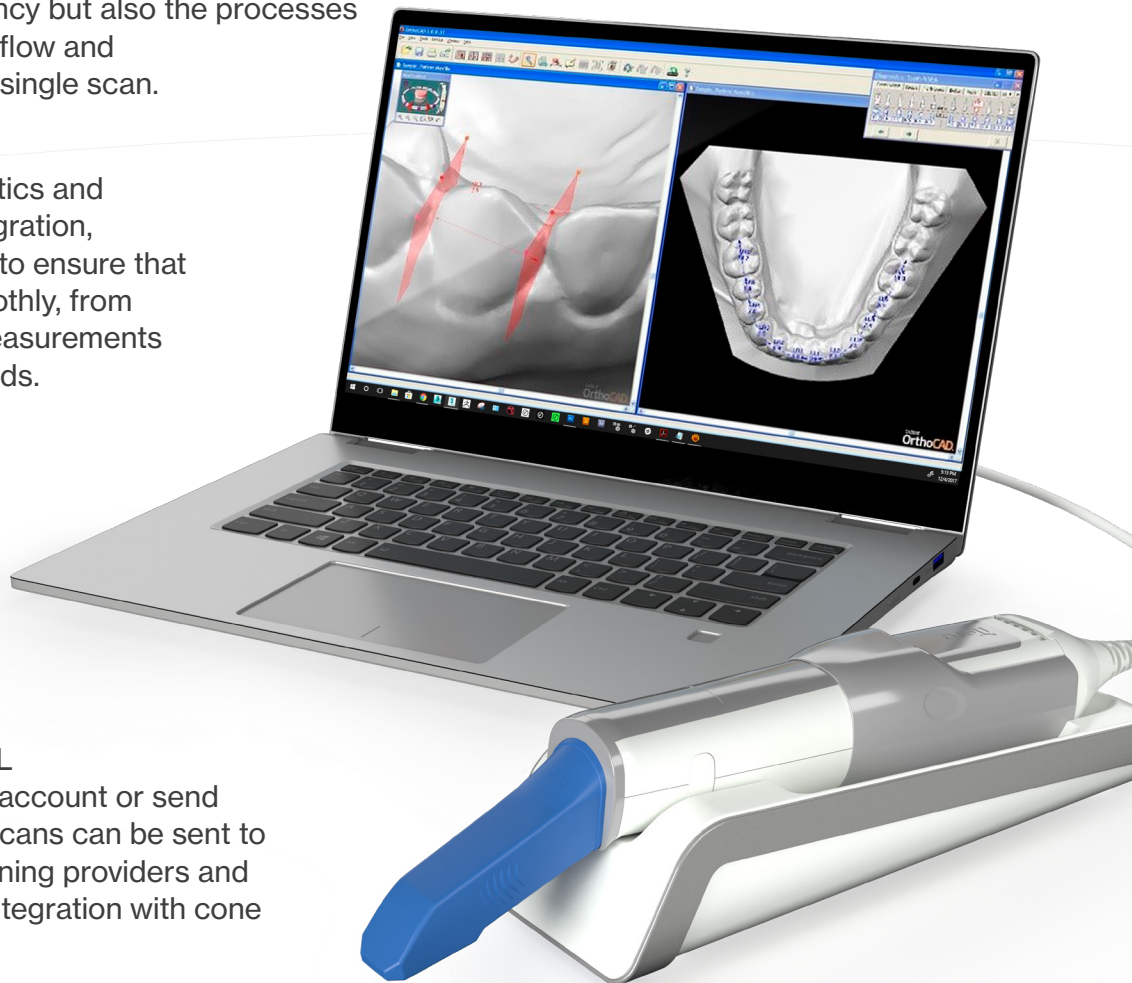


# Optimize your orthodontic workflow

## Realize the possibilities for an efficient practice with comprehensive orthodontic software

Change the way you run your practice with a system that improves not only your efficiency but also the processes surrounding orthodontic workflow and practice management, all in a single scan.

- With tools for digital analytics and practice management integration, OrthoCAD software helps to ensure that your workflow moves smoothly, from performing orthodontic measurements to syncing up patient records.
- Send iRECORD scans directly to the lab of your choice to quickly and easily process orthodontic appliances, retainers, printed models, indirect bonding, and more.
- Export iTero iRECORD STL files from your iTero cloud account or send them directly to your lab. Scans can be sent to third-party treatment-planning providers and can also be exported for integration with cone beam CT data.



**More than  
20.5 million**  
iTero orthodontic scans performed

**Including more than  
10.8 million**  
Invisalign treatment—related scans.\*

# Give patients everything to **smile about**

## Increase treatment acceptance and track Invisalign treatment progress the way only an iTero scanner can

Demonstrate to your patients what their smile journey could look like and drive practice growth with technology that brings your practice into the future.

- Show patients potential Invisalign treatment outcomes with customized results using the **Invisalign Outcome Simulator**
- Track patients' progress and compare new scans with ClinCheck treatment plans using **Invisalign Progress Assessment software**
- With **iTero TimeLapse technology**, compare patients' smile transformation from one appointment to the next to keep them engaged with their treatment
- With **iTero Element 5D NIRI technology** and **intraoral imaging**, you can help patients see the impact of oral hygiene on their journey toward a beautiful smile

**60% of patients**  
who were shown Invisalign Outcome Simulator results with the iTero Scanner started Invisalign treatment<sup>1</sup>

**Within 6 months** the iTero scanner can pay for itself<sup>2</sup>    **> 12.42** additional Invisalign cases at 12 months    **> \$66,000** increase in Invisalign receipts at 12 months<sup>3</sup>

<sup>1</sup>Based on a survey of n=101 orthodontists and general dentists (from U.S., Canada and U.K, in July 2018; GP=60, ortho=41) who used the Invisalign Outcome Simulator in the past year and were asked, "For the patients who were presented the option of Invisalign treatment in the past 12 months, and for whom you have used the Invisalign Outcome Simulator, what percentage of these patients started Invisalign treatment?" Survey doctors owned either the iTero Element, iTero Element 2, or iTero Element Flex scanner.

<sup>2</sup>Retrospective data evaluation and quantitative analysis completed by Dr. Mackay, University of Memphis. 495 orthodontic practices worldwide. Mackay MM, et al. Acquisition of a digital intraoral scanning device: An examination of practice volume changes and the economic impact via an interrupted time series analysis. J Clin Dent. 2017;28(Suppl):S1-S5.

<sup>3</sup>Valuation based on \$5,500 Invisalign case fee. Median case fee of Invisalign treatment is often \$3,000-\$8,000 in the U.S. per Invisalign.com website.

MSRP for iTero Element = \$29,999, iTero Element 2 = \$32,000, iTero Element Flex = \$28,000. Study based on use of iTero Element scanner model only. Claim based on extrapolation of results to include iTero Element 2 and iTero Element Flex scanner models which utilize the same iTero Element Software.