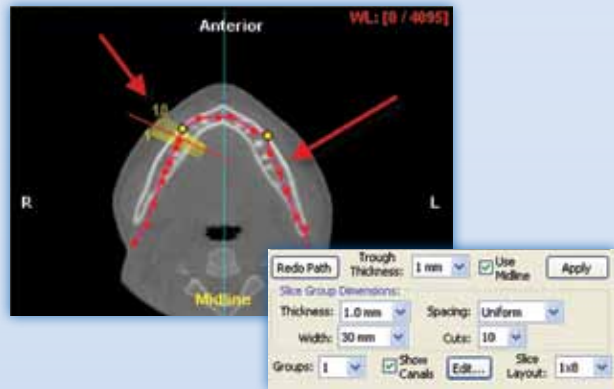
5. **Generate slices.** Once mapped, select the "Apply" button to generate the slices you previously selected. Make sure the slices are centered in the area of interest shown by the yellow gridlines. To adjust, simply grab slice grid with the cursor and move it through the arch to the desired location.
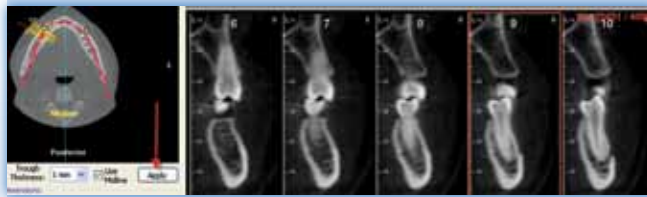
6. **Locate the nerve.** You will notice the focal plane in a separate window represented by a red horizontal line above the window where the slices are seen.
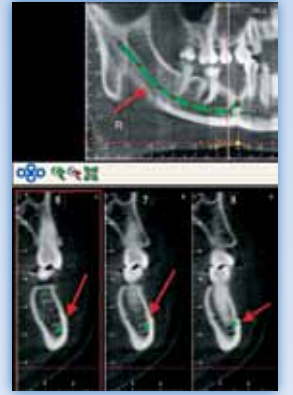
Hover over the red dots that relate to the mouse selections made on the occlusal view. By dragging the dots vertically you can move the focal plane to the buccal/lingual edges of the mandible to isolate the canal. Once you find the entire nerve, simply click and drag to map the canal. Once mapped in the panoramic perspective, the canal automatically is shown in the cross sectional views at the bottom of the screen. You are now able to measure any slice created to determine accurate dimensions of the proposed site. Once you go back to the 3D rendering, the canal is then inserted in the 3D rendering as well.

So there you have it. In a few simply steps you will indeed "Have the Nerve" to do the proper planning for your patient.

Gary Wiseman

Gary is Dolphin's Western Regional Sales Manager and the former owner and operator of an oral and maxillofacial imaging lab in Walnut Creek, CA.

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

Continued from
Using Dolphin 3D to Build 2D Images (p.1)

via a button on the left side of the screen. So, if the patient happened to be positioned and scanned lopsided in the CBCT scanner, you can easily correct it by clicking on the orientation button, then straightening the skull in both the lateral and frontal projections. Once the skull is properly oriented, all of your 2D images will be aligned.
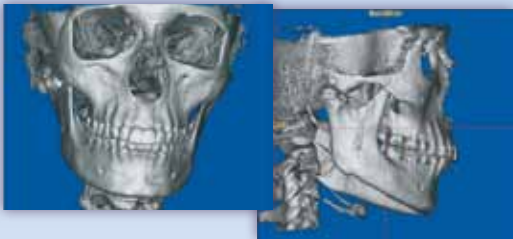
Building X-Rays
Click on the "Build X-Rays" button on the left hand side of Dolphin 3D screen to open up the environment for creating your 2D images. If this is the first time you are importing the image, the "Segmentation" window will open and you will be prompted to set the thresholds for soft tissue and bone density. (If the image has been previously imported and you are revisiting it now to create 2D images, you may adjust the tissue densities via the "Segmentation" button on the top of the screen.) If these thresholds are not set correctly, your 2D images will not have the correct gray scale density between bone and soft tissue.

Set the soft tissue to reflect as much data as possible without adding in the entire volume, which will look like a cube. Don't hesitate to leave in some skin if that's what it takes to retain the desired data; a little noise in the soft tissue is an acceptable tradeoff for nailing the data you really want. The same process applies for the hard tissue. Zoom into the bone projection to show the teeth and ANS..

Use the slider to reduce noise around the teeth, but try to not remove bone from ANS. It is preferred to keep some noise around the structures like teeth if it means keeping the integrity of ANS. Click "OK" to preserve these settings.

Building a Ceph
Once these thresholds are set, you can begin to build the x-rays. Choose your view from the drop-down menu that appears when you click on "View" on the upper left. The lateral ceph can be created using either ½ or full skull. I recommend using both sides if the patient is asymmetric as in this example.
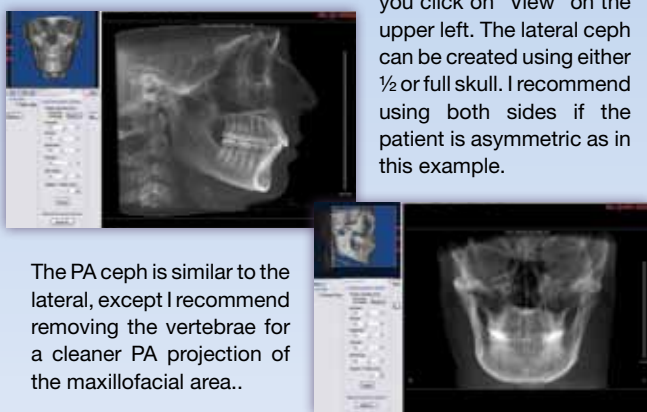
The PA ceph is similar to the lateral, except I recommend removing the vertebrae for a cleaner PA projection of the maxillofacial area..

Building a Pan
Building the Panoramic out of the volume can be more challenging than cephs. Difficulty level will vary from patient to patient depending on the overbite. The larger the overbite, the wider the focal trough needs to be in the anterior region. The panoramic view is a compromise between upper and lower jaws. The wider the focal trough becomes, the muddier the image will appear.

Draw the pan arch then use the scroll bar (in the top image box) to scroll from TMJ to mandible in the axial slices, checking that
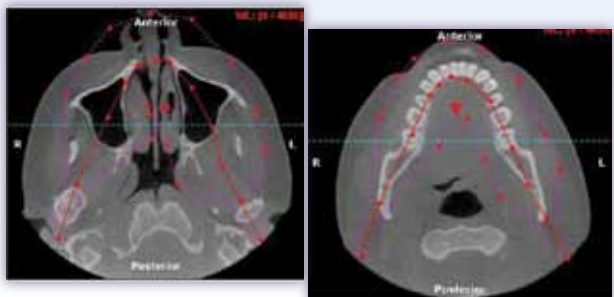
the anatomy is within the boundaries of the drawn pan lines. You may need to either move the tick marks or the width of the focal trough so all the needed anatomy is in the field of view.

Once you are satisfied with the focal trough then create the pan. You should not have to spend much more time adjusting this pan if you spend your time getting it right in the axial views.

Creating high quality, 2D images out of the 3D volume can be challenging. Image quality may vary from case to case, while external factors not necessarily in the practitioner's control can greatly affect results. External variables include, but are not limited to, scan protocols, motion artifact, voxel size, and software filter settings. Learning and perfecting the techniques can take additional time and training to execute consistent image sets. Once mastered, this technique is an excellent tool to benefit the dental specialist and patient.

Craig Dial

Craig earned his Dental Radiographic Technologist license in 1981 from University of California, Berkeley, and is currently part owner and chief technologist of DDI imaging centers, which include five locations throughout Northern California and Colorado. He works closely with doctors to continue to improve the standard of maxillofacial imaging available in his community and throughout the world. Craig has served several years as the president of the American Association of Dental Maxillofacial Radiographic Technicians (AADMRT), and several more as a member of the board. He is internationally known for his imaging expertise, and is often consulted about oral radiography and photography. (Craig teaches a full day of advanced training classes with Dolphin 3D at his facility in Sacramento, for more information, please log onto www.DDIU.com)

Product Highlight: Imaging

Dolphin Around the World

Brazil

Renovatio presented the 2008 Dolphin Meeting, Brazil, in Sao Paulo in April. Held at the Hospital Sirio Libanes, the meeting was attended by existing Dolphin users in Brazil, in addition to potential customers. The meeting was also open to i-CAT users, who received free trial Dolphin software. Attendees received hands-on training, feature updates, and the opportunity to renew expired contracts on-site. ✎

The program announcement for the first Dolphin Meeting, Brazil.

Croatia

Dolphin vice president Otto Colette traveled to Dubrovnik, Croatia in March to represent Dolphin at the Damon Course. While there, he met up with new Dolphin customer Dr. Julius Ross from Austria. ✎

Otto Colette, left, poses with Dolphin customer Dr. Julius Ross from Austria.

Italy

Otto Colette joined Infolab in Verona, Italy, in April to help represent Dolphin at the University of Verona Course "Updates in Orthodontics and Orthognathic Surgery." Held at the Palazzo Gran Guardia, the event was directed by Professor Pier Francesco Nocini, director of the Maxillo-Facial Surgery department at Verona University.

The main stage at Updates in Orthodontics and Orthognathic Surgery in Verona, Italy, in April.

Dr. Nocini delivers opening remarks for the University of Verona event.

Canada

Gary Wiseman traveled to St. Johns in Newfoundland, Canada, in May to attend the 2008 CAOMS (Canadian Association of Oral & Maxillofacial Surgeons) Annual Conference. And while most of North America was getting its first taste of summer, Gary and Dolphin customer Dr. Saranjeev Lalh took a "Birds and Bergs Boat Tour" through Iceberg Alley off the Newfoundland and Labrador Coast. In addition to icebergs, the crew was treated to thousands of Puffins, Murres and Kittiwakes, native birds that find home on a nearby island called Witless Bay Ecological Reserve.

Dr. Saranjeev Lalh gives Gary Wiseman an iceberg tour off the coast of Newfoundland.

Chatsworth Visitor's Log

A trio of orthodontic residents from the UCLA School of Dentistry visited Dolphin headquarters in April for a few hours of hands-on software training. They spent the better part of a Friday morning with developers David Cortes Provencio and Sean Liao, who showed them around the Dolphin Imaging program and assisted them with its VTO wizards. ✎

UCLA orthodontic residents visit with Dolphin developers at Chatsworth headquarters.

From left: Sean Liao, Julie Whang, Kyle Lee, Dharmini Pathmanathan, and David Cortes Provencio.

Dan Halpert, owner of Halpert X-Ray in Woodland Hills, California, visited with Dolphin Imaging software engineer Sean Liao in July to brush up on 3D reporting. ✎

Coming Next Issue!

December 2008, Volume 21/Issue 4

- Meet the Accounting team
- Put a face on your volume
- Get up-close with the Roncone Module
- Would you like to receive the e-version of Echoes? Please add *editor@dolphinimaging.com* to the white list in your email account.

DigiKnow?

AEO/Roth Williams Courses

The AEO Group (Advanced Education in Orthodontics) presents the Roth/Williams USA Course at the University of Detroit-Mercy Dental School in Detroit, Michigan, in seven 4-day sessions over a two-year period. Titled "Achieving Functional Goals in Contemporary Orthodontic Treatment," the course provides basic knowledge regarding occlusion and the TMJ as applied to diagnosis, treatment planning and execution of treatment, through and beyond retention. The course leaders have a combined 35-year teaching history with the Roth/Williams philosophy and techniques. For information visit www.rothwilliams-aeo.com. ✎

Support Takes Calls Faster Than Ever

Dolphin's technical support call system has been upgraded to significantly reduce customer wait times. As of May 1, all calls are being answered directly by a knowledgeable customer service technician, who will promptly determine the best method for getting your issue resolved. Each call is then routed to the support technician most qualified to resolve the specific issue.

In addition to this new call routing procedure, our entire technical support team is undergoing a product certification program, which involves cross-training on all Dolphin products. Dolphin support continues to strive to new ways to better serve our customers. ✎

Endorsement for Oak Tree

OAK TREE STORAGE

Oak Tree Storage has been endorsed by the Louisiana Dental Association as their sole recommended provider of online/offsite backup services to their membership. ✎

Dolphin Team Summit

Dolphin's worldwide staff gathered for a team building retreat at Calamigos Ranch in Malibu, California, during the third weekend in July. More than 100 Dolphins participated in lively seminars targeted at communication, customer service, and lifestyle issues such as nutrition and fitness. The interactive weekend included leisure as well as learning, as Dolphins showed their prowess on the ball field against industry partner MME in the afternoon, and fine-tuned their social skills in the evenings over fine food and libations. By weekend's end, everyone took away plenty of pearls to apply to a successful future as an individual, and as a team. ✎

After slaughtering Dolphin on the softball field, MME takes a hostage in lieu of a trophy. From left: Matt Harmony, Otto Colette, Steve McEvoy, Mark Monreal and Garrett Scharer.

Vicky Rudd (far right) and Renovatio's Rolf Faltin enjoy the collaboration of Dr. Paul Thomas on banjo and Barbara Brinker on the guitar.

Otto Ties the Knot

Longtime bachelor and Dolphin Vice President Otto Colette was married to Dr. Marzia Conti in a standing-room only ceremony at the Santa Maria del Popolo church in Piazza del Popolo, Rome, Italy, in June. The couple's family and friends were joined by Dolphins who traveled from all corners of the globe to attend the utterly elegant and glamorous event. ✎

Otto and Marzia walk out of the church and into the world as Mr. & Mrs. Colette.

Dolphin Imaging Used in Study

Turkish investigators used Dolphin Imaging to digitize and process images for a pilot study published in the March 2008 issue of the American Journal of Orthodontics and Dentofacial Orthopedics. Titled "Midfacial protraction with skeletally anchored face mask therapy: A novel approach and preliminary results," the study appeared in the CLINICIAN'S CORNER section of the journal. ✎

Dolphins Take Green to the Extreme

Increasing gas prices combined with a commitment to our environment has inspired Dolphins to stimulate the economy of motorcycle manufacturers worldwide. Forming a gang of 10 at press time, Dolphins are showing support for Honda, Harley Davidson, Kawasaki, Suzuki, and Yamaha. Those of us who still drive cars are enjoying the extra space in the parking lot. ✎

The Dolphin biker gang poses with their rides in front of Chatsworth headquarters

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

In Loving Memory

Michele O'Neill Carnahan
1947-2008

The entire Dolphin team would like to remember Michaele, our beloved friend and colleague at the Center for Corrective Jaw Surgery in Santa Barbara, California. It is with the most profound sadness that we announce her passing on July 29, 2008. We extend our prayers for this tragic loss.

Come join Dolphin at the following Industry Events:

September

Dates	Event / Location
11-13	CAO — Winnipeg, Manitoba, Canada
11-14	NESO — Providence, Rhode Island, United States
14-17	BOC — Brighton, United Kingdom
15-20	AAOMS — Seattle, Washington, United States
18-19	Expo Dental — Medellin, Colombia
25-27	SWSO — Fort Worth, Texas, United States

October

Dates	Event / Location
2-4	AADMRT — Sam Francisco, California, United States
2-5	AOS — New Orleans, Louisiana, United States
2-5	RMSO — Las Vegas, Nevada, United States
3-4	Dolphin Meeting, Europe — Berlin, Germany
5-7	WSO — McFarland, Wisconsin, United States
9-11	14th Congress Brasileiro de Ortodontia — Sao Paulo, Brazil
10-13	GLAO/MASO — Puerto Rico
16-19	ADA — San Antonio, Texas, United States
24-25	MSO — Iowa City, Iowa, United States
29-11/2	AAOMR — Pittsburgh, Pennsylvania, United States

November

Dates	Event / Location
5-9	SAO — Orlando, Florida, United States
12-16	81st DGKFO Annual Meeting — Cologne, Germany
13-16	PCSO Annual Meeting — Palm Springs, California, United States

Calendar