



Dolphin

Imaging & Management Solutions
a Patterson Technology

2023

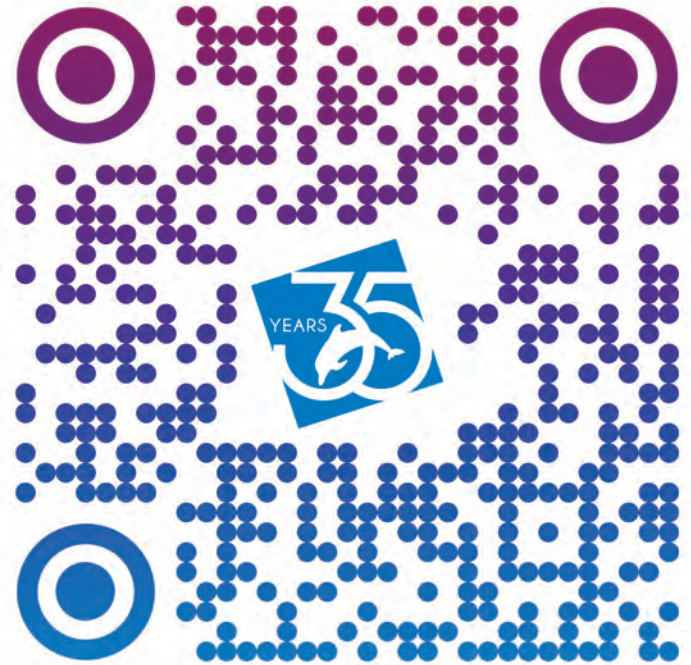
Dolphin Meeting

Fort Lauderdale, FL

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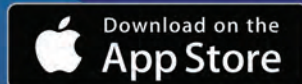
The Yapp app logo is a rounded square with a green-to-blue gradient. The word "Yapp" is written in a white, bold, sans-serif font.

Yapp



*Our entire program on
a mobile app!*

And enter our ID
DOLPHIN2023



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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 Dinner Party

Food, Drink, Music, and Fun! Spend the evening with old friends and meet some new ones. 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 2023 Dolphin Meeting, Fort Lauderdale! Plan to spend the next three days learning, sharing, and having fun. 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 optimize your time while you're here.

We encourage you to keep program details at your fingertips by downloading the 2023 Dolphin Meeting app to your mobile device at:

<https://my.yapp.us/DOLPHIN2023>

This will give you access to the education and social schedule, plus course handouts and the ability to fill out class surveys online. You can also post photos, comments, and interact with other attendees. When posting photos to any social media platform, please use the hashtag **#DolphinMeeting**.

Remember to stop by and say "Hello" at the Welcome Reception after classes on Thursday, March 9, in the Grand Foyer. And of course, we look forward to seeing you at the Friday Night Dinner Party!

Lastly, don't forget to visit the Exhibitors with the Excursion Game Card you received in your registration bag. Get stamped by all participating exhibitors for a chance to win one of many prizes!

Your 2023 Dolphin Meeting Team

Schedule

Thursday

Friday

7:00 - 8:00	- Registration - Breakfast		Caribbean Foyer Ocean Ballroom
8:00 - 8:30	Opening Remarks	Chester Wang & Matt Yamamoto	Grand Ballroom EF
8:30 - 10:00	Keynote: Building Skyscraper Relationships	Charles Clark	Grand Ballroom EF
10:00 - 10:30	Break		Grand Foyer
10:30 - 12:00	- Fee Presentations, Financial Transparency & the Changing Demands of Millennial Consumers - A Look Inside My Office: Scheduling Pearls for a Busy Orthodontic Practice	Tracy Martin Dr. Neal D. Kravitz	Grand Ballroom E Grand Ballroom F
12:00 - 1:30	Lunch		Oceanview Terrace
1:30 - 2:45	- What's New in Dolphin - Hands-On Camera Class - ImagingPlus™: Quality and Efficiency - Dolphin MyOrthodontist - All About Insurance - Super Questionnaire	Ken Gladstone & Dewitt Blankenship Barbara Brinker Vickie B. Rudd Bobby Morales Megan Martin Marsha West	Grand Ballroom E Caribbean V-VIII Grand Ballroom AB Grand Ballroom F Caribbean I-III Grand Ballroom CD
2:45 - 3:15	Break		Grand Foyer
3:15 - 4:30	- Thinking About Dolphin Cloud? - Dive into Dolphin Aquarium@ - Roundtable: Dolphin Management - Specialty/Pedo Charting: Basic - Treatment Card/Tooth Chart: Beginner	Steve McEvoy Barbara Binker Steve Murray Megan Martin Raylyn Nelson	Grand Ballroom F Grand Ballroom CD Caribbean V-VIII Grand Ballroom AB Grand Ballroom E
4:30 - 5:30	Welcome Reception		Grand Foyer
7:00 - 8:00	Breakfast		Ocean Ballroom
8:00 - 9:30	- Harnessing the Power of Systems to Elevate Your Practice - Using Technology to Increase Practice Efficiency	The Hummingbird Team Dr. Bill Dischinger	Grand Ballroom E Grand Ballroom F
9:30 - 10:00	Break		Grand Foyer
10:00 - 11:30	- How to Become the Ideal Team Player... and Avoid Being a "Staff" Infection! - 2D or not 2D? That is the Question!	Dino Watt Dr. Paul Thomas	Grand Ballroom E Grand Ballroom F
11:30 - 1:00	Lunch		Ocean View Terrace
1:00 - 2:15	- Roundtable: Clinic & Administrative Teams Working Effectively Together - Dolphin Interactive Report Tool (D.I.R.T.)	Lori Garland Parker Steve Murray	Caribbean V-VIII Grand Ballroom E

Schedule

Friday

Saturday

1:00 - 2:15	- Beginner Financials - 3D: The Basics - Ceph Tracing	Raylyn Nelson Barbara Brinker Kim Franks	Grand Ballroom F Grand Ballroom CD Grand Ballroom AB
2:15 - 2:45	Break		Grand Foyer
2:45 - 4:00	- Work Smarter Not Harder: The Dolphin Orthodontic Practice in 2023 - Advanced Financials - Use Status Codes to Increase Production and Manage Patient Flow - Dolphin Mobile - 3D: Beyond the Basics	Jo Ann Dudzienski Trish Fisher Vickie B. Rudd Bobby Morales Barbara Brinker	Caribbean V-VIII Grand Ballroom E Grand Ballroom AB Grand Ballroom F Grand Ballroom CD
6:00 - 10:00	Friday Night Dinner Party!!!		Ocean Ballroom & Ocean Terrace
7:00 - 8:00	Breakfast		Ocean Ballroom
8:00 - 9:30	The Digital Transformation in Orthodontics	Michelle Shimmin	Grand Ballroom E
9:30 - 9:45	Break		Grand Foyer
9:45 - 11:00	- TIPS and TRICKS in Dolphin Management - Scheduling - ImagingPlus™: Advanced - Dolphin Blue - Treatment Card/Tooth Chart: Advanced	Steve Murray Marsha West Vickie B. Rudd Trish Fisher Raylyn Nelson	Grand Ballroom CD Grand Ballroom F Grand Ballroom AB Grand Ballroom E Caribbean I-III
11:00 - 11:15	Break		Grand Foyer
11:15 - 12:30	- Dolphin Management: Back to Basics - Communicating with Dolphin - Aquarium© to the Max! - Specialty/Pedo Financials: Basic - AnywhereDolphin & Letters	Trish Fisher Marsha West Dr. Paul Thomas Megan Martin Bobby Morales	Caribbean I-III Grand Ballroom F Grand Ballroom E Grand Ballroom AB Grand Ballroom CD

Computer Lab

Grand Ballroom G-K

Thursday 10:00 am - 4:30 pm

Friday 8:00 am - 4:00 pm

Saturday 8:00 am - 12:00 pm

Hands-On Camera Class

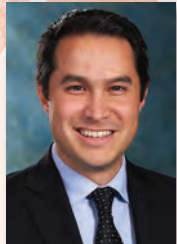
Caribbean V-VIII

Thursday 1:30 pm - 2:45 pm



Chester Wang
Dolphin President

Thursday, March 9
8:00 - 8:30
Grand Ballroom EF



Matt Yamamoto
Dolphin Director of Sales

Thursday, March 9
8:00 - 8:30
Grand Ballroom EF

Opening Remarks



Keynote Speaker:
Charles Clark

Thursday, March 9
8:30 - 10:00
Grand Ballroom EF

Building Skyscraper Relationships

How to build impactful relationships among your team to help you conquer business goals and create a productive environment.

The "Building Skyscraper Relationships" workshop is used to unlock the power of relationships in an organization to drive results, improve customer experiences, and create a lasting legacy. These are principles that can be applied with both personal and business relationships.



Guest Presenter:
Tracy Martin

Thursday, March 9
10:30 - 12:00
Grand Ballroom E

Fee Presentations, Financial Transparency & the Changing Demands of Millennial Consumers

Policies requiring \$1,500 down and balances paid in full before treatment ends are a thing of the past. If you're ready to move your team into financial arrangements that are not only competitive, but expected by your millennial patients and parents, then don't miss this lecture from Tracy Martin of Straight Consulting. Not only will she break down the "WHATS & WHYS" of these generational consumers, but also "HOW" to get them picking up what your practice is putting down!



Guest Presenter:
Dr. Neal D. Kravitz

Thursday, March 9
10:30- 12:00
Grand Ballroom F

A Look Inside My Office: Scheduling Pearls for a Busy Orthodontic Practice

This fast-paced and fun lecture will review strategies and practice management pearls for running a busy practice. We will discuss my scheduling template (including weekends), appointment codes, treatment notes, Invisalign appointments, retention checks, new patient and recall patient consultations, and so much more. This lecture is perfect for both orthodontists and their staff. Come take a look inside my practice!





Ken Gladstone

Manager of Imaging
Software Products

Thursday, March 9
1:30 - 2:45
Grand Ballroom E



Dewitt Blankenship

Manager of Management,
Mobile & Web Software
Products

Thursday, March 9
1:30 - 2:45
Grand Ballroom E

What's New in Dolphin Imaging and 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 in development and give a sneak peek at new features in development.



Barbara Brinker

Thursday, March 9
1:30 - 2:45
Caribbean V-VIII

Hands-On Camera Class

This session is a fun and interactive way to maximize your clinical photography skills and minimize your frustration! The session starts with a presentation on photo technique and technology, then we break out for hands-on help and training.



Vickie B. Rudd

Thursday, March 9
1:30 - 2:45
Grand Ballroom AB

Dolphin Imaging ImagingPlus™: Quality and Efficiency

Vickie gives a comprehensive review of select features that increase practice efficiency, including how to manage custom settings, quickly search patient records, and consistently create high quality images. Features covered include Preferences, Timepoint Naming, Keywords, Layout Editor, Capture Sequence Editor, and Capture Setup. Vickie's illustrated handout is an at-a-glance user guide. Free download at VickieBRudd.com.





Bobby Morales

Thursday, March 9
1:30 - 2:45
Grand Ballroom F

Dolphin MyOrthodontist

Learn the benefits that Dolphin MyOrthodontist will bring to your practice by allowing patients and billing parties to be more in control of appointments, financials, and patient information. This session will cover features such as Super Questionnaire, Appointments, Correspondence, Patient Information, and Aquarium®. You'll also learn how patients can make payments via the app.



Megan Martin

Thursday, March 9
1:30 - 2:45
Caribbean I-III

Dolphin Management All About Insurance

We will Review the basics of orthodontic insurance billing. Top insurance questions answered! Including adding new policies to existing treatment, billing secondary insurance, and what insurance reports to review in your office.



Marsha West

Thursday, March 9
1:30 - 2:45
Grand Ballroom CD

Dolphin Imaging & Management Super Questionnaire

Learn how to utilize Super Questionnaire for Online Health History, Patient Yearly Updates, New Patient Exam/Letters, and more.





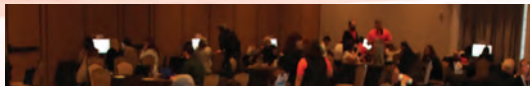
Guest Presenter:
Steve McEvoy

Thursday, March 9
3:15 - 4:30
Grand Ballroom F

Thinking About Dolphin Cloud?

Steve will discuss the differences between Dolphin Cloud and local software so you can determine if it's right for your practice. In which scenarios is cloud best? Which is local best? Are you already on Dolphin Cloud? Steve will share what affects overall cloud speed and performance, plus a few tips and tricks to optimize your experience. Along the way he'll will discuss some personal cybersecurity tips and tricks to help keep you protected online.

Steve promises to limit the 'Geek Speak' and talk about issues in terms we can all understand. Please bring your own questions and experiences to share with the group!



Barbara Brinker

Thursday, March 9
3:15 - 4:30
Grand Ballroom CD

Dive into Dolphin Aquarium©

This session will explore the Aquarium patient education program. Learn how to search for movies, add your own content, create playlists, publish your movies (on YouTube or your website), edit the start and end point of the movies, add soundtracks, and more. This class will help you get the most out of this wonderful module in the Dolphin software suite.



Steve Murray

Thursday, March 9
3:15 - 4:30
Caribbean V-VIII

Dolphin Management **Roundtable: Dolphin Management**

A roundtable is one moderator and as many Dolphins as we can pack in a room to discuss and explore everything Management. So gather your questions, or listen to others, and join the adventure. It's always amazing!

Who should attend: Everyone.





Megan Martin

Thursday, March 9
3:15 - 4:30
Grand Ballroom AB

Dolphin Management

Specialty/Pedo Charting: Basic

This class is recommended for offices that are new to our Specialty/Pedo module. Introduction to the basic Specialty/Pedo Treatment Card and dental chart. How to customize the Specialty/Pedo Treatment Card and how to print treatment proposals.



Raylyn Nelson

Thursday, March 9
3:15 - 4:30
Grand Ballroom E

Dolphin Management

Treatment Card/Tooth Chart: Beginner

In this class we will go back to basics. We will review basic setup of columns, tracking dates, procedure completed and needed. We will also go through patient flow from check in to check out. Light Bar and GPS will also be covered. This class is perfect for the new Dolphin user or seasoned pro that need help to get their Treatment Card updated.





Guest Presenters:
Hummingbird Team

Tracy Moawad
Lindsay Quinn
Debbie Khedoo
Allison McClure

Friday, March 10
8:00 - 9:30
Grand Ballroom E



Harnessing the Power of Systems to Elevate Your Practice

Join Hummingbird consultants Tracy Moawad, Lindsay Quinn, Debbie Khedoo, and Allison McClure as they share simple but powerful tools for utilizing technology to unleash the potential in your practice. The Hummingbird team will walk you through preferred consulting systems that work synergistically with Dolphin, as well as new tools to elevate your practice and help your team work smarter, not harder!

Learning Objectives:

- Creating Powerful Digital Workflows for TC Success
- Building a Long-Term Marketing Strategy
- Designing an Effective Hiring, Onboarding, and Employee Engagement Program
- Capturing and Tracking Financial Protocols in a Digital Platform



Guest Presenter:
Dr. Bill Dischinger

Friday, March 10
8:00 - 9:30
Grand Ballroom F

Using Technology to Increase Practice Efficiency

Dr. Dischinger will show how the use of Dental Monitoring and Spark Clear Aligners has changed how he practices orthodontics. These technologies allow him to deliver better quality treatment and customer service than he previously could while at the same time changing his schedule to reduce his time in the office.



Guest Presenter:
Dino Watt

Friday, March 10
10:00 - 11:30
Grand Ballroom E

How to Become the Ideal Team Player... and Avoid Being a "Staff" Infection!

Michael Jordan said, "Great players win games, but great teams win championships." Unfortunately, sometimes "staff" infections can creep into the office and cause drama, spread gossip, or their bad attitudes to others. Even good team members can be infected by seemingly mild personality annoyances. So, what does it take to guard your team against this office pandemic and make sure everyone is an ideal team player? There is a formula you can follow to do just that.

In this course we will uncover the simple and powerful ways to better communicate as a team, and learn how employees can create personal accountability in their individual roles.





Dr. Paul Thomas

Friday, March 10
10:00 - 11:30
Grand Ballroom F

Dolphin Imaging
2D or not 2D? That is the Question!

Three-dimensional imaging and Virtual Surgery Planning (VSP) or CASS (Computer Assisted Surgical Simulation) is one of the latest tools for simulation of treatment outcome and preparation of the surgical guides. Impression material, articulator, plaster and plastic can be abandoned in exchange for 3D printing and rapid prototyping. But is this simply a more costly and complex means of achieving the results possible with traditional methods? The planning sequence will be discussed in the context of cost vs benefit in the treatment of various skeletal malocclusions. The role of 3D imaging in diagnosis and assessment of treatment results will be addressed.



Guest Presenter:
Lori Garland Parker

Friday, March 10
1:00 - 2:15
Caribbean V-VIII

Roundtable: Clinic & Administrative Teams Working Effectively Together

Naturally, the clinical and administrative teams focus on their areas of expertise. Whether we make appointments, see new patient exams, or perform clinical duties, we all have the same goal of providing great orthodontic results with positive patient interactions. How can the admin and clinical teams work best together for a seamless orthodontic patient/parent experience? Join Lori for this interactive experience, discussing best practices for clinical/admin symmetry.



Steve Murray

Friday, March 10
1:00 - 2:15
Grand Ballroom E

Dolphin Management
Dolphin Interactive Report Tool (D.I.R.T.)

If you run reports, analyze data, want custom reports, or are a marketing specialist, then you must join this class. As one past attendee said, "Mind blown!" We'll teach you everything you need to know, so come get DIRTy and learn how to use this unique and amazing tool!

Who should attend: Everyone.





Raylyn Nelson

Friday, March 10
1:00 - 2:15
Grand Ballroom F

Dolphin Management
Beginner Financials

This is a great class for those new to Dolphin or new employees that need to learn the ins and outs of the financial software. I will be covering the BASIC tools to help you through your day. I will show you how to setup multiple billing parties, insurance, proposals and contracts. I will go over non-contract charges, adjustments and payments.



Barbara Brinker

Friday, March 10
1:00 - 2:15
Grand Ballroom CD

Dolphin 3D: The Basics

Join us to see the basics in Dolphin 3D. Start with importing a DICOM file (from a disk or file), and then move on through orienting and segmenting your data, creating x-rays, slices, nerve canal tracings, and airway measurements. This class should be a prerequisite to the "Beyond the Basics" if you are new to Dolphin 3D.



Kim Franks

Friday, March 10
1:00 - 2:15
Grand Ballroom AB

Dolphin Imaging
Ceph Tracing

Dolphin's Ceph Tracing software module reduces the time-consuming task of tracings and tracing superimpositions. In this class you will learn to quickly and accurately trace your Lateral and Frontal cephalometric images, as well as how to complete an Arch Analysis on your study models. Dolphin Ceph Tracing allows you to customize your tracing analysis using the custom analysis editor.





Trish Fisher

Friday, March 10
2:45 - 4:00
Grand Ballroom E

Dolphin Management
Advanced Financials

In this class, we will:

- Review how Dolphin Management's setup can enhance the financial workflows.
- Cover adjustment examples and details and how they impact financial reporting.
- Demonstrate how Dolphin Management can help you handle complex financial arrangements.
- Illustrate how to use Dolphin Management features to streamline your collection processes.



Vickie B. Rudd

Friday, March 10
2:45 - 4:00
Grand Ballroom AB

Dolphin Management
Use Status Codes to Increase Production and Manage Patient Flow

Simple status codes based on stages of treatment are essential to high production and on-time completion. Vickie shows you how to organize and streamline your status codes, and use status data to manage patient flow, build your schedule, and track practice performance. Vickie's detailed handout is a great reference for staff and future new-hires. Free download at VickieBRudd.com.



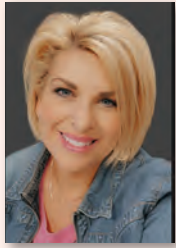
Bobby Morales

Friday, March 10
2:45 - 4:00
Grand Ballroom F

Dolphin Mobile

This class will cover the Dolphin Mobile app for doctors and staff. I will be reviewing all existing features such as patient charts; scheduling; questionnaires; care calls; signature capture; patient image capture; uploading/signing documents; Aquarium®; and useful information pertaining to patients, billing parties and doctors. Along the way I will be introducing NEW features like patient GPS; messaging center, sharing image layouts, and more.



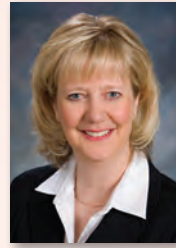


Guest Presenter:
Jo Ann Dudzienski

Friday, March 10
2:45 - 4:00
Caribbean V-VIII

Work Smarter Not Harder: The Dolphin Orthodontic Practice in 2023

How many times have you said: "I didn't know Dolphin could do that?!" In this roundtable workshop we'll have interactive discussions as well as show tips and tricks of what Dolphin can do to help your team become more effective and efficient. From texting to payment processing, to that dreaded world of insurance, and did we say DIRT reports? This course will leave you feeling confident that Dolphin can do it all which will help you work smarter not harder.



Barbara Brinker

Friday, March 10
2:45 - 4:00
Grand Ballroom CD

3D: Beyond the Basics

If you have mastered the basics of Dolphin 3D, join us for this ADVANCED class. We will cover importing .STL model files, generating specific images and studies, and using the 3D Report. We will explore the 3D Implant Planner and the 3D Surgical Planner as time allows.





Guest Presenter:
Michelle Shimmin

Saturday, March 11
8:00 - 9:30
Grand Ballroom E

The Digital Transformation in Orthodontics

In the journey to embrace the digital opportunities for our practice and our patients, we need to have a focus on how this technology will create new value in the customer experience and how to innovate in all areas of the practice. How to look at technology as new opportunities for efficiencies in time and value for: Your Practice, Your Patients, Your Team, and You!



Steve Murray

Saturday, March 11
9:45 - 11:00
Grand Ballroom CD

Dolphin Management **TIPS and TRICKS in Dolphin Management**

There are a million little things that make Dolphin amazing, so bring your notebooks and a fast pen because we're going to look at them all and it's going to be wild!

Who should attend: Everyone.



Marsha West

Saturday, March 11
9:45 - 11:00
Grand Ballroom F

Dolphin Management **Scheduling**

Scheduling tips and tricks to maximize your front desk flow.





Vickie B. Rudd

Saturday, March 11
9:45 - 11:00
Grand Ballroom AB

Dolphin Imaging
ImagingPlus™: Advanced

Vickie gives a comprehensive review of select features that will help you enhance treatment planning and create winning case presentations. Features covered include Morphing, 2-D Movie Morphing, Image Library, Anonymizer, and Annotations and Measurements. Records management tips, customizable options, and search criteria are also included. Vickie's illustrated handout is an at-a-glance user guide. Free download at VickieBRudd.com.



Trish Fisher

Saturday, March 11
9:45 - 11:00
Grand Ballroom E

Dolphin Blue

Dolphin Blue is the newest product in the Dolphin suite of practice management and dental imaging software. Blue runs on any operating system that supports a web browser. This includes PC, MacOS, iOS, Android and ChromeOS. In this class, we will walk through Blue's easy-to-use interface, and you can see where Blue is today and where it is going.



Raylyn Nelson

Saturday, March 11
11:45 - 12:30
Caribbean I-III

Dolphin Management
Treatment Card/Tooth Chart: Advanced

This class will focus on how to set-up and utilize Treatment Card and Tooth Chart to the max. I will show how to set up multiple Treatment Card layouts for different treatment types (Brackets, Invisalign, TMJ). We will go over how to setup custom chart notes and look up items and quick notes to make charting effortless. We will go over setting up and using the Tooth Chart options such as brackets, arch wires and elastics. This class will also go into more advanced features such as Tooth Chart prescriptions and treatment plans.





Trish Fisher

Saturday, March 11
11:15 - 12:30
Caribbean I-III

Dolphin Management
Dolphin Management: Back to Basics

In this class we will go over the basic setup options:

- Basic Patient Entry and Information Screens
- Basic Treatment Card Entries
- Basic Treatment Type Set up
- Basic features of the AnywhereDolphin account that is included in your Dolphin Service Club membership.



Marsha West

Saturday, March 11
11:15 - 12:30
Grand Ballroom F

Dolphin Management
Communicating with Dolphin

Communicate with Dolphin via scheduling, texting, email, concierge, and more.



Dr. Paul Thomas

Saturday, March 11
11:15 - 12:30
Grand Ballroom E

Aquarium© to the Max!

Aquarium 3.5 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 by adding 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.





Megan Martin

Saturday, March 11
11:15 - 12:30
Grand AB

Dolphin Management
Specialty/Pedo Financials: Basic

This class is recommended for offices that are new to our Specialty/Pedo module. How to set-up fee schedules, dental insurance, billing patients, insurance, and financial reports.



Bobby Morales

Saturday, March 11
11:15 - 12:30
Grand Ballroom CD

Dolphin Imaging & Management
AnywhereDolphin & Letters

Get the updates on one of the fastest growing and least understood Dolphin products! AnywhereDolphin is the companion program to the Dolphin MyOrthodontist app and the Dolphin Letter System.





Breeze is a credit card processing solution that is PCI (Payment Card Industry) compliant, commitment-free, and powered by the same team that brought you OrthoBanc Payment Management. Breeze makes it easy to run reports and view transaction history online, and it's integrated with Dolphin Management.

CHANGE HEALTHCARE

Insight. Innovation. Transformation.

Change Healthcare is a leading healthcare technology company, focused on insights, innovation and accelerating the transformation of the U.S. healthcare system. We provide data and analytics-driven solutions to improve clinical, financial, administrative, and patient engagement

outcomes. Our platform and comprehensive suite of software, analytics, technology enabled services and network solutions drive improved results in the complex workflows of healthcare system payers and providers by enhancing clinical decision making, simplifying billing, collection and payment processes, and enabling a better patient experience.



As a way to further support your work with patients, Crest® + Oral-B® provides a broad range of clinically tested product solutions for your orthodontic patients. It's our goal to help you deliver individualized, effective care for each and every patient. With your treatment and recommendations in the office and the right support at home, we know that patient success is truly possible.



To understand what we focus on at Dino Watt Coaching, you need to believe 3 things.

- Nothing will ruin a great employee faster than watching you tolerate a bad one.
- The product you deliver will always be secondary to the culture you build.
- No success in your office will compensate for failure in your personal life.

If you want more connection with those you care about, if you want to be more powerful in your communion and if you have a desire to be a more effective leader, then let's talk.

The CORE of your success will not come from better tracking of your KPI's. It's from understanding how to strengthen your relationship with yourself, your team and your clients. We are the best at helping you do just that. Reach out for a discovery session today.

easyrx

GO DIGITAL. GO EASYRX.

EasyRx offers an all-in-one Digital Workflow software for practices and labs. The Comprehensive Case Management and 3D software is designed to ensure that every case is delivered on schedule and accurately, establishing the

highest level of patient care. EasyRx integrates with Dolphin for a simple, easy-to-integrate digital workflow to transform your practice. EasyRx allows users to submit, manage and track all patient lab, clear aligner, and digital prescriptions. You can submit to any commercial or in-house lab. See why nearly 300 Dolphin Users have implemented EasyRx to submit, track and manage their lab prescriptions and digital workflow.



We understand our craft! Having grown in the jewelry and watch industry, today FORESTADENT is counted among the world's leading providers of quality orthodontic products. Anyone who opts to use FORESTADENT products nowadays benefits from a level of accuracy that is unrivaled on the market. Why? The answer lies in our more than 111-year company history, which has been characterized by the creation of outstanding surface qualities and manufacturing smallest high-precision parts. Discover highest quality and enter the world of FORESTADENT.



Gaidge is an essential business management tool that gives practice owners the ability to analyze their practice's most critical performance metrics with ease. The cloud-based analytics software provides 80+ daily metrics on the health and profitability of the practice in an easy-to-use, secure and customizable program. With business intelligence dashboards, industry benchmarking and practice performance comparisons, Gaidge helps orthodontists efficiently monitor operational and financial performance, increasing business acumen and enhancing productivity and satisfaction for doctors and their staff. Full integration with the leading practice management systems ensures accuracy and streamlines office functions. Learn more: www.gaidge.com or contact us at: marketing@gaidge.com, or at 800.287.3396.



Global Payments Integrated delivers secure, personalized payment solutions, helping businesses succeed. A division of Global Payments, we drive innovation by adapting, scaling and simplifying how payments are processed. globalpaymentsinc.com



We know what works in an orthodontic office – we've lived it! With over 150 years of experience, our professional engineers strive to assist in delivering a seamless customer experience in designing, deploying, and maintaining the optimal workplace so you can focus on delivering the highest level of patient care.

the invisible orthodontist

Built by an orthodontist, for orthodontists. TIO pushes the boundaries of what is possible together, we work as an extended member of your team, to grow your business and ensure you work smarter, not harder.

We have a team of over 25 digital marketers dedicated to specialist practice growth, providing expertise across marketing, sales and business optimization.

We help take your ortho practice to the next level, through our digital marketing services and The Community platform, which houses all of our learnings, forums, webinars, courses and much more.



Paper-based systems continuously create front office burnout, data entry errors, and patient frustrations at dental practices nationwide. mConsent™s paperless innovations have opened the door for improved efficiency, staff productivity, and patient satisfaction. Over 5000+ practices, and 3.7 million

patients have utilized mConsent™s paperless forms, witnessing an average of 35% reduction in documentation time, 80% less waiting room time, and \$60K in annual savings for practices. Seamless integration with Dolphin simplifies the process to provide you with an automated right hand.



Providing IT services to dental specialty practices all across the U.S. and Canada. Let MME put the pieces of the technology puzzle together so your practice can thrive.



Neon Canvas is a full-service digital marketing agency specializing in orthodontic and medical marketing. Services include branding, web design, content marketing, SEO, and social media.

NEON CANVAS



your financial team. Heard

Now part of the OrthoFi family, OrthoBanc delivers a complete Patient Account Management solution and unmatched customer care to perfectly complement of Breeze, AccepTx Pro, or ZACC? That's us too!



Built by orthodontists for orthodontists, OrthoFi delivers the industry's leading Patient Acquisition, Revenue Cycle Management, and Performance Analytics solution, and is truly a game-changer for orthodontic practices of all shapes and sizes.



From toothbrushes to digital scanners and office design, we offer guidance on more than 130,000 products, equipment and digital solutions. All backed by our trusted expertise, responsive service and unrivaled customer support.



PracticeGenius, through its Hub Rewards and Member Experience Platform, equips businesses with tools and services that align,

engage, and reward their patients, advocates, and employee relationships. Built upon behavioral economics, engagement, and gamification science, the platform automates the processes with tools and turn-key content libraries that power: reward, referral, review, social media, contest, gamification, prize-fulfillment, compliance, communication, and internal ad & promotion programs.



Orthodontic adhesives, cements, sealants, bonding accessories, specialty adhesives and auxiliary items.



Rooster Grin Media was founded on the concept that we can be an online competitive advantage for our orthodontic clients. Our core services include Web Design, Web Hosting, Google AdWords, Search Engine Optimization (SEO), Reminders, VOIP and Online Scheduling.



Sesame Communications is the industry leader when it comes to providing dental practices with proven and effective digital marketing and patient engagement solutions and strategies. Across every channel of your practice's dental marketing, Sesame is your partner in finding new patients and developing deeper connections with your current ones. Sesame is part of Henry Schein One, delivering connected dental software and services with expert business coaching to help practices improve every aspect of practice management and grow profits.

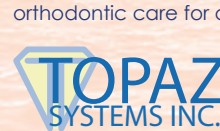


Shimmin Consulting specializes in customizing solutions for your practice. We focus on Systems, Processes and Team Accountability developing innovative strategies for practices to achieve growth that matches your culture, vision and goals. We do this by focusing on 5 specific strategies:

1. Growth and Accountability coaching.
2. Comprehensive and customized strategies.
3. Delivering on your goals and vision.
4. Being your partner for practice solutions.
5. Customizing playbooks and position manuals for every position within your practice.



Smiles Change Lives provides access to life-changing orthodontic treatment for children from families that cannot afford the full cost of braces.



Based in Kansas City, the program has treated more than 20,000 children since 1997. With its origin as the Virginia Brown Community Orthodontic Partnership, Smiles Change Lives has emerged as the nations leader in providing access to orthodontic care for qualified youth.



Topaz Systems, Inc. is a global leader in electronic signature solutions and devices. Founded in 1995, Topaz provides electronic signature pads and software tools to enable the creation, signing, and authentication of electronic documents with digital handwritten signatures. Topaz has received numerous industry awards and holds more than ten patents in the field of electronic signature hardware and software.



Weave is the best all-in-one communication and engagement platform for dental practices. From the first time a new patient calls your office to the final invoice and every touchpoint in between, Weave connects the entire patient journey. Let our software solutions revolutionize how you attract, communicate with, and engage your patients.

Zeeno Robotics is the first robotic solution for orthodontic practices. Zeeno is the first step in an inevitable evolution toward robotic assistance in your office. We develop, write, and deploy software that powers the robots that become part of your team.

Exhibitors

**Dolphin would like to
thank our friends at**



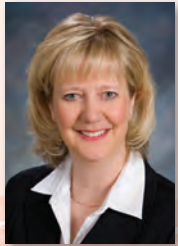
**For their continued contribution to
the Computer Lab at the annual
Dolphin Meeting!**



Dewitt Blankenship

Dewitt started with the Dolphin family 20 years ago to help create Dolphin Management version 1. He's designed and developed software professionally for

more than 20 years in a wide variety of industries, including orthodontics; banking; B2B e-Commerce; nuclear power; and manufacturing. Besides being passionate about turning great customer ideas into useful software features, he has a never-ending quest to learn new things, which has subsequently turned into a list of hobbies and interests a mile long.



Barbara Brinker

Barbara has more than 35 years of experience in dental and orthodontic offices in Canada. She has successfully developed and implemented digital imaging standards,

diagnostic protocols, case management procedures, and practice-wide techniques to enhance patient care and improve practice excellence.

Barbara graduated from the Dental Assisting program at the Northern Alberta Institute of Technology in 1980 and has completed the Alberta Orthodontic Module. She has received advanced training in radiography; axial tomography; clinical photography; digital radiography; and cone-beam imaging, and is a Certified Dolphin Imaging Trainer.



Charles Clark

Charles Clark is a motivational speaker and the creator of the Thrive Planner. Before becoming an international speaker, Charles was one of the fastest men in the world.

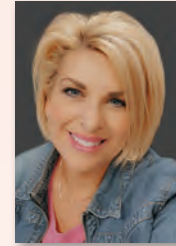
He is a 3x NCAA National Championship and USA Track and Field Championships silver medalist. Now, as a mindset expert, Charles shows athletes, entrepreneurs, and companies how to win in life. Today, Charles Clark teaches people how to use adversity to build greater strength, success, and fulfillment.



Dr. Bill Dischinger

Dr. Dischinger maintains private practices in Lake Oswego and Canby, Oregon in the United States. He has lectured and taught all over the world and is recognized

as an expert on many subjects within the specialty of orthodontics. He is a KOL for both Ormco and Dental Monitoring. He is an adjunct professor at the University of the Pacific Department of Orthodontics in San Francisco, California. Dr. Dischinger has published numerous articles and written a book on a variety of subjects within the specialty of orthodontics. Dr. Dischinger completed his dental training at Oregon Health Sciences University in 1997 and his orthodontic residency at Tufts University in Boston in 1999. He and his wife, Kari Lynn, have been married for more than 25 years and have four sons.



Jo Ann Dudzienski

Jo Ann is the Practice Manager of Chicago's top multi location orthodontic practice. As a former Practice Management Consultant for Spear Education and more than 30

years of experience, Jo Ann brings the best of both worlds approach. She has a work smarter and not harder approach by using technology to drive the results all while ensuring the team culture promotes long term employee retention.



Trish Fisher

Trish is a Senior Trainer for Dolphin Management and Imaging, and a principal Consultant with Practice Coach Consulting. Trish loves working with orthodontic practices

utilizing her 20 years in the orthodontic industry, her business education (Accounting/Computer/Library Science degree), and her photography knowledge and skills to help orthodontic and dental practices solve practice management problems and leverage their investment in their technologies.

When she is not working with an orthodontic practice, Trish is spending time with her husband and three dogs, or outdoors enjoying nature and capturing it with her camera.





Kim Franks

Kim has more than 30 years of dental and orthodontic experience, working with x-ray labs specializing in orthodontic records; cone beam CT for implant; TMJ; and surgical cases. She has

been a Dolphin Imaging client and trainer since 1994, utilizing the Dolphin Imaging software on a daily basis.



Ken Gladstone

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 Dolphin software. He has a Bachelors Degree in Computer Science and Engineering from Dartmouth College in New Hampshire.



Debbie Khedoo

Debbie is a dynamic and accomplished Treatment Coordinator and consultant with more than 21 years in the orthodontic field. She leverages technology

in the consultation process to deliver a customized new patient experience for today's consumers. Debbie is an esteemed member of the Align education team.



Dr. Neal D. Kravitz

Dr. Kravitz is a Diplomate of the American Board of Orthodontics, member of the Edward Angle Society, Editor-in-Chief for the Journal of Clinical Orthodontics, and an Associate

Editor for the American Journal of Orthodontics and Dentofacial Orthopedics. Dr. Kravitz also chairs the AAO Committee on Technology and serves on the AAO Committee on Conferences. He is a graduate of Columbia University and received his D.M.D. and the University of Pennsylvania. Dr. Kravitz lectures throughout the country and internationally on treatment planning, biomechanics, practice management, and ethics, quickly building a reputation as one of the country's most dynamic speakers.



Megan Martin

Megan has been working in all aspects of the orthodontic field since 2002. Her on-the-job experience includes back office, insurance billing, and treatment

coordinator roles. She has been working extensively with the Dolphin Imaging and Management programs since 2004. Megan is an onsite Dolphin software trainer and independent consultant. She specializes in helping practices become paperless, and streamlining processes to improve efficiency. Megan resides outside Sacramento, and enjoys traveling and working closely with her customers.



Tracy Martin

Tracy is the founder and lead consultant of Straight Consulting. Growing up in ortho, having held every position over the course of 16+ years, in offices ranging from start-ups

to multi-practice/multi-doctor and DSO, Tracy is passionate about the business of orthodontics. When she's not speaking at national conferences, interviewing ortho luminaries on her Straight Talk series, or hosting Straight Consulting's signature TC & Marketing Mastery Courses, you'll find her on the road, in offices throughout the country, putting a millennial twist on traditional practice consulting and leading the development of next generation ortho teams.





Allison McClure

Allison specializes in grassroots marketing in orthodontic practices and making a personal connection between the practice and community. With a background in

communications and sales, Allison is passionate about helping practices create and execute strategic marketing plans to increase new patient flow through dental referrals, community involvement, and internal marketing strategies.



Steve McEvoy

Steve is an IT professional and project manager for MME Consulting, Inc., a computer company that specializes in serving dental specialty practices nationwide. He has 20+

years of experience working hands-on with the technologies used in practices like yours.



Tracy Moawad

With more than 20 years of operations and business management experience, Tracy Moawad specializes in business operations, administrative systems, and management

training. Tracy works with practices to design streamlined and effective administrative and organizational systems to drive accountability and productivity.



Bobby Morales

Bobby started his orthodontic career in 1999 as an orthodontic assistant, and moved his way up to office administration. He is experienced with every

aspect of an orthodontic practice. For the last 10 years Bobby been a part of the Dolphin family as a Software Trainer.



Steve Murray

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.



Raylyn Nelson

Raylyn has been in the dental and orthodontic industry for more than 30 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.



Lori Garland Parker

Lori is an Orthodontic Clinical Consultant, educator and trainer, specializing in new employee training systems, efficient treatment, effective

patient communication and systems for office team cohesion.



Lindsay Quinn

With more than 15 years of experience in general dentistry, orthodontics, and personal development, Lindsay's expertise will optimize the financial health of your

practice and transform your Financial team into a sheer powerhouse.



Vickie B. Rudd

Vickie is a leading practice management and technology consultant who specializes in benchmarking management, staff education, and imaging

techniques. She has extensive experience working with practices in the US and abroad, and is known for her management philosophy of "keep it simple and empower your staff." She has been affiliated with Dolphin as an independent trainer and speaker since 1995. Learn more at

VickieBRudd.com.



Michelle Shimmin

Michelle is an international lecturer, trainer and consultant who has been in the field of orthodontics since 1990, working as a Registered Dental Assistant, teaching orthodontic assisting, marketing, financials, treatment coordinating and practice management. She travels the country and helps transform orthodontic offices on their systems to promote training, growth, and success through a comprehensive practice approach. Michelle is one of the most sought-after trainers with many lecture events every year, both domestic and international.



Dr. Paul Thomas

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 Imaging in developing the Treatment Planning software and conceptualizing the Dolphin Implanner module.



Chester Wang

Chester is a pioneering member of Dolphin, and was instrumental in guiding the company to global prominence. He continues to lead our organization through the rapidly changing landscape of dental-specialty technologies. Chester received his BS in Mathematics and Computer Science from UCLA.



Dino Watt

Dino is a PHD: Passionate Husband and Dad! He's also one of the most exciting business trainers and the author of the #1 Best-Selling books, *The Practice Rx and Hire, Fire Like a Boss*, and *Selling Through the Screen*. He has been featured on *Entrepreneur Magazine*, *Influencer Magazine*, *ABC*, *NBC*, *CBS*, *FOX News* and *TEDx*. As a high-performance business advisor, Dino has frequently been referred to as "the Tony Robbins of private practices." His goal is to help business leaders and teams create more passion in their life, be more productive in the office and create more profit in all areas of their life. Studies show that your intelligence increases by 31% when you are in a positive and fun environment, so get ready to become 31% smarter with Dino Watt.



Marsha West

Marsha has more than 22 years of experience in the orthodontic field. She worked for Dr. Joe E. Gibson, Jr., in Morristown, Tennessee for 10 years and is a Registered Dental Assistant. She has worked with the Dolphin Management program from the beginning.

As a Dolphin trainer and Consultant, she enjoys working with orthodontic practices helping them implement efficient processes and procedures utilizing all the great features that Dolphin has to offer.



Matt Yamamoto

Matt has been in the dental and orthodontic industry for more than 15 years. As Dolphin's Director of Sales, he is passionate about helping our clients achieve their practice goals and creating a remarkable experience for their patients. Matt received his BS in Finance from California State, Long Beach and an MBA from the University of Florida.



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2024

DOLPHIN MEETING

FEB 29 - MAR 2

LAS

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