

Message from Chester



Dear Dolphin family member:

Welcome to this latest edition of Echoes! We skipped a few seasons but we're happy to be back with lots of news and useful materials for your Dolphin.

The 2014 Dolphin Meeting, Chicago in March had the largest attendance in Dolphin history. If you missed it, check out the brief overview and fun photos. Also, learn about our "Inside Sales Team!" Their story starts on page 5.

We are honored to present Ms. Karen Moawad on page 2, the CEO of Hummingbird Associates, who shares her insights on positioning your practice for a competitive advantage. On page 6 we offer some "Tips & Tricks" on Dolphin Management, delivered by long-time and super popular Dolphin certified trainer, Trish Fisher. And don't forget to check out "What's New" and "DigiKnow?" for details on what we've been up to!

Lastly, there's been lots of chatter about Cloud computing; turn to page 3 for an objective discussion that will hopefully set the facts straight.

Enjoy your summer!

Chester H. Wang
Director

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Echoes

Your Dolphin Newsletter



Summer/Fall 2014



Burkhardt Pecora Orthodontics. Okemos, MI



Hurley & Volk Orthodontics. South Elgin, IL

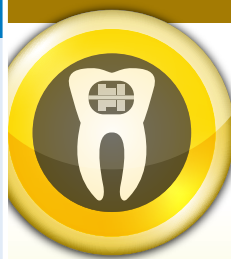


Behrmann Orthodontics. Midwest City, OK

2014 Dolphin Meeting, Chicago!

Chilly temperatures and the threat of snow couldn't stop nearly 800 Dolphin customers, consultants and staff from travelling to Chicago in March for the 2014 Dolphin Meeting, making it one of the largest Dolphin Meetings to date.

Continued on p.4



My Orthodontist

mobile app for Patients!

The new My Orthodontist mobile app lets patients keep in touch with your practice directly from their smartphone. Encourage them to download My Orthodontist to their iOS or Android device for access to treatment information such as appointments, account balance, online questionnaires, and more. Other items at their fingertips include media files such as practice videos and images; news and RSS feeds from your web site; social media; and info about the doctor and staff. For more information visit: www.dolphinimaging.com/myortho.



Import your digital study models into Dolphin 3D!

Continued on p.7

Competitive Advantage in Orthodontics

By Karen Moawad

Strategic positioning, not operational effectiveness, is what distinguishes an orthodontic practice from its rivals and creates a competitive advantage. Once you have articulated your practice's strategic intent, identify the unique systems that allow you to support it.

Take marketing, for example. A business will fail without an understanding of who the customers/patient families are and what they really want. One must also acknowledge that circumstances are shifting. Over time, the environment an orthodontic practice operates in might change. Nearby schools close. A new highway divides a town. Growth in the city moves uptown and away from the practice. Nearby general and pediatric dentists perform an increasing number of orthodontic procedures. To be successful, an orthodontic practice must meet these challenges and orchestrate innovational marketing initiatives.

It has been said time and time again, "To get more successes, you have to be willing to risk more failures." However, orthodontists traditionally just want to do orthodontics and not worry about risking money or time to build the practice.

Let's say you are willing to risk. You should be aware that there are classic traps that practices fall into when determining strategy, process, structure, and leadership in order to embrace changes.

- 1) For example, some practices invest only in ideas they think will have a major impact. The result is that small ideas that could have generated new patients get rejected.
- 2) Budgets don't allocate funds for innovative ideas. So old ideas get retro-fitted.
- 3) Clever ideas that may only yield results in the long term are skipped over for immediate reward.
- 4) Staff members are often discouraged from making changes as circumstances warrant.
- 5) And many practices don't have metrics that measure the current state of the practice and any changes implemented, so review of the results is not possible.

The remedy for these mistakes involves four important aspects:

1) Become flexible when considering ideas and setting budgets.

For instance, reserve special funds for unexpected opportunities. When the principal of the nearby high school calls you and explains that the sports program is short of funding and asks if the practice would like to donate funds for maintenance of the football field with the added caveat of having the practice's name on the scoreboard, you might want to take advantage of such an opportunity. If you have a chance to open a second practice in a location in the center of the growth direction of your town, you might want to think seriously about it and take action immediately if appropriate.

2) Reach out to contacts in the community to create collaborative partnerships to market your practice.

Also identify patients and parents who are most likely to refer and increase their likelihood to do so. Retain their loyalty.

3) Go to bat for stats and develop an analytics-focused culture.

If you lack a background in statistical methods to evaluate results, consult experts who understand your business and know how analytics can be applied. Take the time to properly set up your Dolphin system to take advantage of the consistent format of the monthly Hummingbird Numbers Analysis Report and compare your results to industry standards. Pursue and hire consultants who possess top-notch quantitative-analysis skills; can analyze your figures for you; can express complex ideas to you and the staff in simple terms; and can interact productively with the decision makers on the team. It is essential to learn from the past if you wish to improve your future. You can also take advantage of Practice Genius' Smile Reward Card to focus your analytic activity on improving and rewarding customer loyalty.

4) Take a long-term position on all strategic decisions.

Dolphin now has a Hummingbird Report focused on that last five years that shows you not only how many exams were referred to the practice by each referral source, but how many of those patients were actually seen; what the breakdown was of starts compared to the exams; what the percentage was of patients 17 years and younger; what the contracts totaled for that referral source; and also what the contracts divided by exams figure is to evaluate the quality of the exams. You can sort the document by any of the columns and have a comprehensive multi-angled picture of your referral sources.

5) Cultivate leadership skills in your staff.

Build a close-knit team of talented people who are passionate about innovation. ■

Growth Guidance - ObsRecall - Phase II Pending Patients Due Last Month, This Month and Next Month for Recall

Recall Mo/Yr	Patient Name	Patient ID	Phone Number	Orthodontist	Location	Patient Age	Status	Last Proc	Last Proc Date	Next Proc	To Call Last Comment Last
12/2013	Jones, Karen	13069	(800) 555-1314	Gary Paterson	Chatsworth	By, 8m	Growth Guidance	101 905	6/13/2013	125	1/13/2014 - Spoke to mom. They live AnywhereDo
12/2014	Mason, Pam	12867	(870) 555-7896	Gary Paterson	Chatsworth	15y, 2m	Growth Guidance	125	7/15/2013	125	12/10/2013 - Enabled mom to return due for Clin.
12/2014	Taylor, Courtney	12453	(870) 555-1314	Gary Paterson	Chatsworth	12y, 1m	Growth Guidance	128 343	10/20/2013	125	12/10/2013 - Spoke mom at church. asked about first
12/2014	Taylor, Dawn	13957	(870) 555-1314	Gary Paterson	Chatsworth	By, 5m	Growth Guidance	101 905	7/13/2013	125	12/10/2013 - LAMC equipment
11/2013	Wilson, Candice	12617	(870) 555-9878	Gary Paterson	Chatsworth	17y, 11m	Growth Guidance	125	7/25/2013	125	12/10/2013 - LAMC to book next appointment

A sample from Dolphin Management's Hummingbird Reports: Growth Guidance – Obs Recall Due or Past Due for Recall.

Samantha (Sam) Jones (970992)

Day	Time	Exam	ASST	PRDC	OB	TX	REASON	Arch	AMB	EL	OH	OE	WKS	Chart
12/2013	V	FS	HS	ES	1		EXAM, UPPER BITE CHANGE, EVAL. EL. WORKS, (PT WANTS TO BE DONE BY MAX)	7/20/13	12/20/2013	12/20/2013				
2/2014	V	FS	HS	ES	1		Arch Change	7/20/13	12/20/2013	12/20/2013				
7/2013	V	FS	HS	ES	1		Arch Change	7/20/13	12/20/2013	12/20/2013				
12/2013	V	FS	HS	ES	1		Arch Change	7/20/13	12/20/2013	12/20/2013				
12/2013	V	FS	HS	ES	1		Arch Change	7/20/13	12/20/2013	12/20/2013				
12/2013	V	FS	HS	ES	1		No new changed needed	7/20/13	12/20/2013	12/20/2013				
2/2012	N	TR	HS	ES	1		File	7/20/13	12/20/2013	12/20/2013				

The Treatment Planning screen in Dolphin Management's Treatment Card.



Karen Moawad

Karen Moawad, CEO of Hummingbird Associates, is a management consultant focusing on the needs of orthodontists. In 35 years of consulting, she has amassed extensive experience in what is needed to successfully maneuver an orthodontic practice through the stages of growth required to meet the ever-changing demands of patients, parents, staff, and technology. She can be reached by email at Karen.Moawad@gmail.com or phone at 206.842.2661 or 206.660.6296.

Product Highlight: Dolphin Cloud Sessions

What is Cloud?

Cloud Computing is one of the most controversial topics in dentistry today, due largely to conflicting messages from different service providers. Here, we attempt to clear up some of the Cloud confusion.

Dolphin has consistently been a trusted source for dental specialty software. We've gained your respect, in part, by remaining a consistent and objective source of information in regards to technology and dentistry. Continuing in this role, we have carefully researched and compiled key topics relating to our own product—Dolphin Cloud. Our intention is to help you become properly educated in the Cloud so you may objectively compare the different solutions available.

What is Cloud Computing?

Cloud computing is the use of computing resources (hardware, software and data) that are delivered as a service over a network, typically the Internet. For more in-depth explanation, visit <http://tiny.cc/e0f3cx>.

What is Dolphin Cloud?

Dolphin Cloud is a comprehensive service that enhances your total Dolphin experience. Services include Dolphin Sessions; AnywhereDolphin; and the Dolphin Service Club.

What is Dolphin Cloud Sessions?

Dolphin Cloud is a service that delivers full-featured Dolphin software via the Cloud. Users are free from needing server hardware/server software configuration in their office—along with any associated “worries” relating directly to the server and their data, such as purchase cost of a server and ongoing maintenance; regular data backup; software updates; even disaster recovery. In addition, since the practice data is stored securely in the Cloud, you are able to access it from any location with Internet connection on any compatible device. Dolphin Cloud utilizes data encryption to help your practice stay HIPAA compliant.

What is a “true Cloud” application?

A Cloud application is an application delivered via the Internet that is simple to learn; easy to setup; works on all your devices; and be billed on a simple monthly basis. Dolphin Cloud Sessions is designed to meet all those goals and simplify the IT requirements of your practice, saving you time and money in the process.

Is Dolphin Cloud HIPAA compliant?

Yes, Dolphin Cloud adheres to the security standards required for your practice to maintain compliance with the Health Insurance Portability and Accountability Act (HIPAA). Passed by Congress in 1996, HIPAA places responsibility on healthcare providers to protect the privacy of individually identifiable health information.

How is Dolphin Cloud Sessions different from the other Cloud services?

Dolphin Cloud offers a complete solution, giving you access to all functions and features of your Dolphin Imaging and Management software products. If you own the Dolphin software, then you can operate it in the Cloud. It is accessible from any PC, Mac or compatible mobile device.

Some current Cloud solutions being offered are developed using technologies with an uncertain future. One example is Microsoft's Silverlight platform, which is being phased out of development by Microsoft Corporation. (For discussion on Silverlight phase out, visit <http://tiny.cc/ezi3cx>.) This means Cloud solutions that rely on

Silverlight will be unable to remain compatible and provide the competitive features in the fast-changing world of online computing. In addition, Silverlight is not supported on Android and iOS mobile devices.

What is the technology behind Dolphin Cloud Sessions?

Microsoft's Remote Desktop Services is the backbone of Dolphin Cloud. It is a trusted, proven technology that allows you to connect to desktop and mobile applications from anywhere. This means you can connect to Dolphin Cloud Sessions using most devices including Windows PCs, Macs, smartphones (iOS and Android) and tablets (such as iPads® and even the Microsoft Surface).

It's true the Remote Desktop Services platform has been around for a very long time. The upside of this is that it is time-tested and reliable. Even better, Microsoft continues to improve and enhance the platform. On the other hand, the most recent release of Silverlight was in 2011 and Microsoft has ceased developing its Silverlight product. For details on Silverlight release history, visit <http://tiny.cc/y2f3cx>.

“My practice is running so much faster—and smoother—since moving my Dolphin software into the Cloud. Other benefits I'm enjoying include getting rid of our offsite backup service; no more need to change out hard drive backups; and the ability to access our system at home, from my Mac computer.”

—Dr. Nathan G. Halstead,
Northwoods Orthodontics, Duluth, MN

What are the compatible devices of Dolphin Cloud Sessions?

You can connect to Dolphin Cloud Sessions using most desktop and mobile devices, including:

- Windows PCs
- Macs
- smartphones (iOS and Android)
- tablets (such as iPads and even the Microsoft Surface)

Finally, Dolphin Cloud is backed by the same solid team that has spent 26 years developing and supporting software solutions for the dental specialty industry. Added stability is provided by Patterson Dental, the organization that owns Dolphin, and a company with 135 year-history serving the dental community. ▀

2014 Dolphin Meeting, Chicago (continued from p.1)

Held at the Swissotel in the historic Loop neighborhood of the city, expert presenters and the best customers anyone can ask for all came together to create a memorable event.

Dolphin support manager Michael Zazucki opened the event on Thursday morning with a brief overview of the support department, explaining the ongoing training and coaching program that has quantifiably improved the team in just a few short years. Photos of the team members were displayed onscreen behind Mike as he addressed the audience.



Michael Zazucki, Manager, Tech Support

Next on stage was Chester Wang, Dolphin managing director. Chester gave a quick



Opening Session

look at the history of the industry-wide famous "Dolphin Meeting," then outlined its goals and offered some tips on how to make the most of the 3-day annual event. He then ran through the newest features in Dolphin Imaging 11.7—which was freshly released only hours before! He was followed by Todd Blankenbecler,

manager of Dolphin Management development, who highlighted the cool new stuff that would be demonstrated to attendees over the next few days.

Ms. Laurie Guest, humorist and motivational speaker, delivered the Keynote to a packed ballroom, keeping the crowd engaged for two hours with her informative, inspiring, and entertaining presentation "Life in the Espresso Lane: 7 Ways to Thrive in a Fast-Paced World."



Laurie Guest, Keynote Speaker

The main educational program included 13 Guest presenters and a full roster of Dolphin trainers and techs conducting classes on all Dolphin software.

Clinical and research presentations were conducted by Drs. John White and Allan G. Farman, presenting respectively "The Truly Virtual Patient: The Next Step in Digital Orthodontic Records" and "Use of Dolphin



The education program offered plenty of classes for the practice staff.

3D for the Interpretation of CBCT Incidental Findings." Dr. Neal Kravitz presented on the importance of proper scheduling with "Taming the Beast: Must-Have Practice Management Techniques for Controlling Your Schedule." Mr. Paul Zuelke presented a "doctors-only" class on "Practice Security,"

in which he gave solid advice of how to protect your practice from embezzlement. Ms. Katie Weimer from Medical Modeling demonstrated how her company—Dolphin's exclusive partner within the U.S. and Canada—uses the Dolphin 3D Surgery module to create virtual surgical planning tools for customers.

Steve McEvoy presented a clear, practical introduction to Dolphin Cloud, while Brenda Ashwell, Karen Moawad, and Dr. Dan Bills touched on the importance of marketing and patient relations with their respective presentations: "Connect, Engage, Wow and Win Patients!" "Chicken Soup for the Soul of an Orthodontic Practice," and "Connecting with the



Dr. Clarence Simmons with his team at Harmony Smiles Orthodontics.



Attendees get hands-on training in the Computer Lab.

Net Generation: So much More than Just Social Media."

Other Guest Presenters included Dr. Paul Thomas (Aquarium to the Max"); Lori Garland Parker ("Chart Your Course: The Essentials of Proper Clinical Documentation"); Chris Bentson ("Valuation & Transition 101"); Vickie B. Rudd ("Communicate, Educate & Collaborate with Dolphin"); and Liz Conforti ("Office Manager & Treatment Coordinator Open Forum").

The breakout sessions were busy as attendees flocked to learn the newest features in Dolphin software, while also brushing up on the staple programs. The Computer Lab stayed open all three days, as Dolphin techs demonstrated software and dispensed tips and tricks.



L - R: Dr. Michael LaFerla (LaFerla Orthodontics), Todd Blankenbecler, Chester Wang, Dr. Brian Grey (Grey Orthodontics)

Everyone had a blast at the Friday Night Party, where they enjoyed cocktails, dinner and dancing to a live DJ. An onsite photo booth offered the opportunity to create personalized mementos of the evening. We can't wait to see everyone next March 5-7 at the 2015 Dolphin Meeting, Beverly Hills! ♦

Friday Night Party!



Employee Profile: Inside Sales

The Inside Sales Team: More than just a "bunch of sales guys."

The Inside Sales team is just as much about service as it is about selling.

The Inside Sales team was created to perform two basic functions: provide an additional resource for existing Dolphin customers beyond their local outside Regional Sales Managers, and service the needs of the university residency programs in their defined areas across the United States and Canada.

"Each of the Inside Sales reps work in conjunction with one or more of the outside sales reps to provide the best all-around service for all Dolphin customers and potential customers," explains Jason Thomas, Southern Universities & Inside Sales Representative. "We are always here to make sure that every customer's needs are met, and if one teammate cannot take care of something, we make sure that they are forwarded on to someone who can."

As it turns out, the four Dolphins that make up the Inside Sales team are far more than just a "bunch of sales guys." Their varied backgrounds in technology and customer service make them uniquely capable of assisting a wide spectrum of your Dolphin needs.

Who are they?



Loryn Steinrad

Northeast Universities & Inside Sales Representative

Years with Dolphin: 10

Background: Level 1 support tech; 30-day support tech; Dolphin Management Hummingbird Report specialist; Dolphin Management software developer; Dolphin Management Software Quality Assurance Engineer.

Why would customers want to know you? It's important to know who you are talking to on the phone. I have forged some great relationships with doctors across the country in this job. Even if my customers only read that I joined Dolphin as a Level 1 support tech and just celebrated my 10th year anniversary with Dolphin, they know that: "Hey, this guy has a vested interest in Dolphin!" That's really important to me.

Personal info: Originally from Milwaukee, Wisconsin, Loryn lives just outside Los Angeles in Lakewood, CA, with his wife Deanna, who works as a Patient Services Supervisor for a longtime Dolphin practice. They are proud new parents to 8-month old son Mason.

Fun fact: "I lead all Dolphins in travel mileage for two years running. I average about 120k miles per year."



Markus O'Leary

West Coast Universities & Inside Sales Representative

Years with Dolphin: 6

Background: 14 years in orthodontics; 17 years in network installation and software support

Why would customers want to know you? I treat our customers the same way I would want to be treated: with respect and honesty. Along with having a technical background and in-depth knowledge of our product, I can address most any question they may have with 100% honesty.

Continued on p.7

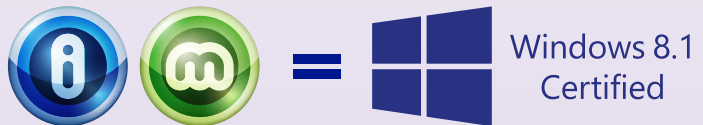
Are you running the most current Dolphin software?

Keeping your Dolphin software up-to-date is crucial to ensuring accuracy of your diagnoses and treatment planning; the smooth operation of your practice and workflow; and the safety of your patients. The best way to ensure you always have the most current software releases is to enroll in the Dolphin Service Club. (Visit www.dolphinimaging.com/serviceclub for details.)

As of May 30, 2014, the most current Dolphin releases are:

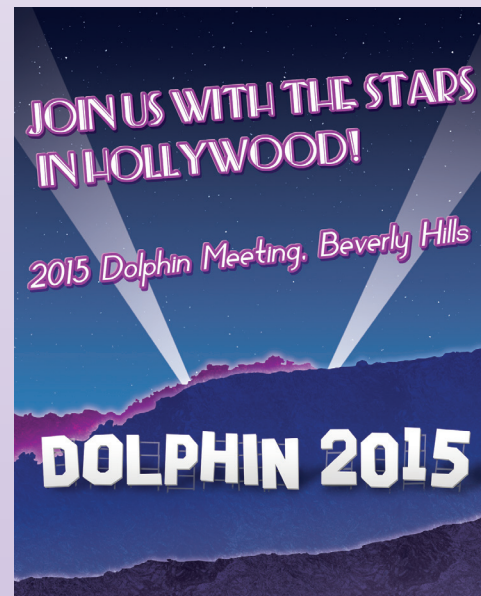
- Dolphin Imaging – 11.7 build 59
- Dolphin Management – 5.5 build 5.5.5070
- Aquarium – 3.1 build 5220, April 2014
- Dolphin Mobile for iOS – 2 build 2.5.2003
- Dolphin Mobile for Android – 2

Dolphin Imaging & Management are both Windows 8.1 certified!



Save the date!

Join us at the Beverly Hilton March 5-7 for the 2015 Dolphin Meeting, Beverly Hills!



Have you connected with Dolphin on social media?

Dolphin has been growing its presence on social media! Come join us to find out what's new, where we're at, and participate in conversations on all sorts of topics.

- Facebook: [Facebook.com/DolphinImaging](https://www.facebook.com/DolphinImaging)
- Twitter: [Twitter.com/DolphinNews](https://twitter.com/DolphinNews)
- Google+: [Plus.google.com/+DolphinImaging](https://plus.google.com/+DolphinImaging)
- YouTube: [Youtube.com/DolphinTalk](https://www.youtube.com/DolphinTalk)

Continued on p.8

Tips & Tricks

Dolphin Management

Mining the Tools menu to Optimize Dolphin Management

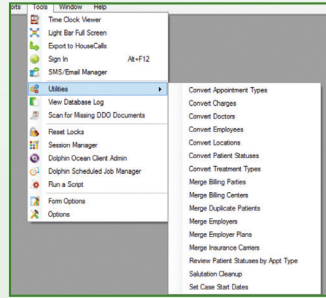
(Relevant to version 5 or higher)

By Trish Fisher

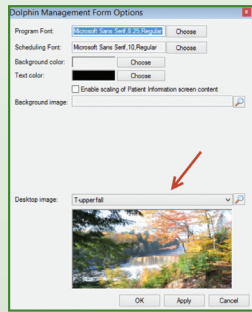
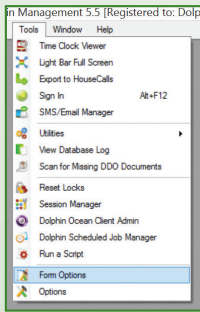
The Tools menu in Dolphin Management offers a goldmine of tips and tricks for navigating Dolphin Management.

Clean up Appointment Types.

Clean up your Appointment Types and Patient Statuses directly from the Utilities menu located in Tools. Go to Tools ► Utilities. No need to go into each and every one! It's also a great way to clean up duplicate statuses, patient's treatment types and set case start dates. (NOTE: You will need to be logged into Dolphin Management as the Admin employee to get to the Tools and Utilities.)



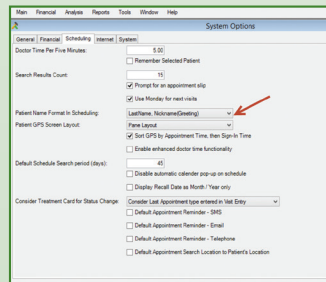
Customize your workstations.



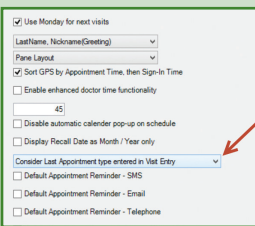
Brand your Dolphin Management program with your practice logo. Go to Tools ► Form Options.

Create a casual relationship with patients.

Make sure that a patient's first name will show if they don't have a nickname—and the nickname if they do. This allows the patient to sign in using their first name or nickname, and also flows into Letters. To set this up you need to use the <<PatientGreeting>> field. How do you get there? Go to Tools ► Options ► Scheduling Tab



Trigger status change from procedure column.

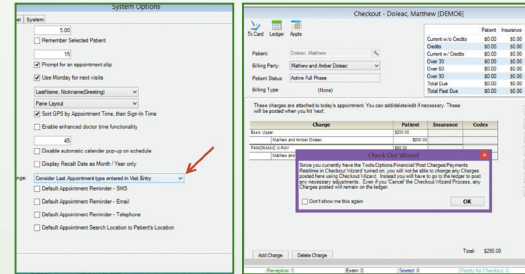


You can also tell the software to have the last item entered into the procedure column of the treatment card trigger a status change. For example, if they have been in retention for 24 months, you can add a Final Retainer Check Code to move the patient to Dismissed Status. Go to Tools ► Options ► Scheduling Tab

Post charges in real time to the Ledger during check-out process.

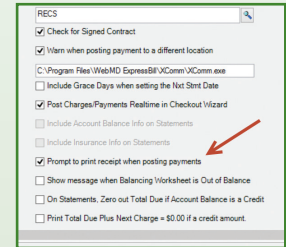
You can arrange for a charge entered from either a Treatment Card procedure or a visit charge will post to the Ledger when a patient enters the Ready-to-Check-Out status. You'll especially appreciate this feature if

you allow front office personnel to post charges at gross amounts and then write off the discounts. It informs the patients that they received the discount. Go to Tools ► Options ► Financial Tab



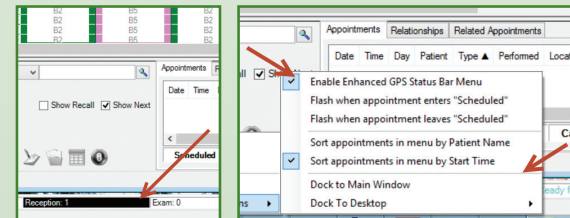
Never forget a receipt again!

Tell the software to prompt you for a receipt each time you post a payment. Go to Tools ► Options ► Financial Tab



Customize options for each team member (per user).

For example, set Appointments to sort by start time instead of by name in the Scheduled Appointment Status and/or, make an appointment status flash when a patient enters or exits the appointment status. To do this, right-click on the Appointment Status in the GPS window. You can also enable the Enhanced GPS Status Bar Menu. To do this, right-click on the Appointment Status in the GPS Status Bar.



To be continued... look for more Dolphin Management Tips & Tricks in the next edition!



Trish Fisher

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).

Employee Profile *(continued from p.5)*

Personal info: Markus is a California native, born in Northridge just a few miles from Chatsworth Headquarters. He currently lives in the Antelope Valley (about an hour north of Dolphin) with his wife and 11-year-old daughter, Megan.

Fun fact: "I have an Irish last name, but an Asian look."



Jason Thomas

Southern Universities & Inside Sales Representative

Years with Dolphin: 3

Background: 8 years in sales and customer service

Why would customers want to know you? "I am more than just someone to take care of an order or problem. I can be used as a consultant to help them with any of their Dolphin needs."

Personal info: Jason moved to Los Angeles 6 years ago from Detroit, Michigan, where he grew up. He lives a few miles from Venice beach, and spends as much free time as possible enjoying outdoor activities in the Southern California weather and surf.

Fun fact: "I am a die hard Detroit sports fan."



Joseph Bautista

Midwest University & Inside Sales Representative

Years with Dolphin: 13

Background: 10 years tech support

Why would customers want to know you? "With my long technical background in starting off in support I can answer difficult questions to make sure the customer will get what they need for their practice."

Personal info: Joe was born and raised in the San Fernando Valley, home to Dolphin headquarters. His brother Nick Gonzalez is on the Dolphin tech support team.

Fun fact: "I love technology and always need to have the latest and greatest."

So, what exactly do they do?

Their time is divided between planes, hotels, and cubicles at Chatsworth Headquarters. "We work with existing customers and universities on addressing their questions for possible software add-ons; provide online software demos; facilitate licensing upgrades and Service Club renewals; help process orders for services such as SMS or AnywhereDolphin; and anything else not handled by the support team," explains Markus O'Leary. "We also assist the regional reps at local meetings if needed."

Some travel more than others. "Because of the volume of programs that I'm responsible for, I am on the road every other week," says Loryn Steinrad, who covers the more than 50 orthodontic and OMS programs in the Northeast. "I take the first flight out of Los Angeles, and hit the gym as soon as I get to my destination. I get up at 4:00 a.m. at home, so that's when my day begins on the road. I start with a workout then go over my presentation before heading out to the university. We get 60 minutes to present to residents. Once I'm finished it's off to the airport and back home to Los Angeles."

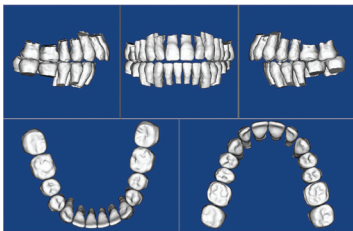
Back home, the inside sales reps spend a lot of time on the phones, with both customers and their assigned outside reps. "I work directly with outside reps Stu Aclander and Jeff Brockway," says Steinrad. "Many times we bounce ideas off each other and when necessary, I handle tasks that can simply be done faster in house rather than from miles away. For instance if a customer needs a service or software program delivered the same day, the inside rep can walk that order over and get it processed faster."

Still not sure what an Inside Sales Rep can do for you?

You can easily start the conversation by calling Chatsworth headquarters at 800.548.7241 and asking for your Inside Sales rep. The operator will direct your call to the appropriate representative. They are eager to help you improve your practice and get the most out of your Dolphin system. As mentioned above, they're not just here to sell you something.

"A lot of the time I find myself being an idea liaison," says Loryn Steinrad, Northeastern Universities & Inside Sales Representative who spent three years traveling to Dolphin practices with Karen Moawad of Hummingbird Associates. During this time he gained immense insight into the daily workflow and needs of an orthodontic practice. "Customers get new ideas from publications or from an associate, and they want more information. Because of my extensive background with Dolphin and knowledge of technology in general, I am able to serve as consultant and help them determine what solutions would work best for their practice." ■

What's New at Dolphin *(continued from p.1)*



study models into your 3D program, then merge the "teeth" onto a patient's CBCT scan for viewing and analysis. This new feature integrates with any digital study model system that exports to STL format, including intraoral scanners, desktop model scanners, and mail-in services.

Dolphin Management Treatment Card now integrates with the Ortho Essentials Scorecard!

Dolphin Management customers participating in the Crest + Oral B Ortho Essentials patient hygiene program can now access the Ortho Essentials Scorecard system through their Dolphin Treatment Card.

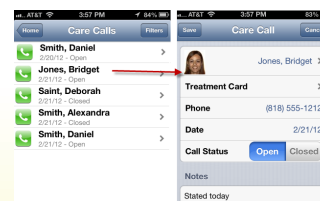
Features include:

- Score patient hygiene for today's visit
- Enter quick notes
- Annotate a tooth chart
- Access the Ortho Essentials hygiene letter templates
- Generate appropriate letters based on patient hygiene



Even better, Ortho Essentials qualifies for the Patterson's Dolphin Rebate Program. For more details, visit www.dolphinimaging.com/orthoessentials.

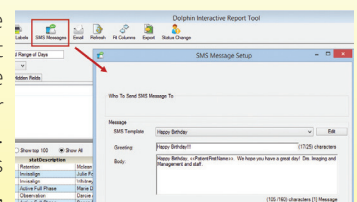
Dolphin Management now supports Care Calls



Boost patient care while also enhancing your doctor-patient relationship with the new Care Call feature in Dolphin Management. Calls can be scheduled for any date and are viewable by all staff and locations. Care Calls also nicely integrate with Dolphin Mobile.

Now available in Dolphin Management 5.5: SMS Broadcast!

SMS Broadcast helps you manage and send personalized, mass text messages to your patients. You can use a list created by any standard report or Dolphin Interactive Report Tool search. Some group examples include patients on recall or retention, new patients, patients wearing elastics—even patients enjoying birthdays and anniversaries. SMS Broadcast joins the existing SMS Appointment Reminders in Dolphin Management. For more information, visit smssignup.dolphinimaging.com. ■





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Chatsworth, CA 91311

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

New Dolphin AAO Booth!

The Dolphin AAO team debuted a slick new booth at the 2014 AAO in New Orleans. Modern materials and fresh graphics made for a luxurious four days!



Come join Dolphin at the following Industry Events:

CALENDAR

..... Visit www.dolphinimaging.com/otherevents.html for more events

<p>June</p> <p>04-07 SEDO Islantilla (Huelva), Spain</p> <p>11-13 Dr. Jackson, Premier Dallas, TX, USA</p> <p>18-21 EOS Congress Warsaw, Poland</p> <p>19-22 Colorado Summer Meeting Snowmass, CO, USA</p> <p>20-22 Dr. Schmidbauer Comprehensive Orthodontics Atlanta, GA, USA</p> <p>22-24 McLaughlin 2 Year Program San Diego, CA, USA</p> <p>July</p> <p>11-12 iOrtho Dr. Baker TBD</p> <p>13-15 McLaughlin 2 Year Program San Diego, CA, USA</p>	<p>18-20 CSOMS Annual Convention Devils Thumb, CO, USA</p> <p>25-27 Dr. Schmidbauer Comprehensive Orthodontics Atlanta, GA, USA</p> <p>August</p> <p>01-03 GORP Ann Arbor, MI, USA</p> <p>01-02 iOrtho Dr. Baker TBD</p> <p>07-10 AOS Denver, CO, USA</p> <p>September</p> <p>04-06 CAO Montreal, Canada</p> <p>04-07 AGpO Denver, CO, USA</p> <p>05-06 McLaughlin Lecture Series by Opal Orthodontics St. Louis, MO, USA</p>	<p>08-13 AAOMS Honolulu, HI, USA</p> <p>11-13 GLAO-MSO Chicago, IL, USA</p> <p>12-14 Dr. Schmidbauer Comprehensive Orthodontics Chicago, IL, USA</p> <p>18-20 OrthoVoice Las Vegas, NV, USA</p> <p>18-20 BOC 2014 Edinburgh, Scotland</p> <p>19-20 Dr. Jackson, Level I Dallas, TX, USA</p> <p>19-21 RMSO Annual Session Jackson Hole, MS, USA</p> <p>23-26 EACMFS Congress Prague, Czech Republic</p> <p>23-26 12° COPAC Campinas, Brazil</p>	<p>23-26 XIX JABRO Vitoria, Brazil</p> <p>25-27 19° Orto-SPO Sao Paulo, Brazil</p> <p>28-30 McLaughlin 2 Year Program San Diego, CA, USA</p> <p>October</p> <p>02-05 PCSO (Annual Session) Anaheim, CA, USA</p> <p>03-04 Dr. Jackson, Level II Dallas, TX, USA</p> <p>08-12 SAO Paradise Isle., Bahamas</p> <p>15-17 Dr. Jackson, Premier Dallas, TX, USA</p> <p>17-20 MASO Williamsburg, VA, USA</p> <p>24-25 SWSO Little Rock, AR, USA</p>
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International Event