



ROADMAP

Dolphin meeting

Swissôtel
Chicago
March 6-8

CHICAGO
On-Site Program

Dolphin Mobile



More ways to mobilize your Dolphin.

The Dolphin Mobile app now runs on most Android™ devices, in addition to all Apple iOS devices (iPhone®, iPad®, or iPod touch®). Depending on whether you're running Dolphin Imaging, Dolphin Management or both, you can enjoy secure access to all your patient images; patient treatment chart entries; referring doctor information; and your daily, weekly or monthly schedule. Supports Aquarium®* and Super Questionnaire!



Activation of Dolphin software required. For more information, visit www.dolphinimaging.com/dolphinmobile.

*Aquarium® must be purchased separately.



Microsoft Partner
Application Development



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Dress Code

We want you to be comfortable during our meeting, so please dress casually. The Dolphin staff will be wearing jeans or khakis.

Friday Night Party

Food, Drink, Music and Fun!
Join us at our famous Friday Night Party! Let your hair down with your fellow Dolphins and immerse yourself in the festivities. Guaranteed to be an unforgettable evening! Registered attendees are admitted free of charge.

CE Credits

Continuing Education Credits are available based on individual state approval.

Welcome

Welcome to the 2014 Dolphin Meeting, Chicago! Plan to spend the next three days learning, sharing, and having fun! Please stop by to say “Hello” at the Welcome Reception after classes on Thursday, March 6, in the Zurich Foyer.

Our program offers a variety of classes for both doctors and staff, so be sure to check out the summaries in this book to plan your strategy and make the most of this educational extravaganza. Our techs and trainers are prepared to teach you everything you need to know about your Dolphin software. They'll be offering tips and tricks for all your favorite Imaging and Management programs, while also giving a sneak peek at what's in store for 2014.

In addition, we've lined up 14 Guest Presenters ready to share their insights to practicing better and smarter. And don't forget to visit our Computer Lab—open all day, every day—for some one-on-one training plus from the techs themselves.

We hope you'll make plans to kick-back and mingle with your Dolphin family at the Friday Night Party!

We thank you for traveling to the Windy City to share knowledge, experience, insights, and good times with your fellow Dolphins. Enjoy!

Your 2014 Dolphin Meeting Team

Thursday

7:00 - 8:00	Continental Breakfast & Exhibits Registration & Exhibits		Vevey Zurich Foyer	
8:00 - 8:30	Opening Remarks	Mr. Chester Wang	Zurich	D, E, F, G
8:45 - 10:30	Life in the Espresso Lane: 7 Ways to Thrive in a Fast-Paced World	Ms. Laurie Guest	Zurich	D, E, F, G
10:45 - 12:00	What's New in Dolphin Imaging & Dolphin Management	Mr. Todd Blankenbecler Mr. Ken Gladstone	Zurich	D
	ImagingPlus™ Basic Features: Tips & Tricks	Ms. Vickie B. Rudd	Zurich	E, F
	Treatment Planning	Mr. Steve Murray	St. Gallen	1, 2
	All About Insurance	Ms. Marsha West	Zurich	G
	Patient Tracking & Analysis	Ms. Raylyn Nelson	St. Gallen	3
12:00 - 2:00	Lunch Exhibits		Vevey Zurich Foyer	
2:00 - 3:20	Aquarium© to the Max	Dr. Paul Thomas	Zurich	G
	AnywhereDolphin	Mr. Steve Murray	St. Gallen	1, 2
	Financials (Beginner)	Ms. Marsha West	Zurich	E, F
	Office Manager & Treatment Coordinator Open Forum	Ms. Elizabeth Conforti	Zurich	D
	Zuelke Financials	Ms. Phyllis Fernandez	St. Gallen	3
	Hands-On Camera	Ms. Barbara Brinker	Zurich	C
3:30 - 5:00	Hands-On Camera	Ms. Barbara Brinker	Zurich	C
	Dolphin & Medical Modeling: The New Standard of Care for Orthognathics	Ms. Katie Weimer	St. Gallen	1, 2
	Scheduling	Ms. Raylyn Nelson	Zurich	E, F
	Customization of Treatment Card/ Tooth Chart	Ms. Megan Martin	Zurich	D
	Dolphin Mobile	Mr. Wes Wilson	St. Gallen	3
	Save & Present with PowerPoint©	Ms. Trish Fisher	Zurich	G
5:00 - 6:00	Welcome Reception		Zurich Foyer	

Friday

7:00 - 8:00	Continental Breakfast Exhibits		Vevey Zurich Foyer	
8:00 - 9:50	Chicken Soup for the Soul of an Orthodontic Practice	Ms. Karen Moawad	Zurich	D
	The Relationship of Case Fee and Treatment Time to Case Acceptance and Practice Growth and Profitability	Mr. Paul Zuelke	Zurich	E, F, G
10:00 - 11:50	Chart Your Course: The Essentials of Proper Clinical Documentation	Ms. Lori Garland Parker	Zurich	D
	Taming the Beast: Must-Have Practice Management Techniques to Controlling Your Schedule	Dr. Neal Kravitz	Zurich	E, F, G
12:00 - 2:00	Lunch Exhibits		Vevey Zurich Foyer	

2:00 - 3:20	Imaging Plus™ Advanced Features: Tips & Tricks	Ms. Vickie B. Rudd	St. Gallen	1, 2
	Dolphin 3D - The Basics	Ms. Barbara Brinker	Zurich	G
	Connecting with the "Net-Generation": So Much More Than Just Social Media	Dr. Dan Bills	St. Gallen	3
	Financials (Advanced)	Ms. Phyllis Fernandez	Zurich	D
	Charlene White's SOS	Ms. Megan Martin	Zurich	E, F
3:30 - 5:00	Ceph Tracing	Ms. Kim Franks	St. Gallen	1, 2
	Dolphin Imaging - 2D Layouts and 3D Reports	Ms. Barbara Brinker	Zurich	G
	Practice Security (Doctors Only)	Mr. Paul Zuelke	St. Gallen	3
	SMS, Appointment Reminders, Job Scheduler	Ms. Marsha West	Zurich	D
	Super Questionnaire™	Ms. Raylyn Nelson	Zurich	E, F
6:30 - 9:30	Friday Night Party		Zurich	D, E, F, G
Saturday				
7:00 - 8:00	Continental Breakfast Exhibits		Vevey Zurich Foyer	
8:00 - 9:50	Connect, Engage, Wow and Win!	Ms. Brenda Ashwell	Zurich	D
	The Truly Virtual Patient: The Next Step in Digital Orthodontic Records	Dr. John White	Zurich	E, F, G
10:00 - 11:50	The Dolphin Cloud Experience	Mr. Steve McEvoy	Zurich	E, F, G
	Activate Practice Proaction versus Panic Reaction	Ms. Charlene White	Zurich	D
12:00 - 1:45	Lunch (on your own) Exhibits		Zurich Foyer	
2:00 - 3:20	Use of Dolphin 3D for the Interpretation of CBCT Incidental Findings	Dr. Allan Farman	St. Gallen	3
	Aquarium@	Mr. Ken Gladstone	Zurich	D
	Valuation & Transition 101	Mr. Chris Bentson	St. Gallen	1, 2
	DIRT (Dolphin Interactive Reporting Tool)	Mr. Steve Murray	Zurich	G
	Dolphin Management - "Did Ya Know.....?"	Ms. Trish Fisher	Zurich	E, F



Hands-On Computer Lab

Located in Zurich A, B

Thursday 9:00 am - 5:00 pm

Friday 8:00 am - 5:00 pm

Saturday 8:00 am - 3:20 pm



Mr. Chester Wang
Managing Director

Thursday, March 6
8:00 - 8:30
Zurich D, E, F, G

Opening Remarks



Mr. Todd Blankenbecler
Manager of Management
Software Products

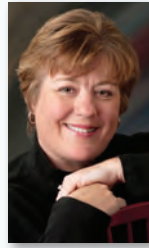


Mr. Ken Gladstone
Manager of Imaging Software
Products

Thursday, March 6
10:45 - 12:00
Zurich D

What's New in Dolphin Imaging and Dolphin Management

Come join the Imaging and Management development teams to learn what's new with Dolphin software. The teams will review key new features in the latest versions and preview exciting new features in development.



Keynote Speaker:
Ms. Laurie Guest

Thursday, March 6
8:45 - 10:30
Zurich D, E, F, G

Life in the Espresso Lane: 7 Ways to Thrive in a Fast-Paced World

With a mix of fun and wisdom, Laurie will share seven behaviors that can help ease the stress of a busy orthodontic practice. In this humorous program, you will learn how to manage your mental caffeine and find contentment even during stressful days of patients and palatal expanders! Enjoy a fast-paced session that sends many people home with a token gift and fun for all! In this session you can expect to:

- Learn how to build rapport with anyone.
- Find out the best four word sentence for patient satisfaction.
- Grab a cup of G.U.T.S.Y. to go.
- Reset your life operating system.

Laurie Guest, CSP, has over 24 years of healthcare experience serving both a privately owned medical facility and a community hospital system. During her administrative career she helped a multi-million dollar medical center become a regional leader of ophthalmic surgery.

Because of her experience with direct patient care she understands the challenges of working in a fast-paced environment. Her passion for patients and practical approach to connecting with others is what makes Laurie a favorite speaker among healthcare audiences.

Laurie is a member of the National Speakers Association and is a Certified Speaking Professional, a designation held by less than 10% of speakers worldwide.



Ms. Vickie B. Rudd

Thursday, March 6
10:45 - 12:00
Zurich E, F

Dolphin Imaging

ImagingPlus™ Basic Features: Tips and Tricks

Note: For maximum value plan on attending both of Vickie's presentations (Basic and Advanced)

Vickie's review of basic features shows you the fastest, easiest way to capture; manage; organize; and present patient images; and create quality records for exceptional treatment planning. Custom settings and preferences, saving images and layout options are all clearly explained. Her tips and tricks highlight the most efficient approach to the time-saving features of Dolphin Imaging software. This presentation is designed for new and intermediate users, and is recommended for all practice staff who want to make sure they are taking full advantage of the robust features of this foundational imaging product. Detailed handout is a great training reference for attendees and future new-hires.

Vickie is a leading consultant who specializes in streamlining management systems, integrating new technologies, and staff development. She has extensive experience working with practices in the United States and abroad, and is known for her management philosophy of "keep it simple and empower your staff."

She is a popular presenter at Dolphin, AAO and Regional meetings, and served as the Staff Program consultant to the General Chairman for the 2013 SAO meeting in Hilton Head.



Mr. Steve Murray

Thursday, March 6
10:45 - 12:00
St. Gallen 1, 2

Dolphin Management
Treatment Planning

If you need customized patient treatment plans, this is the class for you. Pick from custom built templates or build something new for each patient. View treatment plans from the Treatment Card, where progress is displayed to allow you and your staff to monitor the course of each patient's treatment. Join us to learn more.

Steve has been a computer consultant and technical trainer of one sort or another since the PC revolution and hasn't looked back. He loves to help others and finds great joy in learning anything new. When not at work, you will most likely find him outdoors with his son doing something extreme, or just hanging out—as long as they're together.



Ms. Marsha West

Thursday, March 6
10:45 - 12:00
Zurich G

Dolphin Management
All About Insurance

This class will provide instruction on how to file dental and medical insurance claims. Many offices are now filing medical claims for certain procedures. We will review how to set up medical and diagnostic codes and use them to file medical claims. Insurance balances that have terminated or have changed will be covered. Important insurance reports will be reviewed as well.

Marsha has more than 10 years experience in the orthodontic field working as a financial coordinator and office manager; gaining experience in finances, insurance, scheduling, practice management, and customer service. She lives in Jacksonville, Florida and enjoys traveling, going to the beach and spending time with her family.



Ms. Raylyn Nelson

Thursday, March 6
10:45 - 12:00
St. Gallen 3

Dolphin Management
Patient Analysis & Tracking

We will review how to correctly set up patient statuses. You'll learn how to assign patient statuses in different areas of Dolphin so patient statuses are automatically updated. Also, we will review multiple ways for you to get the statistics of those that have moved into a status such as Active Treatment, Observation and Retention.

Raylyn has been in the dental and orthodontic industry for 20 years. She has worked in all aspects of the office from clinical assistant to office manager. She enjoys being in the clinic where all the action is. Raylyn is a Dolphin Management trainer and loves being a part of all the advancements in both software and orthodontics.





Dr. Paul Thomas

Thursday, March 6
2:00 - 3:20
Zurich G

Dolphin Imaging
Aquarium© to the Max

Aquarium 3 has multiple new features and enhancements to increase its value as a patient education and informed consent program. In addition, movie content can be exported and edited with the addition of titles, transitions, clinical content, annotation and soundtracks. Replay speed can be controlled and the movie published and re-imported into Aquarium or converted to a variety of other formats for use outside the Aquarium browser.

Dr. Thomas is adjunct professor of orthodontics and oral and maxillofacial surgery at the University of North Carolina at Chapel Hill and held the post of senior research fellow at the Eastman Dental Institute for Oral Health Care Sciences in London, England from 2003 - 2007. He is uniquely qualified as both an oral surgeon and an orthodontist.

His clinical and research interests include treatment of complex malocclusions using implants and implantable devices for tooth replacement and anchorage. He has worked extensively in assisting Dolphin in developing the Treatment Planning software and conceptualized the Dolphin Implanner module.



Mr. Steve Murray

Thursday, March 6
2:00 - 3:20
St. Gallen 1, 2

AnywhereDolphin

AnywhereDolphin is growing and is an exciting choice for both Dolphin Imaging and Management users alike. Imaging users can share patient records with referrals and patients over the Internet. Management users have similar options to share patient records with their patients too. This is an exciting time to be an AnywhereDolphin user so join us to learn more!

Steve has been a computer consultant and technical trainer of one sort or another since the PC revolution and hasn't looked back. He loves to help others and finds great joy in learning anything new. When not at work, you will most likely find him outdoors with his son doing something extreme, or just hanging out—as long as they're together.



Ms. Marsha West

Thursday, March 6
2:00 - 3:20
Zurich E, F

Dolphin Management
Financials (Beginner)

This class will provide you with the basic tools to help with your day-to-day financial activities. This will include contracts; per-visit charges; basic adjustments; and important financial reports that will help you keep track of your accounts receivable. Time will be allotted in this session for questions and answers.

Marsha has more than 10 years experience in the orthodontic field working as a financial coordinator and office manager; gaining experience in finances, insurance, scheduling, practice management, and customer service. She lives in Jacksonville, Florida and enjoys traveling, going to the beach and spending time with her family.



Guest Presenter:
Ms. Elizabeth Conforti

Thursday, March 6
2:00 - 3:20
Zurich D

Office Manager & Treatment Coordinator Open Forum

The Open Forum allows you to brainstorm everyday topics that Treatment Coordinators and Office Managers face on a daily basis. You'll be able to engage with others that are in your same shoes and share ideas and concepts that are effective and proven to work. With assistance from Elizabeth, you'll be able to build a new tool box of items to take home and implement in your practice today.

As an Orthodontic Practice Manager since 2001, Elizabeth brings experience and knowledge to her discussions in all aspects of today's orthodontic practice. Her focus is on creating efficient and effective practice systems that not only provide structure and organization, but also create a fun and rewarding atmosphere for outstanding orthodontic teams.



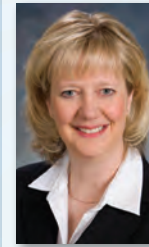
Ms. Phyllis Fernandez

Thursday, March 6
2:00 - 3:20
St. Gallen 3

Dolphin Management **Zuelke Financials**

Learn how to manage your financial systems using the Zuelke Financial Expert™. The Zuelke module was designed specifically for the Dolphin Management system and is a useful add-on module for every practice. Used in conjunction with Dolphin Management, Zuelke Financial Expert will help you efficiently manage financial delinquencies; payment promises; and account collections.

Phyllis has more than 25 years of experience in the orthodontic field while working in all aspects of orthodontic practices. She has been a national practice management consultant, as well as a lecturer, and has worked with more than 600 orthodontic and surgical practices in the United States and Canada.



Ms. Barbara Brinker

Thursday, March 6
2:00 - 3:20
Zurich C

Hands-On Camera

This session will provide an in-depth discussion on techniques for orthodontic clinical photography. Included will be an interactive presentation on photography technique and technology, followed by hands-on sessions with our team of photography experts. Bring your own camera (limited Dolphin-provided cameras MAY be available during the session) to get specific tips and instruction that will help to optimize your digital images and minimize patient chair time. Take the mystery out of digital imaging; improve the efficiency of your processes, and MAXIMIZE the consistency and quality of your images!

With more than 30 years of experience in dental and orthodontic offices in Canada, Barbara brings a deep knowledge of clinical standards and practices. She has successfully developed and implemented digital imaging standards, diagnostic protocols and case management procedures, in addition to practice-wide techniques that enhance patient care and improve practice excellence.





Ms. Barbara Brinker

Thursday, March 6
3:30 - 5:00
 Zurich C

Hands-On Camera

This session will provide an in-depth discussion on techniques for orthodontic clinical photography. Included will be an interactive presentation on photography technique and technology, followed by hands-on sessions with our team of photography experts. Bring your own camera (limited Dolphin-provided cameras MAY be available during the session) to get specific tips and instruction that will help to optimize your digital images and minimize patient chair time. Take the mystery out of digital imaging; improve the efficiency of your processes, and MAXIMIZE the consistency and quality of your images!

With more than 30 years of experience in dental and orthodontic offices in Canada, Barbara brings a deep knowledge of clinical standards and practices. She has successfully developed and implemented digital imaging standards, diagnostic protocols and case management procedures, in addition to practice-wide techniques that enhance patient care and improve practice excellence.



Guest Presenter:
Ms. Katie Weimer

Thursday, March 6
3:30 - 5:00
 St. Gallen 1, 2

Dolphin & Medical Modeling: The New Standard of Care for Orthognathics

At its most basic level, Virtual Surgical Planning (VSP) is about utilizing medical image data to accurately plan surgery in a computer environment, and then transferring that virtual plan to the patient using customized instruments. We have developed a system that transitions away from traditional model block surgery to a more accurate, anatomically-based surgical simulation method. This course will demonstrate how Dolphin 3D Surgery will combine accurate planning of osteotomies and movements with well-fitting surgical splints to create a system that removes hassle by streamlining cases and providing excellent clinical results.

Katie Weimer has been an employee of Medical Modeling Inc. for 5 years, where she developed and managed the virtual surgical planning department.

She received her Master of Science degree in Mechanical Engineering from the University of Missouri-Kansas City, focusing her research thesis on musculoskeletal biomechanics.

In December of 2007 she earned the honor of Order of the Engineer. She has published multiple manuscripts in scientific journals and has spoken on her area of expertise in virtual surgical planning regionally, nationally, and internationally.



Ms. Raylyn Nelson

Thursday, March 6
3:30 - 5:00
 Zurich E, F

Dolphin Management
Scheduling

Effective appointment scheduling is key to running an efficient practice and keeping your staff happy. In this session you will learn all the basic functions of Dolphin Management's scheduling, rescheduling and cancelation features. You will also learn the best scheduling reports to track and manage your No-Shows, Sooner if Possible list, and Patient Recall. I will also be discussing Light Bar to show you how to manage patient flow. Come learn how to make the most of your Dolphin Management Schedule.

Raylyn has been in the dental and orthodontic industry for 20 years. She has worked in all aspects of the office from clinical assistant to office manager. She enjoys being in the clinic where all the action is. Raylyn is a Dolphin Management trainer and loves being a part of all the advancements in both software and orthodontics.





Ms. Megan Martin

Thursday, March 6
3:30 - 5:00
Zurich D

Dolphin Management

Customization of Treatment Card/Tooth Chart

In this class you will learn how to make changes to an already existing Treatment Card or Tooth Chart. We will also review new and advanced features, and go into details of setting them up to maximize your use of the Treatment Card and Tooth Chart.

Megan has been working in all aspects of the orthodontic field since 2002. Her experience includes back office; insurance billing; and treatment coordinator. She has been working specifically with the Dolphin Imaging and Management programs since 2004. Megan loves all things ortho and is enthusiastic about teaching Dolphin Management.



Mr. Wes Wilson

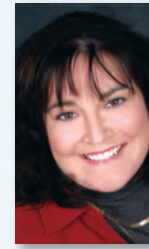
Thursday, March 6
3:30 - 5:00
St. Gallen 3

Dolphin Mobile

This class will teach how to utilize Dolphin Mobile for Doctors. Learn how to use Super Questionnaire; Image Layouts; Aquarium Mobile; and Care Call features. You will also see how to access your patient images and treatment card entries, and how to schedule quickly and securely from your iPhone®, iPod touch®, iPad®, or Android™ device.

We will also introduce our latest mobile creation: Dolphin Mobile for Patients, which gives your patients unprecedented access to view their account balance; images; Aquarium content; and scheduled appointments. It also allows patients to fill out questionnaires from anywhere on their mobile device. The app's social media integrations help your patients stay connected to your office.

Wes graduated from the Georgia Institute of Technology with a BS in Computer Science. Before joining Dolphin, he developed transportation studies software to analyze GPS and accelerometer data. He also worked on a research team developing a system to track monkeys with lasers.



Ms. Trish Fisher

Thursday, March 6
3:30 - 5:00
Zurich G

Save & Present with PowerPoint®

Want to "Wow" your patients at the initial exam or consultation appointment with a PowerPoint slide show integrated with Aquarium videos and the patient's own images? Learn the new interface for the Save and Present feature for Dolphin Management and send your patients home excited about starting their treatment.

Trish has worked in orthodontics since 2002. As a clinical technician and treatment coordinator she gained experience in scheduling, finances, insurance, digital imaging and cephalometric tracing.

She received her BA in Management Accounting with minors in both Computer Science and Information Studies from Alverno College, graduating with honors. Trish is a Dolphin trainer based in Wisconsin, where she and her husband own a consulting firm called Business Information and Technology Solutions (BITS).



Dolphin Management 5.5



Fingerscan Security • Full Patient Database • Scheduling • Patient GPS • Treatment Card • Document Organizer
Treatment Sequence Planning • Correspondence • Comprehensive Financials • Practice Analysis • Custom Reports

SMS

—*abbreviation* Short message service: a system used for sending text messages to and from mobile phones.

Dolphin Management features an SMS package that includes SMS Appointment Reminders and SMS Broadcast. Appointment Reminders lets you send a text message or email to remind patients about upcoming appointments, allowing them to reply for two-way communication. SMS Broadcast lets you send customized text messages for statuses and occasions such as Recall, New Patient, Retention—even Birthdays. Requires a one-time setup fee plus monthly subscription fee for unlimited texts.

SMS Appointment Reminders requires Dolphin Management 4.5 with Service Pack 1 or higher. SMS Broadcast requires Dolphin Management 5.5 Service Pack. Dolphin Management is endorsed by many practice consultants to help any practice achieve more efficient communication. To learn more, visit www.dolphinimaging.com/sms.



Imaging
3D
Management
Aquarium®



AAOF

Microsoft Partner
Special Application Development



 **Dolphin**
Imaging & Management Solutions
a Patterson Technology

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Guest Presenter:
Ms. Karen Moawad

Friday, March 7
8:00 - 9:50
Zurich D

Chicken Soup for the Soul of an Orthodontic Practice

Karen Moawad looks back through her 35 years of consulting in orthodontic practices and shares the most interesting stories, actionable insights, and critical conclusions required for an orthodontist and the team—a must-attend for everyone. She will highlight best Dolphin practices, and what they do to increase engagement and loyalty of employees while positively impacting growth. Karen's wisdom provides a valuable foundation for change. Learn her pragmatic approach to the strategies and tactics that generate remarkable results.

Karen Moawad is the founder of Hummingbird Associates, an internationally recognized orthodontic management consulting firm. She has finely tuned her consulting skills during the past 35 years, and feels privileged to assist clients in implementing changes that enhance and improve their systems; inter-office communication; employee compensation and benefits; marketing; and patient relations.

Karen offers coaching and retreat courses for the entire orthodontic team. She publishes the quarterly Numbers Analysis to help orthodontic practices realize their financial and treatment goals. Karen is also deeply involved in developing collaborative research relationships with universities in North America, Japan, and Australia for Amrita University in Southern India.



Guest Presenter:
Mr. Paul Zuelke

Friday, March 7
8:00 - 9:50
Zurich E, F, G

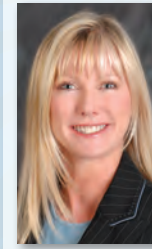
The Relationship of Case Fee and Treatment Time to Case Acceptance and Practice Growth and Profitability

Paul will describe the history of new patient flow and case acceptance in orthodontics from 1980 through the current period. He will discuss the impact on case acceptance of shorter treatment times and the significant fee increases associated with the higher costs of short treatment time technology. He will present solutions that allow orthodontists to have the best of both worlds: short treatment times and outstanding case acceptance.

Participants will recognize the situations when presenting traditional treatment can be preferable to presenting high-tech short treatment time cases. Participants will learn why it is not only acceptable, but profitable, to allow low down payments and long-term financial arrangements, even on high lab fee and short treatment time cases.

Paul Zuelke is president and founder of Zuelke & Associates, Inc., a management consulting firm specializing exclusively in teaching credit management and accounts receivable control techniques to health care practices.

Mr. Zuelke's extensive, professional background in lending and corporate finance, combined with 31 years of experience with over 1,000 client practices located throughout the United States, Canada, and Australia, position him as the leading authority in using effective credit management to build a quality healthcare practice.



Guest Presenter:
Ms. Lori Garland Parker

Friday, March 7
10:00 - 11:50
Zurich D

Chart Your Course: The Essentials of Proper Clinical Documentation

Charting in Treatment Card is so simple now, a few clicks and you are done, right? Oh, I wish! Although your car's GPS can guide you to your destination, the address needs to be input correctly to get you to the right place. In the orthodontic office, the same concept applies. Correct, yet succinct documentation is critical both from an organizational perspective as well as from a legal standpoint. Join Lori for a humorous approach to learning tricks and tips for effective clinical documentation using Dolphin. Following this presentation, actively participating attendees will be able to:

- Understand the importance of accurate & complete patient records.
- Implement time-saving hints for charting.
- Utilize the amnesia test.
- Learn how to avoid miscommunication and misunderstanding by utilizing practical systems.

Lori Garland Parker is co-founder of Consulting Network, Management and Training Solutions. She specializes in coaching orthodontic clinical teams to maximizing their talents; implementing systems to enhance clinical efficiency and productivity; and teaching communication skills to enhance patient compliance. She has developed numerous training tools and manuals, and lectures throughout the United States and abroad.



Guest Presenter:
Dr. Neal Kravitz

Friday, March 7
10:00 - 11:50
Zurich E, F, G

Taming the Beast: Must-Have Practice Management Techniques to Controlling Your Schedule

Successfully controlling your clinical schedule may be the most important practice management strategy to improve office workflow, increase case starts, and enhance the quality of your life. Too often, it is the schedule that controls the orthodontist's team (rather than the other way around), holding staff captive to the wild workday ahead. This lecture will focus on strategies to master your clinical schedule. Discover simple scheduling techniques, including: selecting the appropriate adult patient; scheduling emergency appointments and retainer pickups; utilizing the patient "ready list;" and closing the initial consultation. Don't miss Dr. Kravitz's fun, and high-octane lecture certain to help you master scheduling. Become the beast master!

Dr. Neal Kravitz is a Diplomate of the American Board of Orthodontics, member of the Edward Angle Honor Society, and clinical faculty at Washington Hospital Center. Dr. Kravitz is a prolific writer and a passionate editor for seven refereed journals.

He lectures throughout the country and internationally on treatment planning, practice management, and lingual orthodontics. He has earned a reputation as one of the country's most dynamic speakers.



Ms. Vickie B. Rudd

Friday, March 7
2:00 - 3:20
St. Gallen 1, 2

Dolphin Imaging **ImagingPlus™ Advanced Features: Tips & Tricks**

Note: For maximum value plan on attending both of Vickie's presentations (Basic and Advanced)

Vickie's review of advanced features shows you how to simplify treatment planning, vastly enhance case presentations and give your practice a real competitive advantage in terms of case acceptance and operational efficiency. Her tips and tricks make it easy to quickly gain proficiency in using advanced features. Topics covered include: Morphing and 2D Movie Morphing, Image Library, Annotations and Measurements, Enhanced Printing and Patient Look-up Features. This presentation is designed for beginning users who have attended Vickie's Basic Features class, and intermediate and advanced users. Detailed handout is a great training reference for attendees and future new-hires.

Vickie is a leading consultant who specializes in streamlining management systems, integrating new technologies, and staff development. She has extensive experience working with practices in the United States and abroad, and is known for her management philosophy of "keep it simple and empower your staff."

She is a popular presenter at Dolphin, AAO and Regional meetings, and served as the Staff Program consultant to the General Chairman for the 2013 SAO meeting in Hilton Head.



Ms. Barbara Brinker

Friday, March 7
2:00 - 3:20
Zurich G

Dolphin Imaging **Dolphin 3D - The Basics**

This session will provide a basic introduction to the powerful Dolphin Imaging 3D program. You will learn how to import a DICOM file (from a disk, file or your CBCT scanner), and how to navigate within the Dolphin 3D software. See how to orient and segment your data; save the DICOM file to the patient database; create x-rays, slices and nerve canal tracings; as well as save these images into the patient's Dolphin 2D Imaging file.

With more than 30 years of experience in dental and orthodontic offices in Canada, Barbara brings a deep knowledge of clinical standards and practices. She has successfully developed and implemented digital imaging standards, diagnostic protocols and case management procedures, in addition to practice-wide techniques that enhance patient care and improve practice excellence.



Guest Presenter:
Dr. Dan Bills

Friday, March 7
2:00 - 3:20
St. Gallen 3

Connecting with the "Net-Generation:" So Much More Than Just Social Media

This class will show you how to utilize available technology to better understand and connect with "Net-Generation" patients and their parents. This course will not only elucidate the thought and learning processes of the Net-Generation, but it will also explain how to use these connections in all areas of orthodontic practice to achieve clinical and financial success. In this class we will:

- Explain the significant impact that technology has had on the way the Net-Generation thinks, learns, and connects.
- Discuss how this paradigm shift has affected (and will continue to affect) the practice of orthodontics.
- Explain some of the pitfalls that orthodontists commonly fall into, i.e. why simply having a website and/or a Facebook page is just not enough.
- Explain how to utilize this dynamic shift to our advantage to achieve greater patient compliance, clinical excellence, and economic success.

Dr. Dan Bills maintains Innovative Orthodontics, a state-of-the-art private practice in Southern New Jersey, just outside of Philadelphia. He is a Board Certified Diplomate of the American Board of Orthodontics and is a Clinical Associate in the University of Pennsylvania Department of Orthodontics, where he earned their 2011 Outstanding Teacher Award. He speaks regularly about a variety of clinical topics as well as how to better utilize technology to connect with orthodontic and dental patients.



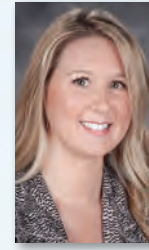
Ms. Phyllis Fernandez

Friday, March 7
2:00 - 3:20
Zurich D

Dolphin Management Financials (Advanced)

Learn how to utilize the advanced financial features in Dolphin Management. We will review financial proposals; online payment processing; payment plans; complex contracts; precise adjustments; family statements; balancing work sheets; and insightful financial reports that help discover inappropriate financial activity.

Phyllis has more than 25 years of experience in the orthodontic field while working in all aspects of orthodontic practices. She has been a national practice management consultant, as well as a lecturer, and has worked with more than 600 orthodontic and surgical practices in the United States and Canada.



Ms. Megan Martin

Friday, March 7
2:00 - 3:20
Zurich E,F

Dolphin Management Charlene White's SOS

This class will highlight all of the great features within the Charlene White's SOS Systematic Office Solutions software module. We will also review the basics of setting it up; how to customize its schedule templates; and review the Practice Management Scorecard, Deband Analysis and Recall Effectiveness Analysis screens.

Megan has been working in all aspects of the orthodontic field since 2002. Her experience includes back office; insurance billing; and treatment coordinator. She has been working specifically with the Dolphin Imaging and Management programs since 2004. Megan loves all things ortho and is enthusiastic about teaching Dolphin Management.





Ms. Kim Franks

Friday, March 7
3:30 - 5:00
St. Gallen 1, 2

Dolphin Imaging
Ceph Tracing

Whether you are a novice or an expert at cephalometric tracing, come learn how the tools in Dolphin's Ceph Tracing software will enhance the accuracy of your cephalometric analysis. We will cover lateral and frontal landmarks and anatomy.

Kim has more than 20 years of dental and orthodontic experience, working with x-ray labs specializing in orthodontic records, TMJ and implant tomography. Kim has implemented the Dolphin systems in numerous labs across the United States.



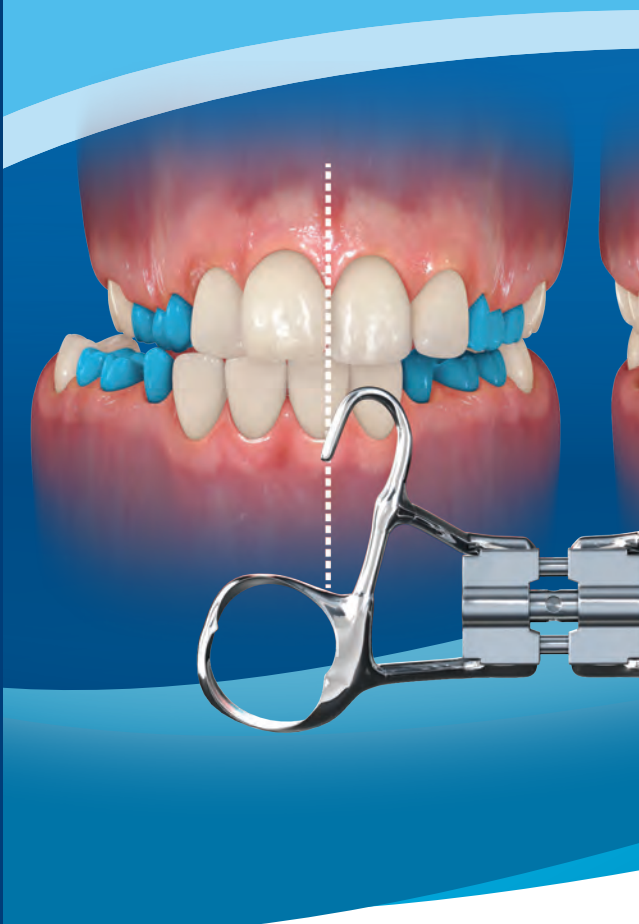
Ms. Barbara Brinker

Friday, March 7
3:30 - 5:00
Zurich G

Dolphin Imaging
Dolphin Imaging - 2D Layouts & 3D Reports

See how to easily customize existing imaging layouts, and create new layouts to suit your practice. Utilizing our latest layout editor, you can add your logo; arrange images; integrate patient information; and customize the look of your images. We will then explore the 3D Reports program, which utilizes the same tools and takes things to the next level. You will learn how to integrate your 3D images into multi-page reports; streamline this process using report templates; and pull this all together into a comprehensive package of information.

With more than 30 years of experience in dental and orthodontic offices in Canada, Barbara brings a deep knowledge of clinical standards and practices. She has successfully developed and implemented digital imaging standards, diagnostic protocols and case management procedures, in addition to practice-wide techniques that enhance patient care and improve practice excellence.



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Aquarium[®] 3

Patient education software



Show it. Share it.



Springs Canine Retraction



Decalcification



Broken Brackets



Fixed Retainer Mandibular



Export to other devices, programs and media

Intuitive Interface • Stunning 3D Movies • Comprehensive Library • Personalized Images • Network-Ready • Publish Playlists

Aquarium 3 brings new features, capabilities, and a fresh new look. Publish playlists; play audio tracks in multiple languages; add your practice logo to exported movies; keep a time-stamped log of which movies each patient has viewed; and much more. Aquarium movies are network-ready and display beautifully on most monitors and resolutions. To learn more, visit www.dolphinimaging.com/aquarium.

tner



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Guest Presenter:
Mr. Paul Zuelke

Friday, March 7
3:30 - 5:00
St. Gallen 3

Practice Security (Doctors Only)

You are not just a doctor! You are also a business owner who must keep an eye on the key financial factors within your practice. Attend this session, designed exclusively for doctors (only doctors will be admitted), to learn more about how you can enhance the security of your practice. The second part of this class will give you hands-on experience using various reports that Dolphin has specifically designed to identify problems related to financial, contract, payment, adjustment, cash handling and other posting problems.

Paul Zuelke is president and founder of Zuelke & Associates, Inc., a management consulting firm specializing exclusively in teaching credit management and accounts receivable control techniques to health care practices.

Mr. Zuelke's extensive, professional background in lending and corporate finance, combined with 31 years of experience with over 1,000 client practices located throughout the United States, Canada, and Australia, position him as the leading authority in using effective credit management to build a quality health care practice.



Ms. Marsha West

Friday, March 7
3:30 - 5:00
Zurich D

Dolphin Management **SMS, Appointment Reminders, Job Scheduler**

In this class you will learn how to utilize email and SMS for communicating with patients. You will also learn how to create a report in Dolphin Management and send a custom, personalized mass email or text message from that report.

Marsha has more than 10 years experience in the orthodontic field working as a financial coordinator and office manager; gaining experience in finances, insurance, scheduling, practice management, and customer service. She lives in Jacksonville, Florida and enjoys traveling, going to the beach and spending time with her family.



Ms. Raylyn Nelson

Friday, March 7
3:30 - 5:00
Zurich E,F

Super Questionnaire™

In this class I will show you how to enable Dolphin Super Questionnaire. I will also review the Super Questionnaire Designer, setting up multiple types of questionnaires and how to use them to create letters to patients and referrals.

Raylyn has been in the dental and orthodontic industry for 20 years. She has worked in all aspects of the office from clinical assistant to office manager. She enjoys being in the clinic where all the action is. Raylyn is a Dolphin Management trainer and loves being a part of all the advancements in both software and orthodontics.





Guest Presenter:
Ms. Brenda Ashwell

Saturday, March 8
8:00 - 9:50
Zurich D

Connect, Engage, Wow & Win!

Learn how to connect, engage, wow and win new patients with solutions that are relevant in today's technological standards; manageable; quantifiable; and budget friendly. Discover how progressive offices are leveraging viral marketing strategies combined with reward programs and social media to intuitively connect with patients and their friends, as well as their community and dental partners.

Social marketing strategies and a strong web presence are amongst the most impactful tools for delivering an engaging patient experience. This approach provides a highly viral forum for practice advocates eager to share their stories of treatment success.

Brenda Ashwell has worked with hundreds of orthodontic practices for 20 years, giving her first-hand knowledge of marketing and management systems that produce results. Her in-depth understanding of orthodontic marketing, coupled with her roots in technology, have given her keen insight into creating and utilizing automated tools for making the marketing coordinators job manageable and highly effective.

As a Senior Practice Advisor and principal of PracticeGenius™, Brenda employs the latest advancements in Web-application technology through the Patient Rewards Hub™ the first web-based reward program and social marketing platform developed exclusively for orthodontists.



Guest Presenter:
Dr. John White

Saturday, March 8
8:00 - 9:50
Zurich E,F,G

The Truly Virtual Patient: The Next Step in Digital Orthodontic Records

Orthodontic records and orthodontic diagnostic techniques are continuously evolving: From film-based FMXR, lateral Ceph, Pan, and Tomos to digital imaging and CBCT; from polaroid photos and slides to digital photos and video, to constructed 3D surface photos to optical surface scan technology; from handheld models, to articulated models, to virtual models, to integrated occlusal scans. We now have the ability to integrate all these into a virtual patient, with segmentation and functional movements on the horizon. Gee Whiz is already here!

Dr. John White honed his dental skills in a general practice program with the U.S. Air Force, and received his orthodontic training at Case Western Reserve's orthodontic program. During his 12-year Air Force career, Dr. White was honored to serve as a Consultant to the Air Force Surgeon General, and as staff orthodontist at Walter Reed Army, Bethesda Naval, and two Air Force medical centers.

He opened his private practice in 1988 in Hudson, Ohio, while also joining the faculty in the Case Western Department of Orthodontics. In 20 years as clinical professor, he has been involved in the education of over 100 orthodontists and honored twice as instructor of the year. More recently he has been invited to speak at universities and professional meetings nationally and internationally.



Guest Presenter:
Mr. Steve McEvoy

Saturday, March 8
10:00 - 11:50
Zurich E,F,G

The Dolphin Cloud Experience

If you have any interest in Dolphin Cloud, this is a must-attend class for you. We will begin by helping you determine if Dolphin Cloud is right for your practice by examining the economics and benefits and discuss the questions you have.

Next we will cover the Dolphin Cloud experience—using Dolphin Cloud live to demonstrate how it works and show off some of the latest features. We'll be sharing tips & tricks for getting the most out of your Dolphin Cloud setup.

Mr. McEvoy is an IT professional and Project Manager working for MME Consulting, Inc., a computer technology company that specializes in serving dental specialty practices in the U.S. and Canada.

He has 15+ years working hands-on with the technologies used in Orthodontic and Oral Surgery practices like yours. Mr. McEvoy is currently serving as a member of the AAO Committee on Technology (CTech).



Guest Presenter:
Ms. Charlene White

Friday, March 8
10:00 - 11:50
Zurich D

Activate Practice Proaction versus Panic Reaction

In this course Charlene will present a solid plan for growth during the good times, and explain how to avoid the pitfalls of a bad economy; change in circumstances; and changing times. She will help you prepare yourself, your team, and your practice to set and meet your goals and ways to safeguard against panic in tough times!

Charlene White's expertise and depth of knowledge in the orthodontic specialty is world renowned. She has successfully consulted in over 700 orthodontic practices in nearly 30 years; interviewed over 6,000 team members; presented over 300 Continuing Education courses; and has written and filmed 18 training products.

As a result of her knowledge and reputation she is proud to report that she has partnered with Dolphin Management to create the "Charlene White's SOS Systematic Office Solutions" software module.



Guest Presenter:
Dr. Allan Farman

Saturday, March 8
2:00 - 3:20
St. Gallen 3

Use of Dolphin 3D for the Interpretation of CBCT Incidental Findings

Of concern in any maxillofacial CBCT read is the detection and appropriate follow up of incidental findings. This presentation will detail representative CBCT incidental findings with special reference to the use of Dolphin 3D software.

Dr. Allan G. Farman is a past President both of the American Academy of Oral and Maxillofacial Radiology and the International Association of Dentomaxillofacial Radiology.

He currently serves as a voting representative to the DICOM Standards Committee, the ADA Codes Maintenance Committee, and the IAC-CT Board, and is Founder and Organizer of the Computed Maxillofacial Imaging Congress.



Mr. Ken Gladstone

Saturday, March 8
2:00 - 3:20
Zurich D

Aquarium©

Aquarium is Dolphin's state-of-the-art patient education product. This course will start with its basic features, including: help system; search; custom content; playlists; and more. We will then delve into the Aquarium 2 features, including: exporting movies; recording custom audio tracks for movies; moving unwanted/unused movies to the "hidden" list; dragging and dropping custom content from outside applications; and more. Finally, we will review the features of Aquarium 3, including: publishing playlists to flash drive or CD; keeping a time-stamped log of which movies each patient has viewed; recording and playing back audio tracks in multiple languages; DOLI (Dolphin Licensing) Support—run Aquarium without any dongles or registration numbers; and more.

Ken has been developing software since age 10. He has developed engineering software for computer hardware designers and has developed employee record-keeping software. Ken has served as Technical Editor of MacTech magazine, and was one of the original architects of the Dolphin software. He has a BS in Computer Science and Engineering from Dartmouth College in New Hampshire.



Guest Presenter:
Mr. Chris Bentson

Saturday, March 8
2:00 - 3:20
St. Gallen 1, 2

Valuation & Transition 101

At some point in the life of an orthodontic practice, there will most likely come a time to have it valued. You are more than likely aware of the concept of business valuation, but may question how orthodontic practice valuations and transitions work. This presentation will offer a crash course in everything you need to know about orthodontic valuations and how it will lead into a smooth ownership transition. This fast-paced lecture will focus on:

- Learning the ins and outs of a practice valuation.
- Acquiring a general timeline of the valuation and transition process.
- Finding out how a valuation price/amount is agreed upon.
- Understanding what documents are needed for a smooth transition.

Chris Bentson has been working with orthodontists for more than 24 years and serves as President and Managing Partner of Bentson Clark & Copple, LLC, a company that provides valuation, transition and candidate recruiting services to orthodontists within the United States.

Chris serves as Editor-in-Chief of the Bentson Clark reSource, a quarterly subscription-based newsletter focused exclusively on the business aspects of running a successful orthodontic practice.



Mr. Steve Murray

Saturday, March 8
2:00 - 3:20
Zurich G

Dolphin Management

DIRT (Dolphin Interactive Reporting Tool)

The same way Practice Analysis helps you view your practice, Interactive Report Tool collates all report data into a friendly grid format that you can manipulate onscreen. Select from over 500 data fields to create your own custom searches and reports. Add filters, rearrange the columns, or change the order of the fields to create a whole new view of your data! Quickly drill down to individual patient information (it is interactive!). Easily send letters, print labels, or print the new customized information. If you analyze data, want custom reports, or are the office marketing specialist, then you must join this class!

Steve has been a computer consultant and technical trainer of one sort or another since the PC revolution and hasn't looked back. He loves to help others and finds great joy in learning anything new. When not at work, you will most likely find him outdoors with his son doing something extreme, or just hanging out—as long as they're together.



Ms. Trish Fisher

Saturday, March 8
2:00 - 3:20
Zurich E,F

Dolphin Management

Dolphin Management - "Did ya know.....?"

Have you ever wondered what all the check boxes and options mean under the tools options drop down menus and other parts of the Dolphin Management program? Do you want to make your software easier to use and set up some automatic features? Then come to "Did Ya Know" to understand how some checkboxes can make your day easier and learn how some customizations in the software can brand your practice a little bit more.

Trish has worked in orthodontics since 2002. As a clinical technician and treatment coordinator she gained experience in scheduling, finances, insurance, digital imaging and cephalometric tracing.

She received her BA in Management Accounting with minors in both Computer Science and Information Studies from Alverno College, graduating with honors. Trish is a Dolphin trainer based in Wisconsin, where she and her husband own a consulting firm called Business Information and Technology Solutions (BITS).



Accelerated Payment Technologies, a division of Global Payments, pioneered the concept of a single integration point for payments in order to offer clients a robust and sophisticated front office solution. Accelerated's unique perspective and accumulated knowledge resulted in a best-in-class integrated payment processing application (XCharge) which is integrated with your Dolphin Management Software.



American Orthodontics is the largest privately held orthodontic manufacturer in the world, proudly based in Sheboygan, Wisconsin. Since 1968, American Orthodontics has been manufacturing quality orthodontic products and peripherals for customers in more than 100 countries. More than 90% of American Orthodontics' products are manufactured at its Sheboygan headquarters using highly automated production equipment and a skilled, dedicated workforce. With 11 wholly owned subsidiaries, a direct sales force in North America, and a global team of exclusive distributors, American Orthodontics is a true orthodontic industry leader, committed to providing customers quality products, personalized service and dependable delivery.



AOA is a digital, full-service, customized orthodontic laboratory, selling directly to the orthodontist in the US and abroad through AOA's North American and Ormco's global sales teams. AOA has become a well-known leader for their creative appliance designs, world class customer care and overall knowledge in the orthodontic market. Our goal is to continue to combine innovation and technology with customer feedback to provide your practice with the latest in orthodontic appliances. With the ability to track shipments, view case status, receive e-statements and more, AOA continues to provide additional conveniences in partnering with us as your laboratory of choice.



Bentson Clark & Copple, LLC provides a variety of services to both orthodontists and orthodontic residents throughout the United States. Bentson Clark & Copple has established itself as the premier transition company in the orthodontic field. The company performs practice valuations, provides practice sales & marketing services and helps negotiate transactions between both buyers and sellers. The company also publishes the Bentson Clark reSource, a quarterly newsletter written specifically for the orthodontic industry that focuses on providing and analyzing real data from real practices.



Crest + Oral B Professional Oral Health provides leading products, programs and services to help patients maintain healthy beautiful smiles for life. Our Essentials program can provide your practice with a unique program to help you inspire excellent oral hygiene in your patients including products, compliance tools and marketing support.



From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. Distinguished products range from legacy twins Titanium Orthos™ and Mini-Twin™ to self-ligation with the passive Damon® System and active Prodigy™ SL. Insignia™ Advanced Smile Design™ is an all-inclusive solution that manufactures each doctor's treatment goals and smile design into customized appliances - resulting in efficient, precise smile outcomes often in less time.



Gaidge (formerly OrthoMetrics) is an automated practice performance analysis tool for doctors who understand that you can only improve your position by first knowing where you stand. Our system provides the information you need to make informed decisions without complicated, manual, time-consuming processes so you can accelerate your practice.



Medical Modeling specializes in Virtual Surgical Planning (VSP®) and production of models, guides and templates to transfer a digital pre-surgical plan to the operating room. Especially relevant is our VSP® work in orthognathics. Utilizing Dolphin Imaging's 3D surgery software we are able to digitally plan your orthognathic surgery and provide CAD/CAM intermediate and final orthognathic splints for surgical use. Medical Modeling also provides VSP® solution for maxilla and mandible reconstruction, distraction and trauma. Stop by our booth to learn more about our unique product offerings.



Let MME design, install and support the ideal computer network for your Dolphin software. As the nation's premier technology integrator for the orthodontic community, MME has over a decade of experience setting up Dolphin Imaging and Management networks ranging from small, single offices to large, multi-office practices.

Orthodontic products and computer technologies change very quickly. By focusing on the orthodontic market and maintaining close relationships with industry leaders like Dolphin, MME is able to sustain a high level of competence and efficiency needed for a successful project.



Opal Orthodontics, a division of Ultradent Dental Products, is a U.S.-based manufacturer of orthodontic brackets, bands, and miscellaneous orthodontic auxiliaries.



Ortho Arch has been serving the orthodontic community since 1974. We carry a full line of orthodontic products including Coralex, Stainless Steel, Nickel Free, Ceramic and Self Ligating Brackets, Nitinol, Stainless Steel and Beta Titanium Wires, Mini-Molds, Ultimate Crimpable Hooks and Stops, Instruments GTS Torquing Springs for torquing individual teeth, and Dr. Larry White's best selling book "Orthodontic Pearls."



Based in Houston, Texas, OrthoAccel® Technologies, Inc., is a privately owned medical device company currently engaged in the development, manufacturing, and marketing of products to enhance dental care and orthodontic treatment.

OrthoAccel® developed and sells AcceleDent® Auro, the first FDA-cleared clinical approach to safely accelerate orthodontic tooth movement by applying gentle micropulses (SoftPulse Technology™) as a complement to existing orthodontic treatment.



OrthoBanc improves the billing process, allowing patients to pay every month with any option - Check, Visa, MasterCard, American Express, or Discover. We transfer

the payment into the orthodontist's account within 3-4 business days. OrthoBanc also manages NSF transactions and expired credit cards. We contact patients about missed payments - eliminating one of the staff's most unpleasant tasks. From our website, patients can view account payment and balance information or print a statement for reimbursement by Flexible Spending Plans. OrthoBanc also gives the option of running quick, simple credit checks on a per transaction basis.



Patterson Dental is a leading full-service distributor of products, equipment and technology in the U.S. and Canada. Patterson drives value to practices through innovative tools that enhance the patient and practice experience and improve productivity

- a trusted partner committed to helping the practice grow and evolve through leading-edge software; imaging and management solutions; seamless integration with digital technologies; and responsive, personalized technical support.



Planmeca is the world's largest privately held dental imaging company and one of the industry's leading manufacturers of panoramic and cephalometric X-rays.

Planmeca's imaging units offer superior image quality, reduced radiation during routine procedures, easy upgradeability, and advanced, user-friendly imaging software.

Since the company's establishment, Planmeca's developers have worked with dentists and leading universities to anticipate future trends, using this data to design an advanced line of high-tech products. From the introduction of the first microprocessor-controlled chair, to the development of the ProMax™ line of imaging units with SCARA technology, Planmeca has always led the way with new technology. The company's goal is to supply the highest quality dental equipment that is uniquely designed for today's modern, technologically advanced practice.



The Patient Rewards Hub™ powered by PracticeGenius™ is an Engagement Marketing Suite featuring Rewards, Kids Clubs, Social Media, Reviews and Contest Engagement Programs all

rolled into one simple and easy to use cloud application!

While simple to administrate, this powerful marketing platform is tailored to your unique business requirements, providing the systems and tools to carry out operationally friendly and financially successful marketing strategies.



We specialize in orthodontic adhesive for all bonding needs, with all types of appliances, to any surface. Since our conception in 1981, we have achieved the reputation of providing consistent, quality adhesives, in a variety of delivery systems, at a cost far below competition. Thorough evaluation and feedback ensures that each product performs to your satisfaction for the full treatment time and is chemically safe for you, your staff and your patients.



The Dental Company

Sirona, the dental technology leader, has served dealers and dentists worldwide for more than 130 years. Sirona develops, manufactures, and markets a complete line of dental products, including CAD/CAM restoration systems (CEREC), digital intra-oral (Schick), panoramic and 3D imaging systems, dental treatment centers and hand pieces.



smileschangelives®

Smiles Change Lives promotes and provides access to life-changing, essential orthodontic treatment for children from low-income families. Based in Kansas City, the program has treated more than 5,000 children since 1997. With its origin as the Virginia Brown Community Orthodontic Partnership, Smiles Change Lives has emerged as the nation's leader in providing access to orthodontic care for qualified youth.



Specialty Appliances has developed a reputation for being committed to continuous improvement that provides our

customers high quality products in a timely manner. 30 years of experience, innovation and keen technical knowledge has made us leaders in: anterior alignment with our Clear Image Aligners, precision bracket placement with our Indirect Bonding process, and Class II correction using quality Herbst products that ensure patient comfort while efficiently achieving treatment goals.



TeleVox combines technology with a human touch to help you engage your patients. TeleVox's industry-leading hosted services decrease appointment no-shows, increase on-time bill payments, improve patient care, help you create a compelling online business presence, help you promote new products and services, and even give you a patient-get-patient referral system.



Vanco Services, LLC, is a financial technology company that offers several electronic payment solutions under the e.service® brand. From automated payment solutions that integrate with your Dolphin software to convenient card swipe options, discover all the ways Vanco can bring new efficiencies to the way you process patient payments.

Map



The Swissôtel Event Centre occupies rooms in both the main tower and lower level of the adjacent building.

Indoor transit between the two buildings is available via elevators/escalators/staircase located in the hotel lobby.

2015 Dolphin Meeting, Beverly Hills
Join us at the Beverly Hills Hilton, California
March 5 - March 7, 2015
www.dolphinimaging.com/2015beverlyhills