

Message from Chester



Dear Dolphin Family Member:

I hope you're having a productive year and a relaxing summer. 2010 is flying by here at Dolphin, with consistent software updates rolling out: Imaging 11.5 beta, Dolphin Management 4.5 SP2, Aquarium 2.0, Dolphin 3D and Dolphin Mobile. If you haven't received your latest, make sure the Dolphin Updater Service (DUS) is enrolled, and that your Dolphin Support Contract is current. Please email support@dolphinimaging.com for further inquiries.


This year, we observed the 20th anniversary of the DigiGraph®, Dolphin's inaugural product. I flew to University of Washington in Seattle, and met with Dr. Anne-Marie Bollen, Professor and Orthodontic Graduate Program Director. She and her staff helped me load a functioning unit onto a freight truck for transport to our "museum" here in Chatsworth, California. What an amazing piece of history in the annals of Dolphin—and in orthodontics! Read about it on page 6.

We also are proud and honored to feature orthodontist Lisa Alvetro (Sidney, Ohio) on the cover of this issue. A long-time customer who utilizes virtually all Dolphin products, Dr. Alvetro reveals how she and her staff work together, play together—and volunteer together to help charities both locally and in other parts of the world. And, meet our Marketing Team—the very people who bring you this newsletter and other communications throughout the year (page 2).

You've told us how much you value Tips & Tricks in *Echoes*. You'll find more here! And on page 4, you'll find a very nice summary about the newest Legend Series module, Charlene White's SOS.

I look forward to seeing you all at the fall orthodontic and surgery meetings. You can also find us at many of the dental shows sharing a booth with Patterson Dental. Please stop by and say "Hi" and fill me in on what you've been up to.

I look forward to catching up!


Chester H. Wang
Managing Director



Customer Profile: Dr. Lisa Alvetro

Lisa Alvetro, DMD, MD

Alvetro Orthodontics

Sidney and Tipp City, Ohio

Customer Since: 1997

Dolphin Products used:
ImagingPlus; Letter System; Treatment Simulation (VTO, Surgical VTO, Growth); Ceph Tracing; Dolphin Management; Treatment Card; Aquarium

The lines between work and play get blurred every day at Alvetro Orthodontics, where commitment to the community and a love of fun spread smiles around the globe.

Dr. Lisa Alvetro believes that work should be fun, and she's surrounded herself with a staff that's more than happy to tow the party line. Famous for their dedication to community service both locally and abroad, Team Alvetro works hard—and plays hard. And why not? Alvetro Orthodontics in Sidney, Ohio, is not your average salt mine: employees have their own spa and fitness center on premises complete with personal trainers and massage therapists. Group get-aways such as a recent trip to Mexico are routine, and off-hours are spent together volunteering at charity events such as the Special Olympics, Relay for Life, Habitat for Humanity, and the Angel House Orphanage in Tanzania, Africa.

"It's been great to have the kind of environment that makes everyone want to come to work," says Dr. Alvetro, who's been at her current location for 15 years and is in the process of opening another office in Tipp City. "To me my staff is like my family. They're my best friends and the people I enjoy spending time with. I want to make sure that they feel a part of the practice."

In March of this year Dr. Alvetro received the Zenith Lifetime Achievement Award from the Sidney-Shelby County Chamber of Commerce for her dedication and outstanding community service. She was nominated by her own team. Curious about how she manages it all, we sat down with Dr. Alvetro to talk about the unique way she manages her practice and her team.



Team Alvetro goes swimming with the Dolphins on a group trip to Mexico

What went into the decision to purchase Dolphin to run your practice?

When I first took over my practice 15 years ago, we had no digital imaging. I was very new and I really didn't know anything about it, so I asked the opinions of people who I considered to be the best in orthodontics. They said, "Dolphin is the Cadillac." So in 1997 I made my first Dolphin purchase; we started with ImagingPlus and continued to add to it—mostly because the training always went so well and the program was easy to use. And we held out on changing our management system because at that time Dolphin Management wasn't released yet, and we knew from our experience with the imaging that it would be worth the wait. We were one of the first conversions because we had been waiting so long.

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Product Highlight: Imaging

New 3D reports in Dolphin 3D lets you generate slick looking case reports for referring and collaborating doctors.

New in Dolphin Imaging version 11.5 beta is a feature-rich tool for creating custom case reports and printouts of images. The Dolphin 3D Reports program fully supports changing fonts, colors, and freeform size and positioning of images and labels. You can even include 2D images from your Dolphin database, such as facial and intraoral photographs and traditional 2D x-rays.

Clicking the "Send Snapshot/Send to Report" button will create copies of the images currently viewed in Dolphin 3D and store them in the Report Image Gallery, a temporary storage area for the images you will use to create your report. From the Gallery, images can be programmed to automatically populate into a previously created template, or simply be dragged and

Dolphin 3D Reports



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What's New at Dolphin

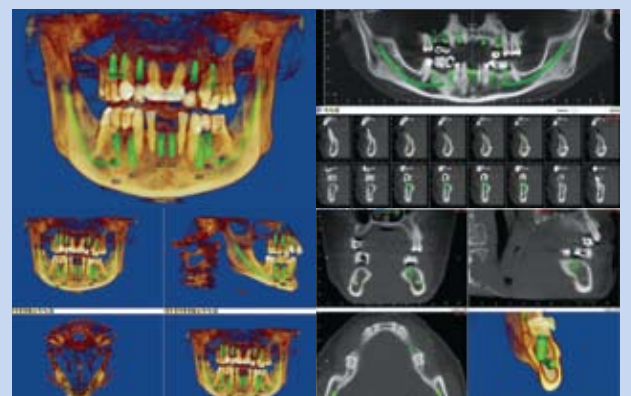


2D Movie Morphing

New in Dolphin Imaging 11.5 beta is 2D Movie Morphing. This fun feature lets you create a short movie that morphs a patient's pre-treatment face with post-treatment—or simulated—results. See the awe on the faces of your audience as they watch the transformation!

3D Implant Planning

This new tool in Dolphin 3D 11.5 beta lets you easily add implants to a patient's 3D image for more precise treatment planning and presentation. You select an implant from a generic template library and specify the shape, diameter and length; then place, move, and rotate it on the volume, slice or panoramic views. Zoom in and out



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Echoes Ensemble:

- Executive Editor Chester Wang
- Editor/Staff Writer Lisa Randazzo
- Art Director Michael Gunawan
- Graphics Designer Ardy Ho
- Marketing Assistant Shavon Owens

Striking a balance between the clinical and creative is the ultimate quest of the Dolphin marketing team. They churn out collateral and communications at every industry turn and developmental whim. At the heart of it all is Chester, who started with a vision of the image he wanted for Dolphin—and over the years he assembled the team to carry it out. While he no longer plays a day-to-day role in marketing activities, Chester oversees the marketing collateral to ensure that all customer-facing materials are of an acceptable quality. He also acts as mentor to the design team's art director and writer.

Michael Gunawan is the senior member of the team, having joined Dolphin in 2004 as a graphic designer. He now serves as art director and is responsible for not only the branding of our product line, but also the interface of the Dolphin programs. Michael works closely with the engineers to create that slick look you've come to associate with your Dolphin software. He's also the one responsible for those cute round icons that depict the five categories of our product line.

Lisa Randazzo came to Dolphin in 2006 as staff writer, and today serves as manager to the team. She still handles all the writing and editing, and also maintains the Dolphin Facebook fan page with the help of various Dolphins from other departments. Lisa works closely with Chester to strategize marketing initiatives and their implementation.

Ardy Ho joined Dolphin in 2008 as a graphic designer. You can see his talents in the Dolphin Meeting program book, Echoes newsletter, and random pamphlets and booklets that come out of the marketing department. He also acts as liaison with the printing and production company, ensuring that orders are placed in a timely manner and that the artwork produced is worthy of Dolphin's high standards.

Shavon Owens hopped on board in 2008 as marketing assistant and trade show coordinator. She works closely with the sales team to ensure Dolphin is properly represented at industry trade shows, and that wherever they are in the world, they have what they need when they get there. This part of her job also involves extensive communication with the show vendors and organizers regarding registration, show collateral, and on-site details such as floor space, electricity needs, and shipping and setup requirements. In addition to backing up the rest of the team with clerical tasks such as tracking inventory and taking charge of the various mailings we do throughout the year, she also schedules Dolphin's media placement in the profession's many publications. Beginning this year, Shavon is the go-to person and organizer of the Dolphin Meeting.

We asked each member of the team to tell us a little about themselves and their role within the team:

Ardy:

As a graphic designer, I help develop marketing materials such as ads, brochures, post cards, and the Echoes newsletter. I also help out with the web site in terms of posting news



Chester Wang
Director

announcements and updating existing content. I am the primary contact with our printing company in addition to giving trade show materials support. The most gratifying things about my job are the creative challenges to consistently develop new ideas to showcase our products.

Shavon:

I have been at Dolphin since November 2008. My job has many different roles but my title is Marketing/Trade Show Coordinator. Most of my time is spent with ad placement, trade show coordination, and working closely with the sales department. I also help out when I can in accounting and with

collateral development. One of the things I enjoy at Dolphin is getting to travel a few times a year. It's also great to work for a company whose product is a top leader in its industry.

Michael:

I joined Dolphin in January of 2004 as a graphic designer. At that time, Dolphin Management was still new and needed a lot of face-lifting. Nowadays I work a lot on the program design of Aquarium. Basically I work closely with all the development teams to create the look of our programs. Creating the icons for our programs is one of my main responsibilities; it is on my mind constantly. Always in the back of my head are thoughts on how to graphically depict the specific functions of our software. This is something that I am always trying to get better at. I also direct the design of our product brochures and ads. I spend time learning how to use new tools such as video editing software and new web languages.

Lisa:

I manage the team and our various projects. I also serve as the staff writer, which was the role that brought me to Dolphin in May of 2006. As manager, I act as liaison between Chester and the rest of the team, communicating his vision and hopefully facilitating its execution effectively and in a timely manner. Chester's always got something new up his sleeve, which totally keeps us on our toes. It can be very invigorating at times, and there is a huge sense of accomplishment in seeing the final product borne out of mere ideas. I love watching our original plans mutate beyond what we ever imagined. I also communicate with our consultants and industry partners in the instance of collaborative marketing efforts.

Chester:

I oversee the development of the marketing collateral to ensure the integrity of our brand. I have been with Dolphin since the beginning, in 1988, and so I probably have the most innate sense of the Dolphin brand. Of course, my role within the marketing department has evolved greatly over the years. Up until recently I was fully managing the department and the team, even while serving as managing director of Dolphin. But over time my travel schedule has gotten busier—as has my job as director of the company—and I so I decided to hand over the day-to-day operations to someone who could be on-site. Thanks to technology, I'm still able to review all collateral while on the road. My business trips make a great adjunct to our marketing efforts, as I'm spending my time all over the world giving presentations at congresses and seminars, and working with customers on clinical things to help us stay connected with the dental specialty community. ■



Shavon Owens
Marketing Assistant/
Tradeshaw Coordinator

Lisa Randazzo
Manager

Ardy Ho
Graphic Designer

Michael
Gunawan
Art Director

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



Ms. Charlene White
Practice Management Consultant

Legend Series

Charlene White's SOS Systematic Office Solutions

A Special FAQ on SOS.

Following is a quick Frequently Asked Questions to help introduce you to the most recent addition to Dolphin Legend Series of add-on modules—the Charlene White's SOS.

Who is Charlene White?

Charlene White is an internationally renowned orthodontic management consultant. Her goal is to help all orthodontic teams perform at what she calls a "Peak Performance Level." She achieves this by fine tuning everything from the appointment book control to the team spirit in the office.

Charlene began her career in dentistry as a dental hygienist/office manager, and went on to work with a practice management consulting firm before launching her own company, Progressive Concepts, in 1983. Specializing in orthodontics, Charlene has conducted over 800 in-office consultations, interviewed over 4700 team members, and worked one-on-one with hundreds of orthodontists to help them reach their goals.

She has been published in numerous orthodontic journals, and has written 18 training manuals that are widely used by orthodontic teams all over the world. Her latest product, "The Complete Tool Kit for Marketing Success," contains over 500 pages on how to market your practice.

Why is it called SOS?

Years ago Charlene conducted a two-day, in-depth course for an orthodontic study group. The doctors brought their entire staff. Charlene put together a comprehensive agenda covering all major systems in the practice and called it SOS FOR PRACTICE SUCCESS. When she met with Dolphin's Chester Wang and Todd Blankenbecler to discuss the name for the module, Charlene thought about that program, since her goal is to provide support for every area of the practice. That is how the name Systematic Office Solutions—SOS—evolved.

What is it?

Charlene White's Systematic Office Solutions is an add-on module to the Dolphin Management software system. It is part of the Dolphin Legend Series. The SOS contains several programs that collectively reflect Charlene's proven methodologies for escalating an orthodontic practice to success. It has five primary features:

- Practice Management Scorecard provides critical financial information on the health of the practice
- Deband Analysis provides critical treatment information on recently debanded patients
- Recall Effectiveness screen calculates how effective this practice is at managing recalls
- Schedule Templates can be easily imported to maximize scheduled effectiveness
- Scripting Content provides suggested answers and dialogue for common questions and situations in an orthodontic practice

What about training?

The purchase price of the module includes a 60-minute training webinar.

What version of Dolphin Management is required to run SOS?

SOS requires Dolphin Management version 4.5 or higher.

Aquarium is the only Dolphin software I own. Can I use the SOS?

The SOS is an add-on module to the Dolphin Management system, so it requires you to be running Dolphin Management.

I use another practice management system, how can I use the SOS?

It's easy—switch to Dolphin Management to gain access to the SOS Module.

Does Charlene need to be present?

Not at all! However, your purchase includes 30 days of personal support from Charlene and her team at Progressive Concepts Orthodontic Consulting & Management Solutions. She can answer why the module works like it does, and explain the philosophies behind its features and functions.

My practice is not in the US or Canada. Can the SOS work for me?

Yes! SOS can be at any site running Dolphin Management.

What about updates to SOS?

Updates will be included in future versions of Dolphin Management. As long as you are on an active Support Contract, you'll receive all updates! ■



Tips & Tricks

Management

Relevant to version 3.5 or greater

by Steve Murray

Frustrated by time wasted on consultation calls that don't turn into an appointment? Dolphin trainer and independent consultant Steve Murray has advice on how to save time—and get the caller to commit.

You may know how to schedule new patients, but I have to ask, "How's that going for you?" My "guess" is it goes something like this: "Hello I'd like to schedule a consultation." (You press F2 and say) "Great, let me get some information from you and I'll see what we have." After you've entered all their patient information, you then go to the schedule and look for what's available. Then they tell you they need to be seen this week no matter what. You explain to them you have nothing available... and they hang up.

If this scenario is all too familiar, you might want to try what I call Upside-Down New Patient Scheduling. I've been teaching this for years and have seen serious results. It's simple too!

Let's start that phone call over. "Hello I'd like to schedule a consultation." Great, when would you like to come in? I have next Monday at 10 and 2 and Wednesday at 4. "Do you have anything this week?" I'm sorry, with school getting out soon we are completely booked. Would next week work for you? "I'm sorry, but no I have to have something this week. Thank you." (And they hang up)

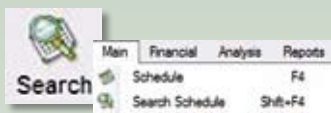
What did I do differently? Look back and notice I didn't ask them for any of their information and therefore did not create a patient chart I will eventually Inactivate or Delete. Now let's play the game again this time with a patient who wants to schedule and I think you will better understand.

"Hello I'd like to schedule a consultation." Great, when would you like to come in? (It's at this point I've opened my Schedule Search Engine and have entered my Consult Codes. Using the choices I guide the patient towards the best one for their needs. Remember, I haven't asked the patient for their name yet. That will come in a minute.) "Do you have anything this week?" I'm sorry with school getting out soon we are completely booked. Would next week work for you? "Wow, if you're that busy I'd better make an appointment." Great, I have next Monday at 10 and 2 and Wednesday at 4. Which is best for you? "Wednesday at 4 sounds good." Okay, if I can just get a little information we can book that appointment. (And it's here that I gather the patient's information.)

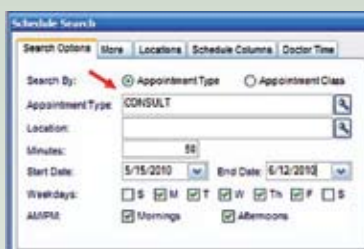
Upside-Down New Patient Scheduling

In a nutshell, here's the trick: Schedule first, then take the New Patient Information. I call this Upside-Down New Patient Scheduling.* Let's look at it step-by-step:

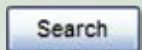
1. From the initial phone call, click on Search Schedule:



2. Next enter your consult codes:



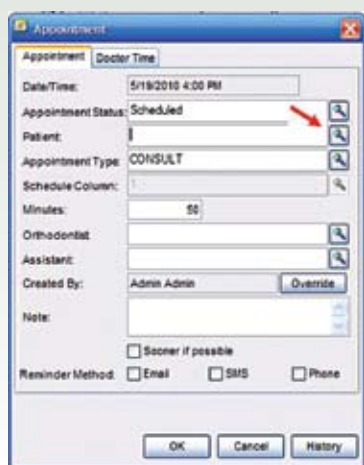
3. Then click Search at the bottom left corner of the screen:



4. Using your Schedule Templates, a list of choices will appear:

| Date | Weekday | Time |
|-----------|-----------|----------|
| 5/17/2010 | Monday | 10:00 AM |
| 5/17/2010 | Monday | 2:00 PM |
| 5/19/2010 | Wednesday | 4:00 PM |
| 5/24/2010 | Monday | 10:00 AM |

5. Once they choose an appointment click the Make Appointment button:



6. Inside the Appointment details box click the lookup icon at the far-right of the Patient field:

7. In the Look Up a Patient screen click New:



Enter the patient's information like you normally would on the Add a Patient screen and click OK when finished. Then click OK to the Appointment details box and confirm the appointment with the patient.

If you don't use Schedule Templates, manually search the Schedule then right-click where you want to make the appointment and choose Make Appointment. From here it's the same thing from step 7 on. It couldn't get any easier!

And if you're still not sold, as a patient, which would you be more comfortable with? "Give me all your info and I'll see what's available" versus "Here's what's available, can I get your info?" Think about it. ▶

*A certified tip from Steve



Steve Murray

Steve is a Dolphin trainer and independent consultant. He came to Dolphin more than five years ago as a support tech. After a few years of assisting customers from the other side of a phone, he moved on to become a valued member of the Dolphin training team. He now shares his knowledge of Dolphin software in a hands-on environment, where he is always eager to dispense his favorite software tips and tricks.

For technical support call 800.548.7241 (USA & Canada) or 818.435-1368. Our support hours are from 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.

Guest Expert Corner: Ron Rosen



By Ron Rosen

Shopping for a Backup and Recovery Service

By now every dental specialist is familiar with the concept of "backing up data" and the risks of not doing it. More so, most professionals who rely on digital data know the benefits of an online, off-site, remote-service backup via the Internet—as opposed to backing up to media such as tapes or CDs, or even an external drive. The demand for reliable off-site storage has sparked a supply from all levels of the IT sector, ranging from consumer to professional. Even the smallest practices know about the free or very inexpensive backup services offered by some of the large organizations that we use every day such as AOL, Yahoo and Carbonite—as well as the highly specialized, customized, very expensive corporate services like Iron Mountain.

Given the enormous variety of storage, backup and recovery services available, the technicians at Oak Tree Storage have compiled an overview of typical red flags to look for when searching for a service that is right for your needs..

1. **Limited space.** Only 1 or 2 GB is free, then regular rates kick in. While 1 GB is sufficient for a standard practice management database such as Dolphin, digital images will require far more space. Even with an initial offer of free space, you need to check and compare prices for additional storage.
2. **Limited platforms.** You can back up IBM-compatible machines, but not Macs, Unix machines, Linux or other operating systems. Often, older operating system versions such as Windows 95, 98, ME, NT, and 2000 are no longer supported.
3. **Limited machines.** The free or very inexpensive service applies to one PC. The charges increase geometrically for additional machines.
4. **Limited drives.** You can only backup your C: drive. That is, the primary disk drive on your desktop. Additional drives involve additional costs.
5. **Physical drives only.** You may not backup "logical" drives, whether merely a 2nd or 3rd partition on a "local" PC (like D:, E:, or reference to a mapped drive on a file server (typically F:, and/or X:, Y:, etc.).
6. **No servers.** While you can backup "local" PCs for the free or inexpensive service, you can't backup network servers. Significant additional fees apply for additional servers, sometimes for additional drives even on the same server.
7. **Limited user files and space.** You can only backup certain common file types: *.doc (and *.docx), *.jpg, *.wmv, *.xls (and *.xlsx). These are the most common consumer office, photo and audio files. Microsoft Office files such as PowerPoint®,

Access, and others are often not supported. In addition, charges are incurred once a storage limit is passed.

8. **No databases.** Database files are typically excluded from the free and inexpensive service packages.
9. **Limited databases.** Typically only one or two database types are provided, even for additional fees: MS Access and often only other "flat-file" types (*.db). If other, "relational" databases (like SQL, MYSQL, Oracle, Lotus, etc.) are handled, there are various additional costs.
10. **Database usage restrictions.** Less sophisticated backup functions require your database(s) be "shut down" or the backup won't work. That means you have to log off all users and "close" the database every evening before leaving.
11. **Restricted backup sets.** You're typically permitted to have only one "backup set." That is, you have one backup run per night, and all the data you want backed up has to be in that one set. This means you have to backup all the files you want to protect together; you can't separate them into different groupings, regardless of type. This is an issue when you have some files you want to backup nightly, but others you want to backup less frequently: like tax files, which you need to backup only monthly. This adds to the runtime and bandwidth use.
12. **No backup filtering.** Using "filters" allowing you to restrict your own backups to just the file types you want to back up saves space. Eliminating temporary files, cookies, Internet temporary files, advertising files, etc., reduces space, backup time, restore time, etc. Not all services provide this function.
13. **Limited backup timing/bandwidth.** Some services charge by "connect time" or "bandwidth utilization" rather than just the backup space your backups use on their equipment, and the initial free or inexpensive package will significantly limit this time or bandwidth.
14. **Limited backup schedule.** Very typically you can only run one backup (and one backup set) per 24-hour period, and often it's limited to certain specific hours.
15. **No email backups.** Most commonly, office-based emails are not included in the free or inexpensive backup services. MS Exchange and other popular email packages are often excluded as well.
16. **No mailboxes.** When a service does provide for email backups—even at a separate charge, it's only for the entire email database. So if one user loses their email (accidental

deletion, for example), the service has to restore the entire database. Very few services provide for individual mailbox backups to allow for restoration of individual mailbox restorations, and if they can, they do so at significant surcharges.

17. **No system-state backups.** When a PC operating system becomes corrupt, either all data is lost; the operating system needs to be re-installed; and/or you have to go through all kinds of procedures (with professional help) to restore your operating system to its "previous state." A "system-state" backup can greatly facilitate this process. It is used primarily for Windows operating systems, and backs up the Registry and other critical system files.
18. **No centralized backup management.** Generally you must manage the backup configuration on each computer separately. This is fine so long as that's not the computer that has a problem. Only a few services provide powerful enough software that allows you to manage all the backups for all computers from any computer.
19. **Flexible backup retention policies.** Only high-end services provide for more than just a 7-day, or 30-day backup retention function, and then most often at an additional cost or only if you subscribe to the "premium" backup package.
20. **No in-file "delta" backups, full, differential and incremental backups on schedules.** Only the most powerful backup systems give you the options and flexibility of different types of backups on different backup sets on totally separate schedules (or the same schedule).
21. **Inaccessible technical support.** Most of the larger services offer only web-based technical support, and charge for any "human contact" support service after the initial setup period.

These are the most common issues to be aware of when searching for a storage, backup and recovery service for your practice. The safest and smartest way to go is to choose a company dedicated to the dental industry, with technical staff that is knowledgeable about the security issues associated with patient data, and the different types of datasets and formats associated with medical records. ▶

Ron Rosen

Ron Rosen is an owner of Oak Tree Storage, LLC, a provider of online/offsite services for general and specialty dental practices. Oak Tree provides its services utilizing highly secure, reliable and redundant facilities and technologies while offering competitive pricing. Call 877.969.8266 or visit www.oaktrestorage.com/dolphin to find out about a special offer exclusive to Dolphin customers.

Customer Profile: Dr. Lisa Alvetro

Continued from Dr. Lisa Alvetro (p.1)



Stu tells a story of how he held your crying baby while you signed for your first purchase.

Yes he did! It was very funny because at the time my daughter was about 6 months old, and we were at the AAO meeting in Philadelphia. The booth was really crowded, and it was hard to even get to somebody, and Stu was the man I needed to talk to. I said, "This is what I want, you don't need to go through the whole sales pitch, I just need to sign." And at the time Kate was screaming and my purse was inside the diaper bag. So I said "Here, you hold the baby." She was pulling a tantrum and Stu was kind of holding her like a football. It was hilarious.

How do you use the different Dolphin programs in your practice?

We import files directly into a patient's Dolphin chart from both our OrthoCad digital model system and our Instrumentarium panoramic x-ray unit. Dolphin integrates beautifully with both these systems. What's really nice is the bridging of the images from the Instrumentarium to the Dolphin system, which your technical team provided especially for us. We use Aquarium for patient education, and of course we use all of the management software, and also Letter System. Basically everything we use to run the practice is through Dolphin.

You're famous for having a very unique, upscale practice in terms of amenities. What's the motivation behind all the "extras?"

Part of our mission statement is to "create an experience that lasts a lifetime." Our motivation is to create a positive and memorable experience because kids might not remember exactly what you did while they were there in the office, but they will remember how they felt. We asked ourselves, "If I was a kid, what would make me want to come here?" "If I was a parent, what would make it easier for me to bring my child here?" Our office is decorated in a safari theme with bright colored murals and photos from our trips to Africa. We have a game room with arcade games and driving games and my favorite, which is the one that looks—and feels—like you're on a snow mobile. In the summer, the kids get a Slush Puppie® when they leave. And the fun thing is that even after kids leave and they're out riding their bikes with their friends, they stop by the orthodontist's office to see what's going on and get their Slush Puppie.

Another thing we do for fun is decorate the office with a theme on Debond Day—it may be a country western, or a luau theme, and even some of the kids get dressed up. We also have a quiet area for the adults, with Wi-Fi and a coffee bar. Last week we had a mother sitting there reading a book two hours after her child's appointment was finished. I thought she had car trouble. She said, "No, I'm just relaxing and the kids are playing. I'll stay here until they want to go." So, that's our motivation—we wanted to create a place where people would feel welcome, feel like they're coming to visit friends, the kids would have a good time, it'd be easy for parents to come and relax.

I hear you treat your staff really well. What are some of the perks of working for Dr. Alvetro?

Well, we're fortunate to have a multi-level building, so we have our own little spa downstairs where we can relax and be pampered with manicures and massages. We also have a gym, with trainers that come in who know where our problem areas could be and make us work out. It's been a real benefit health-wise for my staff to have access to trainers and physical therapists. And, it creates a nice relationship with those professionals too. Certain times of the year we'll send the massage therapist out to give chair massages to our referring doctors. We've been fortunate to be able to surround ourselves with really great professionals that have the same values as us, so that our businesses become mutually complementary.

I think one of the main keys to my success is my staff. I want to make sure that they feel a part of the practice, and create an atmosphere that is a different work experience than maybe they've had before. It's been great to have the kind of environment that makes everyone want to come to work. This way if other things in your life aren't going great, work can be your happy place—a place where you'll always be treated with love and respect.

Tell us about the free clinic you're involved in?

Shelby County has a free clinic and about three years ago I was asked to be a foundational partner in the medical clinic, and I currently chair the board of that. Just about a year ago we were able to open a dental clinic. It's basically for the working poor, so they're people that are employed but uninsured and below a percentage of the poverty level. We help organize that with supplies and staff and the volunteer dentists, hygienists and assistants from the neighboring communities.

On your web site you mention spearheading dental missions to Africa. What's that all about?

We organize dental mission trips to a remote village called Tarime in Tanzania. I recruit my staff, referring doctors and friends, and we perform general dentistry. We have been doing that now for four years. Our first trip was to visit a group of orphans that we had been supporting financially, but when we got there we found that where they were living was really substandard—no plumbing, no sanitation, lots of raw sewage, the roof was falling in, it flooded all the time. There wasn't

The "Dancing With Our Stars" event raised over \$13,000 for Shelby County Court Appointed Special Advocate/Gaurdian Ad Litem charity.



Treatment area decorated with bright colors and murals.

The famous game room at Alvetro Orthodontics.



The children of Angel House Orphanage in Tarime, Tanzania.

Team Alvetro visits a Mayan village during a group trip to Mexico.



Dr. Alvetro climbs a ladder while volunteering for Habitat for Humanity.

even a bed for each child. When we came back, we decided we would build a home for these children. We were fortunate enough to make contacts within the local government and village people who would work with us. The Angel House Orphanage was finished in November 2009. We generated the revenue several ways—some came from friends and family, and some was generated through my practice. What we'd do is designate certain procedures—such as teeth whitening—for Angel House. Also, I'm an advocate for 3M Unitek, so whenever they would pay me an honorarium for lecturing, I would send that over and use it for construction. Right now the house has 50 kids in it, and it can handle close to a hundred. It sits on a little over 250 acres. We put in solar power and had a well dug for fresh water. Our next project is to build a secondary school.

We hope to have it finished by January 2011, and we plan to open it up to not only the children at Angel House but also the surrounding village. The classes will have about 40 kids and will be taught in English. And we've received government approval, so we'll be an "approved school."

How did you get involved in the Angel House?

I knew a missionary that was over there and he invited us to come over and help out. My first trip was just supposed to be about going on safari—then do a little dentistry on the side and call it a business trip. The next thing we knew we're going back constantly, and we hear from someone almost every day about the project or what's going on. I've been really fortunate with my staff because not only do they help out in Africa, but also the free clinic that I've mentioned. In fact, it's kind of hard to go to a non-profit event in our county and not see some of my staff helping out. What's nice about orthodontists is that we have teams of people that are really good at working together. Other charity events they participate in on a regular basis include Habitat for Humanity, Relay for Life and the Special Olympics.

I'm a fan of your Facebook page. I notice you organize a lot of team events—and even travel together. You took everyone to Mexico?

We have a strategic planning meeting every year, and that's when we come up with what our goals are going to be and what our projects are. Then we put a committee together for each project. When we decided to do market research into a new neighborhood for a second location, we knew it would be a major project. We decided what the goal would be and how we would measure it... and then you always have to have a reward for reaching your goal. So we all decided that we deserved a week in Mexico. We rented a beach house because we wanted everyone to be together, so it was kind of like a giant slumber party with all us girls (there's 17 of us). They planned the trip and our activities, and we did some training and some strategic planning and committee work in addition to having fun. We swam with the dolphins, and went to the Mayan ruins and to a Mayan village.

We like to travel with each other. It's fun to watch people go someplace they've never been, or do something they've never done before, and step out of their comfort zone. It's inspiring to watch people grow and gain confidence. And that spills over to their work as well. Plus it gives us some really good stories to laugh about when we get bored with one another. I find that when you invest in your staff, the return is always 10 times what you put into it.

How often do you lecture and what kinds of topics do you lecture about?

I lecture about twice a month for 3M Unitek on their line of appliances. I also lecture on clinical efficiency, marketing strategies, and management from a team approach. About a year ago we started doing in-office courses. Doctors from different parts of the country come and spend several days with us observing our clinical techniques and management style. In May we held our first international course, with doctors from Vietnam, Korea and Japan. We also get involved in clinical studies that require us to record a lot of data and then share that data with universities all over the world. They then use that data to create different studies for publication. The kids get excited to be part of a presentation or a study—they always want to know where their teeth have been or where they're going next.

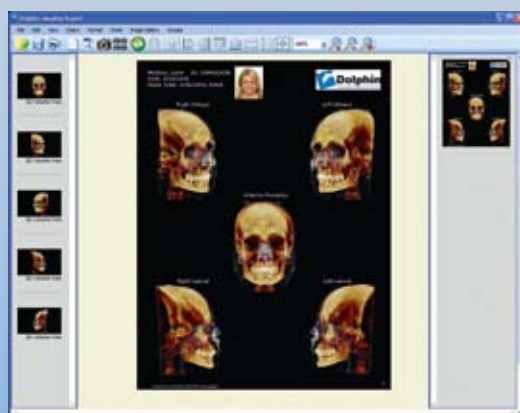
Can you describe your overall experience with Dolphin?

I think one thing my staff and IT tech really appreciate is the level of communication with Dolphin technical support. And we always enjoy the user meetings. Even though I don't always get to them I always send some of my staff. Quite honestly they probably have more of a list of questions than I do, they are more of the experts in the software than I am. I think the Dolphin meetings have a lot to offer the staff, and they really like the Computer Lab. And I think sometimes doctors tend to not realize how valuable education is for their staff. I've got 16 people that can all absorb information, so we can get so much more accomplished when everybody, or a select group, hit a meeting like the Dolphin Meeting with all objectives mapped out—it's like being 4 or 5 people all at the same time. ■

Continued from Dolphin 3D Report (p.1)

dropped onto the page to easily create a custom report. Images can be displayed 1:1 or at desired zoom level, and cropped to show the anatomy you are interested in. Large sets of cross sections can be automatically split across multiple report pages; you also have the ability to select specific slices or ranges of slices to be included in the report. Rulers and cross section location indicators are highly customizable and you have total control over the color and size of both ruler lines and fonts.

After creating your perfect report, a template of the images and labels used can be stored for reuse. The final report can be printed, stored as a PDF document, and saved to an image slot in the Dolphin database so that you can open it



Product Highlight: Imaging

again later to make changes or print another copy. Dolphin 3D can also save the state of the report currently in progress so that work on a report can be continued later. ■



David Fischer

David has been a member of the Dolphin Imaging development team since 2005. His duties on the team include working on the 3D module and reporting engine. David holds rank as 2nd Lieutenant in the Swedish Reserves.

Tips & Tricks

Imaging

Relevant to Aquarium 2 or greater

Creating a DVD From Aquarium Movies



Stringing together Aquarium content relevant to a specific condition can do wonders for patient comprehension. While you know you can do this with the "Playlist" feature and display it while the patient is sitting in the chair, have you considered exporting the playlist onto a DVD for the patient to take home? The content goes from educational tool to marketing tool in a matter of minutes: Just think of the "buzz" in the school yard when junior brings his personalized DVD to show his classmates. Suddenly you've got a crowd of kids becoming aware of orthodontics—and your practice.

Aquarium allows you to export movies to several different applications. Here we will review the steps required for exporting to a DVD.

1. After launching your Aquarium program, select (or create) a playlist containing the movies and other content that you plan to put on the DVD.
2. Click the "Export Playlist" button above the playlist.

3. The movies will automatically be exported to the "Aquarium Export" folder of your Aquarium program.
4. Click the Menu button (Big logo at top left) and select "View/Export Folder" to open the folder containing your exported content.
5. Go to Google and search "DVD authoring software."

The offerings in the DVD authoring software category are all pretty similar. Whichever you choose, you will be asked to download it first. The program will have a guide or tutorial or even a Wizard that will walk you through the process of transferring the content from the Export folder of your Aquarium program to the DVD.

Don't forget to have fun with it and create a DVD label and a sleeve for the DVD case. You can customize it with graphics such as your practice logo, or even the patient's facial image.

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.

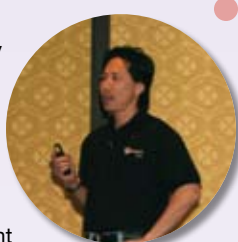
2010 Dolphin Meeting, Las Vegas



Nearly 700 Dolphins turned out for the 2010 Dolphin Meeting in Las Vegas the first weekend in March, making it one of the biggest and most exciting meetings to date. The plush accommodations of The Palazzo at The Venetian proved to be a perfect setting for learning, hands-on training, and after-hours entertainment.

Opening Remarks

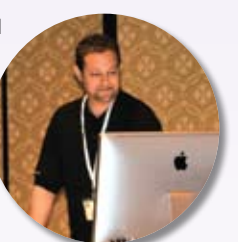
Chester Wang kicked off the three-day event with a quick overview of what's been going on at Dolphin and what to expect in the coming year. He reminded the crowd to participate in the monthly training webinars series, and encouraged everyone to submit the Customer Service Survey being sent out monthly to random groups of users. Chester also talked about Dolphin's most recent partnerships with Spear Education and the Smiles Change Lives nonprofit organization.



Todd Blankenbecler then took the stage and gave a run-through of what's new in Dolphin Management, reminding that Hummingbird Reports are now available. He also pointed out that we now have THREE Dolphin Management Legend Series modules: The Roncone Modules; Zuelke Financial Expert®; and Charlene White's SOS Systematic Office Solutions. He explained the new PCI Compliance Standards that will take effect in July, and urged all credit card integrators to adjust their systems to stay compliant.



Ken Gladstone then came on stage to tell about the newest features in Dolphin Imaging. He urged all Aquarium users to stay current on support contracts in order to receive monthly updates of new movies.



Classes and Speakers

A lineup of 16 Guest Presenters featured experts from all corners of the industry, including practice management consultants, private practitioners, and clinical researchers:



Ms. Charlene White conducted an enlightening workshop on teamwork.



Dr. James Mah gave an insightful story on the evolution of radiology and 3D in dentistry.



Ms. Rosemary Bray presented on the importance of communication in an everyday practice.



Mr. Paul Zuelke divulged his secrets to granting credit and staying profitable.



Ms. Jill Allen gave pointers on orthodontic billing codes.



Mr. Chris Bentson discussed practice trends in orthodontics.



Drs. John Graham and Jason Cope talked about treatment approaches and techniques with temporary anchorage devices (TADs).

What attendees had to say about the 2010 Dolphin Meeting, Las Vegas:

"I learned so very much from all the courses I attended! I now have the tools to incorporate with knowledge I had previously, to my learning experience and findings from the 2010 Dolphin Meeting."

—Cristie Ragazzo, Dr. Jacqueline Brown, Silver Springs, MD

"You have created a product that has great value and has transformed an improved the methods of my operation. Thank you!"

—Dr. Alan Weber, Cincinnati, OH

"Wonderful meeting as usual! Great company, great people, great party. Keep up the good work."

—Dr. Douglas Anderson, South Jordan, UT

"I want to say thank you to you and to ALL Dolphin staff for organizing such a beautiful and interesting event. I learned a lot, and most importantly I had the opportunity to talk with lot of people and come to know better the Dolphin World. And of course I had a lot of fun too!"

—Alessandro Manzoli, Major Partner, Turin, Italy

"My entire team found the meeting very informative and productive."

—Dr. Richard F. Ceen, Professor & Director, Orthodontic Graduate Program, Baylor College of Dentistry, Dallas, TX

"Great conference this year—I'm still processing all of the new information. Thank you!"

—Dr. David Hughes, Springfield, VA

"Many kudos to all those who made the arrangements! The logistics of that is astounding! Well done team!"

—Suzi Blair, Dischinger Orthodontics, Lake Oswego, OR

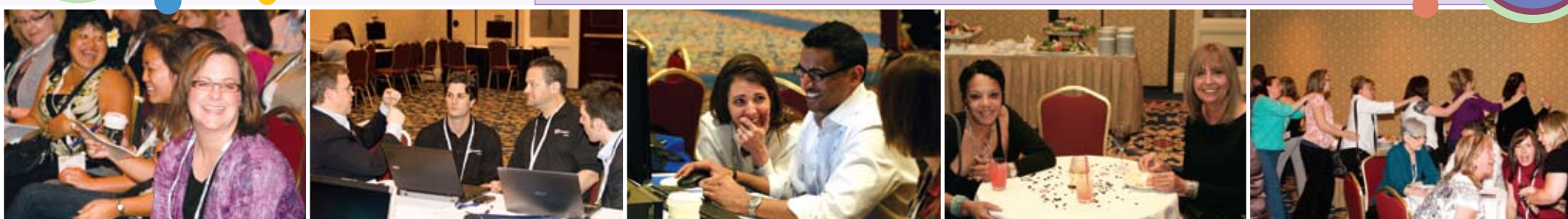
"Truly pleased with turnout and opportunity to interact with other practice employees. Great new ideas and innovations coming up in the future."

—Sharon Nolan, Butler Orthodontics, Grand Island, NE

"You guys are great at keeping up to date of what's coming. I feel energized every time I hear so many cool features. Can't wait for the future to be here."

—Studebaker Orthodontics, Spring, TX

2010 Dolphin Meeting, Las Vegas



Dolphin Around the World

Netherlands

After working hard at the 3D Virtual Diagnosis and Treatment Planning of Cranio-Maxillo-Facial Deformity 2010 Congress in Eindhoven, Netherlands in March, Dolphin's Ken Gladstone, manager of imaging software products, and Chester Wang, director, released some tension by taking a few invigorating spins around the famous Nordschleife Nürburgring race track in Nürburg, Germany. Take a look at how refreshed they are after risking their lives in the name of relaxation! ▀



Spain

Dr. Julio Cifuentes (orthognathic surgeon, Santiago, Chile), used the new Dolphin 3D Airway Analysis tools to create before-and-after images for his presentation at the 2010 Sleep Apnea Conference in Madrid, Spain, in February. Nice. ▀



Dolphins Network in Italy

Dolphins in Europe got together in December in Torino, Italy, for the very first Dolphin Friends Meeting, organized by Major Partner (Dolphin distributor - Eastern Europe) in collaboration with Dolphin Spain (Dolphin distributor - Spain). "Our purpose was to facilitate the networking opportunities among Dolphin users, with the goal of developing a tight European network," says Otto Colette, Dolphin executive vice president. "Going forward, we are planning to replace the annual European Meeting with more frequent, local meetings like this." ▀



From left: David Garcia, Dolphin Spain; Alessandro Manzoli, Major Partner (Dolphin distributor Scandinavia - Eastern Europe); Miquel Mayol, Dolphin Spain.

United States

At the 110th Annual Session of the AAO in Washington, DC in May, Dolphin's Ken Gladstone shows the 3D Aquarium concept to the staff of Hopkins Orthodontics from Searcy, Arkansas. From left: Melissa, Jessie, Margaret, Ken, Jessica.



March 3 - 5
Dolphin Meeting
Buckhead, Atlanta

For more information or to register, please visit
www.dolphinimaging.com/2011atlanta

Coming Next Issue!

Fall 2010

- Meet the Administration Team!
- Find out how AnywhereDolphin.com can help YOU
- Steve Murray shares a few of his favorite things about Dolphin!
- Get an inside look at Dolphin Mobile.

DigiKnow?

The stars align to mark a historical moment in Dolphin history

The 110th Annual Session of the American Association of Orthodontists marked the 20th anniversary of the debut of the DigiGraph—Dolphin's inaugural product. The vision of Dolphin founder Dr. Marc Lemchen, the DigiGraph used ultrasound to capture a patient's facial and dental measurements while emitting zero radiation. Coincidentally, the AAO was held in Washington DC, the same location of the 90th AAO in 1990! But wait... there's more: The June 1990 issue of the Journal of Clinical Orthodontics featured the DigiGraph on its cover. Twenty years, later Dolphin's cutting edge technology is gracing the cover of the April 2010 issue of the JCO:



June 1990 JCO



The April 2010 JCO with output from prototype Dolphin software still under development: 3D Visual Treatment Objective—a 3D treatment case presentation tool.

In honor and awe of this miraculous celestial alignment, Chester traveled to University of Washington in March to retrieve one of a dozen DigiGraphs still in existence today. ▀

Chester Wang gets digitized by Dr. Anne-Marie Bollen, Professor and Orthodontic Graduate Program Director at the University of Washington.



Upcoming change in Emdeon electronic insurance claim processing recovery services

Due to Emdeon's recent announcement of the closing of its Atlanta facility on September 30, Dolphin Management will be sending electronic insurance claims through the Emdeon facility in Connecticut, effective October 1, 2010. Program changes in Dolphin Management 4.5 Service Pack 2, scheduled for release mid-August, will support this change. Customers using Emdeon will be receiving specific instructions in the mail on what to do to prepare. ▀



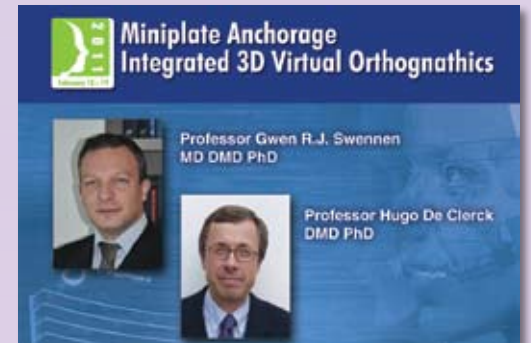
Dolphin teams with Oak Tree Storage to offer FREE backup and disaster recovery services

The 3-part program is being offered exclusively to Dolphin customers:



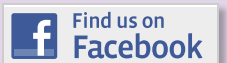
1. **1 GB of storage**—enough to back up the average Dolphin Management platform (\$360 VALUE)
2. **1 YEAR disaster recovery**—run your practice on Oak Tree's secure, off-site servers until your system gets rebuilt (\$440 VALUE)
3. **Remote Installation** (\$200 VALUE)

THIS \$1,000 value is absolutely free to Dolphin customers! For more information and to get started, call 877.969.8266 or visit www.OakTreeStorage.com. ▀



Join Dolphin in Las Vegas February 18-19, 2011, for the North American premier of this special course for orthodontic and orthognathic professionals. Already well established in Europe, the hands-on, clinical program was created by Drs. Hugo De Clerck (orthodontist), and Gwen Swennen (orthognathic surgeon), to address the overwhelming pace of technology and its affect on diagnostic and treatment techniques. For details and to register, visit www.dolphinimaging.com/orthoteaming. ▀

Dolphin Facebook fan page reaches 1,000 fans!



On Thursday, July 8, the Dolphin Facebook fan page surpassed 1,000 fans, marking an historic milestone in Dolphin's history as a company that values its interactive, personal relationship with users.

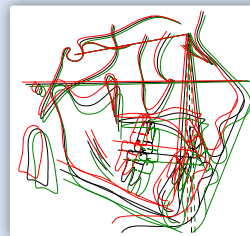
Anyone who wants to join in the conversation—and fun—can go to www.facebook.com/dolphinimaging and click the "Like" tab at the top of the page. Dolphin staff from different departments are responsive as ever to customer queries and comments. ▀

What's New at Dolphin

Average Tracing Feature Now Available!

The Ceph Tracing module has added an Average Tracing feature in 11.5 beta that lets you calculate an "average tracing" from a sample group of patients for research purposes. Also new is the ability to digitize 3rd molars, and create default settings from your current superimpositions. ▀

New Average Tracing feature in Ceph Tracing. Image courtesy Dr. Budi Kusnoto, Office of Research, College of Dentistry at University of Illinois, Chicago.



Put Dolphin in Your Pocket!

The new Dolphin Mobile app lets you easily and securely access your Dolphin database from an iPhone or iPod touch. It directly connects to your server, allowing you to access live practice data, as it happens. Examine Treatment Card entries, Scheduling details, referring doctor statistics, patient histories, documents, and account balance information—even access all of your patient images such as panoramic x-rays, saved photo records, and processed 3D images. There is no data synchronization required. It works with WiFi and regular cell phone signal (Edge or 3G network). \$99 activation fee per device. ▀



Appointment Reminders

New in Dolphin Management 4.5 Service Pack 1, you can now easily send patient Appointment Reminders via SMS or email, or call patients directly with personalized conversational scripts. Define a preferred Appointment Reminder Method for each patient, then designate phone numbers and email addresses for appointment reminders. The SMS/Email Manager keeps track of all messages that have been sent and received. For Text Messaging, an SMS subscription with Dolphin is required. ▀



Dolphin Management integrates with Oak Tree

Dolphin Management users running version 4 or higher are now able to configure their system to integrate with Oak Tree Storage. Visit www.oaktreestorage.com/dolphin for info on how to get started. ▀

Dolphin Management integrates with X-Charge to satisfy PA DSS requirements



In order to comply with new Payment Card Industry (PCI) standards, Dolphin Management now integrates with CAM Commerce's PA DSS-certified "X-Charge" payment application. Current integration with PC Charge Pro ceased July 1, so we recommend all Dolphin Management customers switch to X-Charge. Detailed information on the new PCI standards can be found by visiting www.pcicomplianceguide.org. ▀

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

Come join Dolphin at the following Industry Events:

2010

September

- 14-17 **EACMFS**
Bruges, Belgium
- 16-18 **OrthoVOICE**
Las Vegas, NV, United States
- 23-25 **SAO/MSO**
Colorado Springs, CO
United States
- 23-25 **CAO/CAOMS**
Whistler, BC, United States
- 19-22 **BOC**
Brighton, UK
- 23-25 **RWISO**
Rome, Italy

23-15 **Nordic Orthodontic Society Congress**
Aalborg, Denmark

27 -29 **JOS**
Tokyo, Japan

27-2 **AAOMS**
Chicago, IL, United States

30-3 **GLAO/MASO**
Palm Beach, FL,
United States

October

10-12 **PCSO**
Honolulu, HI, United States

17-19 **WSO**
Milwaukee, WI, United States

28-31 **AOS**
Houston, TX, United States

29-30 **SWSO**
Austin, TX, United States

30-2 **AAMP**
Orlando, FL, United States

November

4-7 **RMSO**
Indian Wells, CA,
United States

12-13 **NESO**
Houston, TX, United States

Calendar

Visit www.dolphinimaging.com for more events