

orthodontic edition13

pattersontoday

Office Design + Equipment + Success



**New-Fashioned
Tricks of the Trade**

[pages 8-12]

Improving the orthodontic practice lifestyle

By focusing on the patient experience and practice lifestyle, Patterson Dental's goal is to give you the power to change lives. To do that effectively, we have to understand the unique challenges and opportunities of your day-to-day operations.

Fortunately, we do. Since its inception, Patterson has been helping dental practices succeed. Just as importantly, Dolphin has been dedicated to developing innovative orthodontic solutions since 1988. From front office to back and with the software to connect it all, Patterson and Dolphin truly offer everything you need to run your practice.

Integrating technology into the orthodontic practice is getting easier all the time, thanks to our industry-leading technology platform and upgrades to Dolphin practice management and imaging software. Combine that with Patterson's product offering, support network and expertise in building and optimizing practices and you have the most comprehensive partner in the industry.

We take great pride in our partnerships, from the software that runs a practice to the walls that surround it. In this edition, you'll see Cory Costanzo, DDS, who built a new practice (page 8) that tapped into his love of skateboarding. It's a great example of finding a new way to improve outcomes for patients and provide care in a way that engages the dental team.

That's the beauty of focusing on an enhanced patient experience and practice lifestyle. There's an unlimited number of ways to do it and, when it's done right, everyone wins: the patients, the dental team and the practice in general.



Chester Wang
Managing Director | Dolphin



Paul Guggenheim
President | Patterson Dental

[what's inside]

Cover Story

New-Fashioned Tricks of the Trade

Cory Costanzo's new Fresno, Calif., practice takes a cue from skateboarding.



Manufacturers

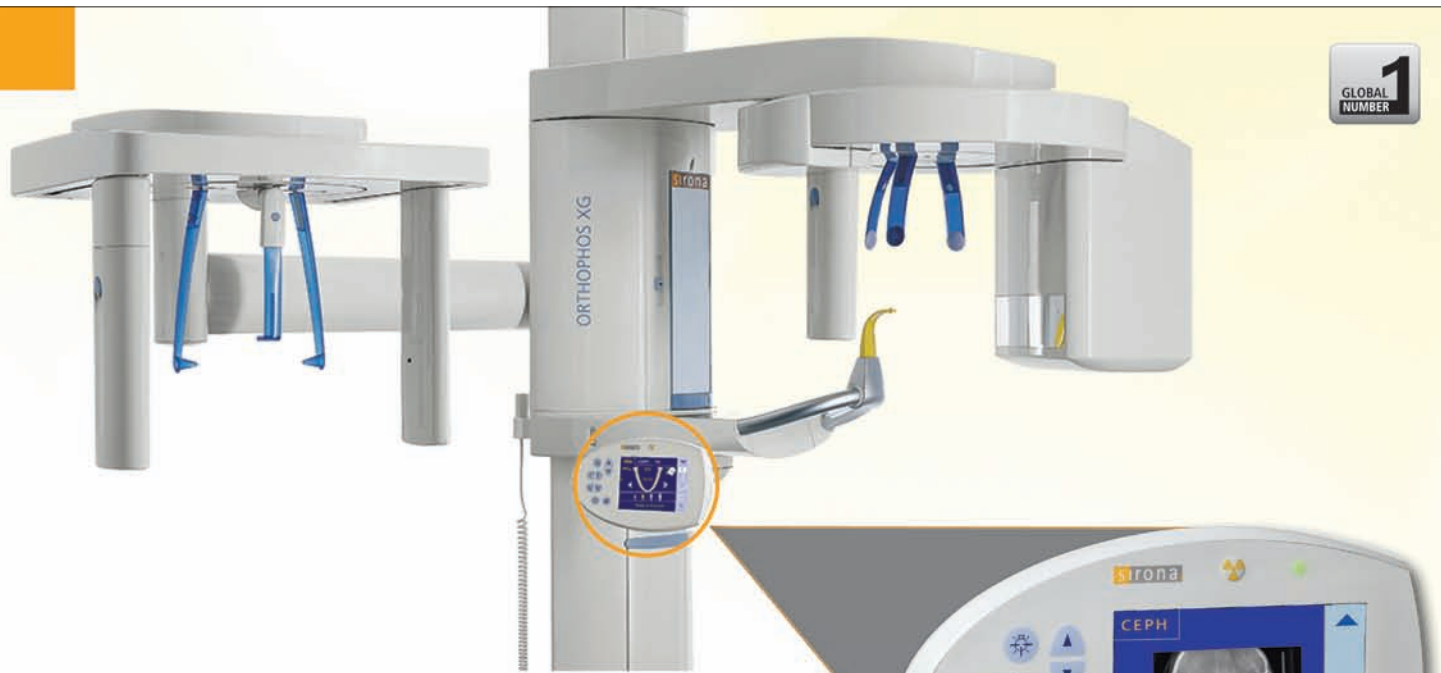
Dolphin Imaging Systems.....	4-7, 14-16, 18-19, 21, 22
Patterson Advantage.....	24
Patterson Finance	17
Patterson National Handpiece Repair.....	20
Sirona	3, 13

pattersontoday

PATTERSON TODAY STAFF | ORTHODONTIC EDITION 2013

Publisher	Patterson Dental
Vice President of Marketing, Equipment and Technical Service	John Bettencourt
Director of Marketing, Core Equipment	Elliott Carson
Marketing Specialist, Equipment	Devin Firl
Editors	Karen Lundquist Jon Minnick Kate Seitz
Contributing Writer	Angie Ardolf Katie Westfall
Art Director	Amy Rausch
Designer	Natasha Balgobin
Project Manager	Susie Schmitz
Print Production Managers	Tom Augedahl Greg Nordstrom

Patterson Today is published three times a year by Patterson Dental. Send address corrections and all correspondence to Michelle Drigans, Patterson Dental, 1031 Mendota Heights Road, St. Paul, MN 55120; 651.686.1600. Prices and rates subject to change without notice. Not responsible for typographical errors. No copying without permission. ©2013 Patterson Dental Supply, Inc.



ORTHOPHOS XG 3D ready CEPH

Perfection in digital X-ray for dentistry

- HiDef sensor with ASTRA for unprecedented image quality
- Automatic patient positioning for panoramic images
- Ease of operation
- Reliable diagnosis
- Investment security with future upgrades

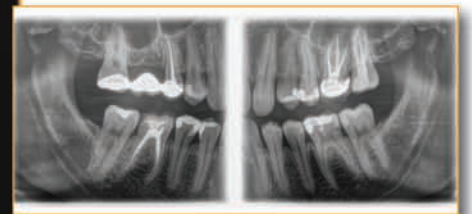
ORTHOPHOS XG 3D ready CEPH is adaptable to your unique patient needs and the special workflow of the orthodontic practice.



Panoramic image through HiDef sensor with ASTRA



Cephalometric image through HiDef sensor with ASTRA



Bitewing image through HiDef sensor with ASTRA

www.sironausa.com

sirona.
The Dental Company

Dolphin Mobile 2



More ways to mobilize your Dolphin.



Super Questionnaire with signature capability

Aquarium® case presentation movies

Tooth Chart



Patient Images

Scheduling



Aquarium*

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; your daily, weekly or monthly schedule. Supports Aquarium* and the new Super Questionnaire!

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

*Aquarium must be purchased separately.



© 2013 Patterson Dental Supply, Inc. All rights reserved.

Dolphin Imaging 11.5



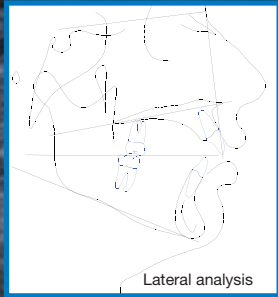
ImagingPlus™

• Ceph Tracing

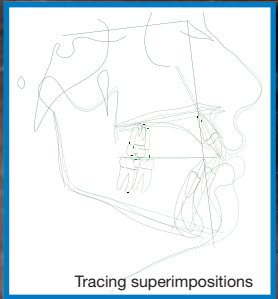
• Treatment Simulation

• 3D

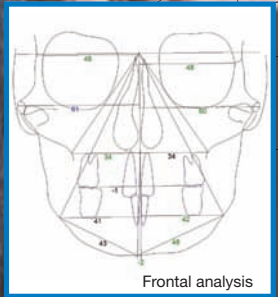
• Letter System



Lateral analysis



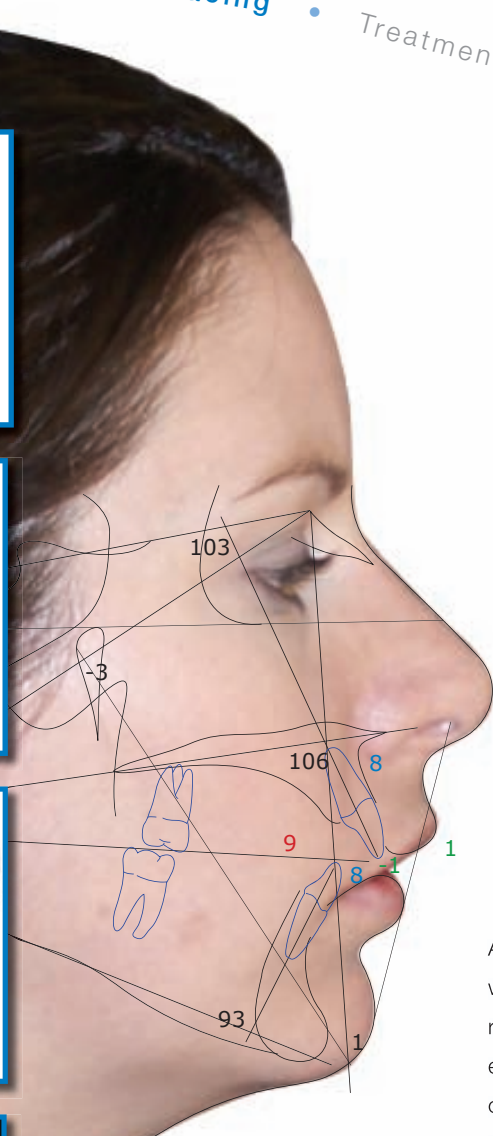
Tracing superimpositions



Frontal analysis



Photo/radiograph superimposition



Tracing/photo superimposition

Accurate and reliable ceph tracings.

- Lateral Analysis
- Frontal Analysis
- Arch Analysis
- Superimpositions

Already used by private practices and academic institutions worldwide, Dolphin's Ceph Tracing program is designed for rigorous scientific research, board exam submission and everyday case documentation. Friendly features let you quickly customize analyses and accurately superimpose tracings of different treatment stages. Ceph Tracing integrates with virtually any digital x-ray and cone beam CT system, and can also be used with scanned film. Backed by responsive 24/7 technical support. To learn more, visit www.dolphinimaging.com.

Dolphin Imaging software is an FDA-cleared Class II medical device.



AAOF
CORPORATE PARTNER

Microsoft Partner
Gold Application Development



© 2013 Patterson Dental Supply, Inc. All rights reserved.



Imaging



Management



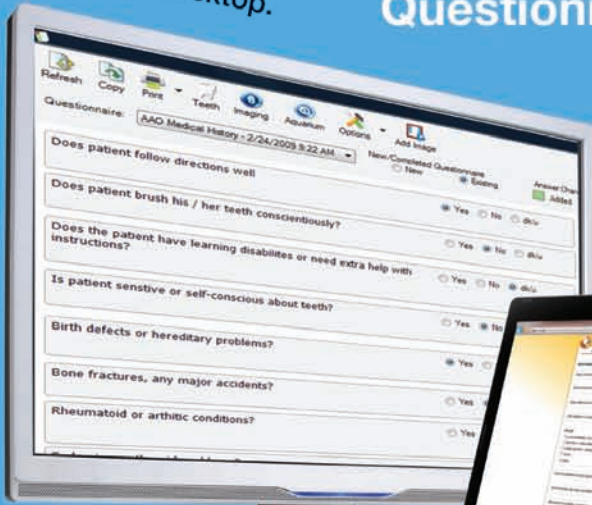
AnywhereDolphin



Mobile

On the desktop.

Questionnaires everywhere.



Dolphin Imaging or
Dolphin Management



AnywhereDolphin

On the tablet.

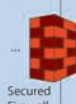


Dolphin Mobile

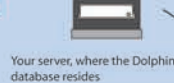
Over the web.

How it works

Your patient fills out questionnaire on their PC at home via AnywhereDolphin



Internet



Your server, where the Dolphin database resides

Your Practice



You or your patient on the iPad via Dolphin Mobile

Your work station via Dolphin Imaging or Dolphin Management



Super Questionnaire is a multi-platform feature that allows you to securely share questionnaires, medical history, informed consent, and other standard forms across the Internet using an iPad or workstation. Featuring a distinct interface for staff and patient, Super Questionnaire works across Dolphin Imaging, Dolphin Management, AnywhereDolphin and Dolphin Mobile. Super Questionnaire is available to Dolphin customers on a current support contract. For more information, visit www.dolphinimaging.com/superq.

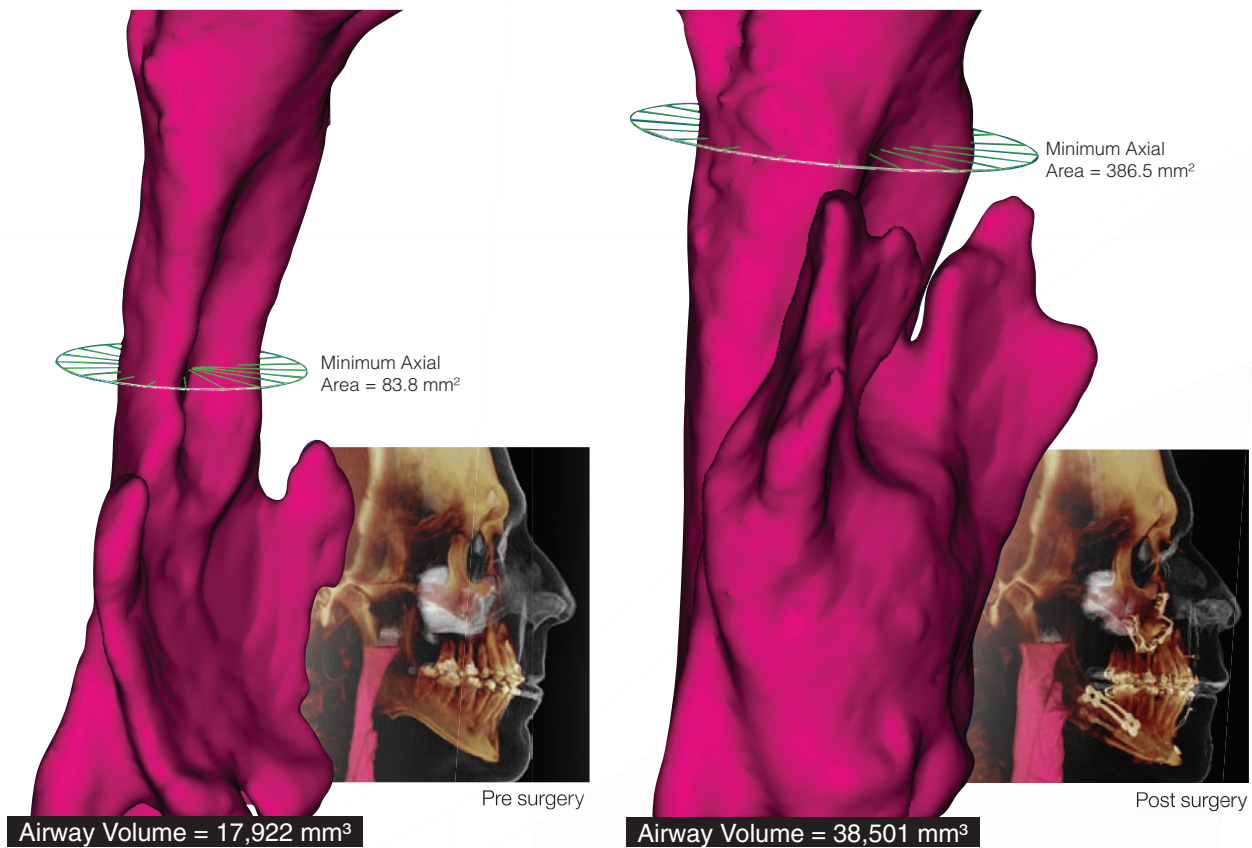
*Tablet use requires Dolphin Mobile app



© 2013 Patterson Dental Supply, Inc. All rights reserved.



Never look at
airways the same again.



Stunning Visualization • Quantifiable Results • Easy Data Processing

Introducing 3D Airway Analysis, a new feature in Dolphin 3D that lets you analyze the airway and sinus cavity on any volumetric dataset. Also a great tool for pre- and post-surgical evaluation. Simply outline the area of interest on the anatomy, and Dolphin 3D will automatically visualize the airway or sinus cavity. It will calculate the volume and identify the most constricted spot. Along with the other rich and sophisticated features of Dolphin 3D, this is why clinicians and researchers worldwide choose Dolphin 3D. For more information, visit www.dolphinimaging.com/3d.

All images rendered using Dolphin 3D

Dolphin Imaging software is an FDA-cleared Class II medical device.



AAOF
CORPORATE PARTNER

Microsoft Partner
Gold Application Development



 **Dolphin** ^{CELEBRATING} **25** YEARS 1988-2013
Imaging & Management Solutions
a Patterson Technology

© 2013 Patterson Dental Supply, Inc. All rights reserved.



Practice Profile

DENTAL PRACTICE
Costanzo Orthodontics
Fresno, Calif.

Cory Costanzo, DDS, MSD

OFFICE
Square feet: 3,080
Eight operatories

EQUIPMENT AND TECHNOLOGY

- A-dec 311 Dental Chairs
- A-dec 361 Support Center
- A-dec 1601 Doctor's Stools
- A-dec Accessory Cabinets
- A-dec Dental Lights
- A-dec ICC Sterilization Center
- A-dec Lisa Autoclave
- Air Techniques VacStar 50H
- Biotec Mobile Treatment Centers
- SciCan Statim Autoclave
- Sirona XG 5 Pan/Ceph X-ray

New-Fashioned Tricks of the Trade



Costanzo Orthodontics ramps up for success with new technology and a fun attitude

When patients enter Cory Costanzo's practice, they quickly figure out what Dr. C (DDS, MSD), as he's known, does for fun. The skateboard enthusiast's foyer sports colorful skateboard decks on the walls and several decks have found a second life as the base for a glass-top coffee table. Even the practice logo has a stylized skateboard in it, and a hip, architectural half-pipe-like wall differentiates the office from its more staid contemporaries.

His new Fresno, Calif., location is ideally situated for year-round skateboarding – a fact that is reflected in the design of his open, airy new office. Costanzo is a skateboarder,

and he gets out every weekend to practice, visiting many of Fresno's great skate parks. It's this youthful vigor that informed Costanzo's goal: to build an office that reflected the fun, friendly, upbeat practice he had built, "where we don't play Muzak over the radio," he said.

In October 2009, as Costanzo considered renewing his lease, which was up in July 2010, he weighed his options. The building where he had practiced since 2004 lacked proximity to his target demographic, and he was renting more than 4,000 square feet of space that was originally intended for a group of specialists, but that plan never materialized. It was about this time that

Costanzo's Patterson Dental sales representative, Brett Constable, visited. Costanzo mentioned that he was thinking of building new, and Constable told him to go for it. "I'm kind of toying with the idea of building an office, or at least finding out what would be involved in building an office," Costanzo said to Constable. "I had no idea where to start with something like that."



Constable told him the first step would be finding a location, so he put a real estate broker in touch with Costanzo the very next day. "He took me around to a few buildings," Costanzo said. "We nailed down the location that I wanted, and then the next step of the process was designing a full floor plan."

From there, Constable and Charmen Brummer, his Patterson equipment specialist, provided contacts for the independent contractor, financing company and interior designer on the project with the goal of being a one-stop shop to make the office buildout less stressful for Costanzo. As the process of building a new office moved forward, Costanzo said his relationship with his Patterson team grew.

Constable had worked with Dr. Costanzo on implementing small projects, such as getting started on providing fluoride treatment during orthodontic banding, but building the new office led them to talking about the bigger possibilities. "It really wasn't until I started floating this idea of building a new office, [that] he kind of took it and ran with it," Costanzo said of Constable. For his part, Constable provided knowledge as well as support. "I told him 'Make this thing your own. Dream big,'" Constable said.

Costanzo chose his location near Clovis, an area just two miles north and east of his old practice, because he found during an informal survey his existing patient population was concentrated in the area, and he wanted to stay close to his patient base while also appealing to new patients from nearby. >>





The new building attracted Costanzo with its large windows, high ceilings and wide open spaces. "I wanted to have sort of an open feel to the floor plan," he said. "We want to welcome everybody to the practice, and we want everyone to feel like they are part of our family. So I didn't want any closed doors; I didn't want the waiting room to be separate from the treatment area. I wanted people to be able to come and go as they please."

After choosing the light-infused location, Brummer got involved. "I sketched out the floor plan I was thinking about on graph paper, gave that to her, and she took it from there and made a digital version," Costanzo said.

Brummer created a floor plan that maximized exposure to the windows and used natural light to illuminate the treatment areas. While Costanzo was concerned about the aesthetics of his practice – that the modern décor and skateboard motif is carried throughout – he also wanted to be certain that lab, sterilization and office areas were top notch. "That's where Charmen really helped me figure out how to best configure those areas to make them the most practical," he said. "She suggested moving the sterilization center closer to the treatment area, for one. Things like that that I wouldn't normally think about, but they're thinking

about them all the time."

The new practice has six open-bay operatories and two private operatories in 3,090 square feet of useable space. The initial exam is done in a private room and the flow between open-bay and private rooms has improved. "In our old office, the private rooms were across the other side of the office," he said. "It was a little less convenient."

The open-bay operatories are a key design aspect of Costanzo Orthodontics. "I think the main difference between an ortho office and a general office is our main open treatment area," Costanzo said. "An open treatment area facilitates going from chair to chair. With orthodontics, we tend to spend less time at each chair, but see more patients per day. We needed to have something that flows so we can get from chair to chair easily and be able to communicate easily without having a bunch of separate treatment rooms."

Other improvements include all new A-dec 300 chairs. "I had considered bringing some of that old equipment over, and that's something that I'm glad Charmen talked me out of. I think it would have been a big mistake to bring that old equipment into this nice new office," he said with a chuckle.



The game-changing piece of equipment is without a doubt the new Sirona Orthophos XG5. "I had an old analog pano machine at the old office, so we had the darkroom, [and] we had to develop everything," Costanzo said. "Going to digital X-ray has been huge. Just being able to have a patient go in there, take a 10-second pano, and be able to see it immediately on the screen speeded things immensely. The quality of that Sirona machine – I've compared it to X-rays that I get emailed from other offices that are using different machines – is amazing. The pictures that I get are extremely clear, and I'm able to see so much more that I wasn't able to see with my old machine."



One of the biggest challenges Costanzo Orthodontics faced was moving from a paper based to paperless practice, which included going to digital X-rays. The paperless systems have allowed workflow to move more smoothly and using digital charting and

X-ray has allowed the practice to run more efficiently, even with an increased patient load, Dr. Costanzo says.

"Since we've moved, we've had steady growth," Dr. Costanzo says. "Orthodontics is usually not seen as a necessity, so a lot of people have been putting that off. I think the new office has kind of helped me weather the storm, weather the economy, and not only prevent decline, but actually increase production a little bit even during these tough times."

While the economy may have been gloomy, Dr. Costanzo chose Patterson in part for his team's positive attitude. Prior to getting started on the project, he spoke with other dental supply companies that gave him the impression that it would be too much work and too costly to build a new practice, Dr. Costanzo recalls. "But after talking to Brett and Charmen, I just kind of got this feeling from them that, yes, this was the right thing to do," he said. "Just their optimistic outlook – 'Yes, this can work and we're going to be there every step of the way to make it as easy as we can for you' – that's just the feeling that I got from them."

Dr. Costanzo has fun with his patients, whether he's wearing fairy wings if someone loses a tooth or taking fun pictures of patients and staff to put on the practice's Facebook page and website. Last >>

December, Costanzo's young patients played a game where they photographed "Mini-Doc Jr." – a tongue depressor with a picture of Costanzo's face glued to it – and posted their pictures on Facebook. The patient who posted the most won a prize. Costanzo said he also gave a prize for the photo in the most exotic location, which had Mini-Doc Jr. "speaking" at the Pentagon. The "Mini-Doc" idea arose from an unusual office-warming gift from Constable and Brummer: a Dr. Costanzo look-alike bobble-head doll. "Mini-Doc has been a big hit in the office, and he also stars in a video about orthodontics that can be seen on Costanzo Orthodontics' YouTube page," Costanzo says.



It's that positivity that gets patients excited for their next appointment and keeps Costanzo Orthodontics an upbeat place to improve smiles. **PT**

To learn more about Cory Costanzo, DDS, visit drcbraces.com.



From left to right:
James Ryan, Charmen Brummer, Brett Constable, Dr. Costanzo

PATTERSON TEAM

James Ryan, *Branch Manager*

Brett Constable, *Territory Representative*

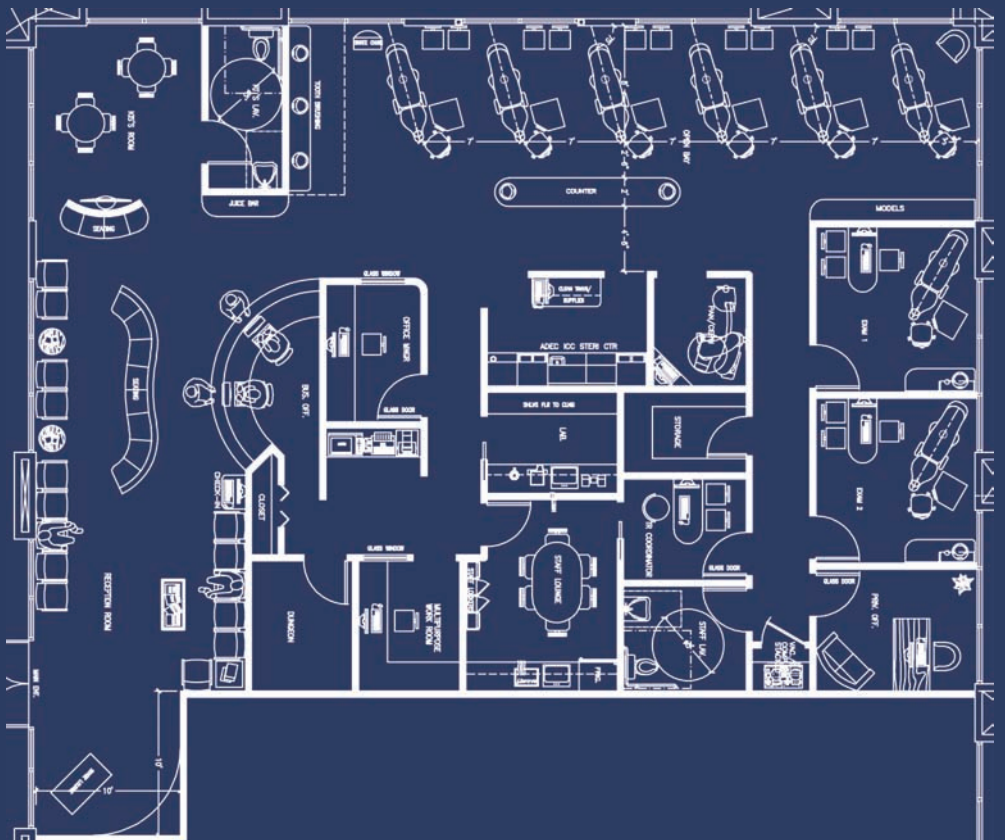
Charmen Brummer, *Equipment Specialist*

Don Caskey, *Service Technician*

Lane Holbrook, *Service Technician*

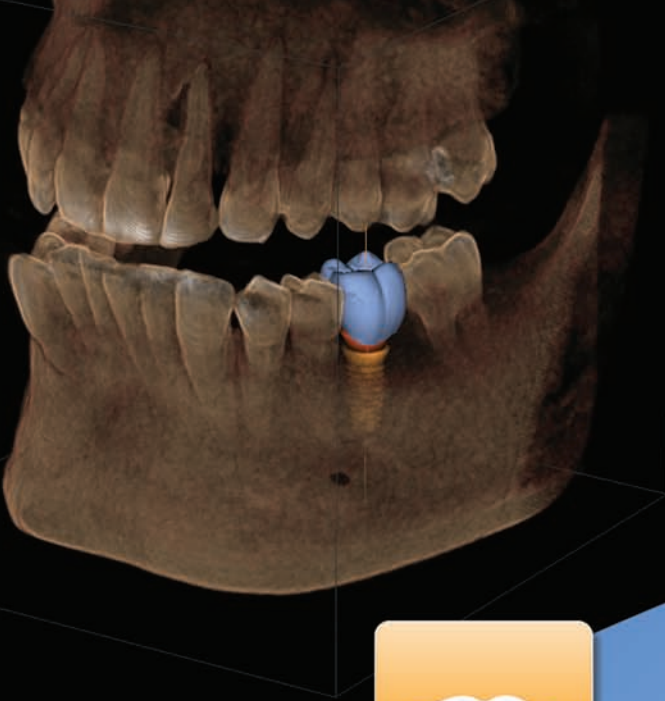


Visit PattersonToday.com to take a virtual tour of this practice!



ORTHOPHOS XG 3D

The right solution for your diagnostic needs.



Orthodontists

will benefit from high-quality pan and cep images for optimized therapy planning.



General Practitioners

will achieve greater diagnostic accuracy for routine cases.



Endodontists

will enjoy instantly viewable 3D volumetric images for revealing and measuring canal shapes, depths and anatomies.



Implantologists

will appreciate the seamless clinical workflow from initial diagnostics, to treatment planning, to ordering surgical guides and final implant placement.

The advantages of 2D & 3D in one comprehensive unit

ORTHOPHOS XG 3D is a hybrid system that provides clinical workflow advantages, along with the lowest possible effective dose for the patient. Its 3D function provides diagnostic accuracy when you need it most: for implants, surgical procedures and volumetric imaging of the jaws, sinuses and other dental anatomy.

For standard 2D images, it offers the most comprehensive selection of pan and cep programs to meet virtually all needs, from standard panoramic programs for adults and children, to extraoral bitewing, sinus, TMJ options and many more.

Automatic patient positioning

The new Auto-Positioner measures the exact tilt of the patient's occlusal plane and automatically adjusts the height for an optimal panoramic image within the sharp layer, thereby preventing incorrect positioning and reducing re-takes.

For more information, visit www.Sirona3D.com

ORTHOPHOS XG 3D



www.facebook.com/Sirona3D

sirona.
The Dental Company

Dolphin Management 5



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

The success of your practice is in the cards.

Multiple custom layouts

Customized graphical alerts

Personalized exam questionnaires

Real-time operator light bar

Customized graphical tooth chart

Date	DR	ALT	DR	ELAS	HG	LUWRS	LWRS	SRAT	LSR	TX NOTE	DR	PRGC	WESD	BA
6/20/09	V	DR	NAV	Ca	100 R, M003 L	N/A	RETE	RETE	N/A	open bite = 1mm, O=Over, CI 9 right, CI 8, lower incisor off 1 mm to the right, DCT =, once we have better OJ we will switch to CI 8 right. It seems the incisor on the left month and changed evening them. Restricted that the do water hair to be continuous, consistent to make a difference. Asked if to fill the incisor, and related	E206 6:00 am day las	121-AdjustHocky		
6/20/09	V	DR	NAV	Ca	100 R, M003 L	N/A	RETE	RETE	N/A	ADJECT 1113, step down 4MM to help close the bite. CI 8 Ret, CBCL, we did not do the ag on the upper 113 initial we repair the 113 with mesing and off due to the shape of the teeth, note =, lined up on the right side to the left side open and 1/2 on the right and down to they are not too right.	S406, 6:00 am day las	121-AdjustHocky		

Secure Documentation • Customizable Tooth Chart • Image Access • Quick Communication

Dolphin Management 5's Treatment Card securely records and tracks chairside activities using your personalized layouts. Treatment Card also integrates with other vital functions such as scheduling and check-out, and allows quick, direct communication to patients and referrals. All this and your sensitive practice information is protected by Dolphin's industrial-strength SQL Server database. To learn more, visit www.dolphinimaging.com/management.



AAOF
CORPORATE PARTNER

Microsoft Partner
Gold Application Development



© 2013 Patterson Dental Supply, Inc. All rights reserved.

Dolphin Management 5

Legend Series



Legend Series: Special software modules based on the unique methodologies and techniques of distinguished industry experts.

Roncane Modules • Zuelke Financial Expert™ • Charlene White's SOS • McLaughlin Dental VTO

Make Charlene part of your staff.



Ms. Charlene White
Practice Management Consultant

- Front Desk Scripting
- Deband Analysis
- Recall Effectiveness
- Schedule Templates
- Monthly Monitor

The new Charlene White's SOS Systematic Office Solutions includes a statistical monitor that quickly compares your practice with Charlene's benchmarks; instant-access scripting for your appointment coordinator; scheduling templates perfect for any sized practice; and a guide for implementing an effective recall system. These features and more will instantly make Charlene a permanent presence in your practice. For more information, visit www.dolphinimaging.com/charlenewhite.

Patient Name	Band & Band Date	De-band Date	Number of Months in Treatment	Number of Regular Appts	Number of No Shows	Number of Emergencies/Repairs	Total Treatment Fee w/ Records
Daren Koplin	09/01/2007	11/20/2009	29	22	1	2	\$4,890.00
Josie Anderson	08/15/2008	11/30/2009	16	11	2	1	\$4,480.00
Nancy Augustino	04/03/2008	11/27/2009	22	18	0	0	\$4,630.00
George Curios	02/07/2007	11/27/2009	24	21	3	3	\$4,630.00

Deband Analysis

Exams	30
Starts (Exam to Start Ratio 63% - Ideally 55% or higher)	19
Number of Active Patients	500
Number of Active Patients with No Real Appointment (Should Be No More Than 5% of Your Active Patient Number)	50
Number of Observation Patients	350
Number of OBS Recalls with No Appointment or Recall Appointment in the Future (Should Be No More Than 10% of Your Total Observation Number)	55
	3.4%
	19.8%
Appointment (Ideally)	5
	18
	36
	\$8,454.09

Statistical Monitor

Number of observation recall patients in the practice:	440
Multiply by the annual frequency of the average visit: (i.e. 1 = one a year, 2 = two a year)	x 2
Equals ideal number of total observation appointments for the year:	880
Actual number of observation appointments seen:	396
Divide the actual number by the ideal number to get your recall effectiveness:	
$396 \div 880 = 45\%$ recall effectiveness	

Recall Effectiveness System

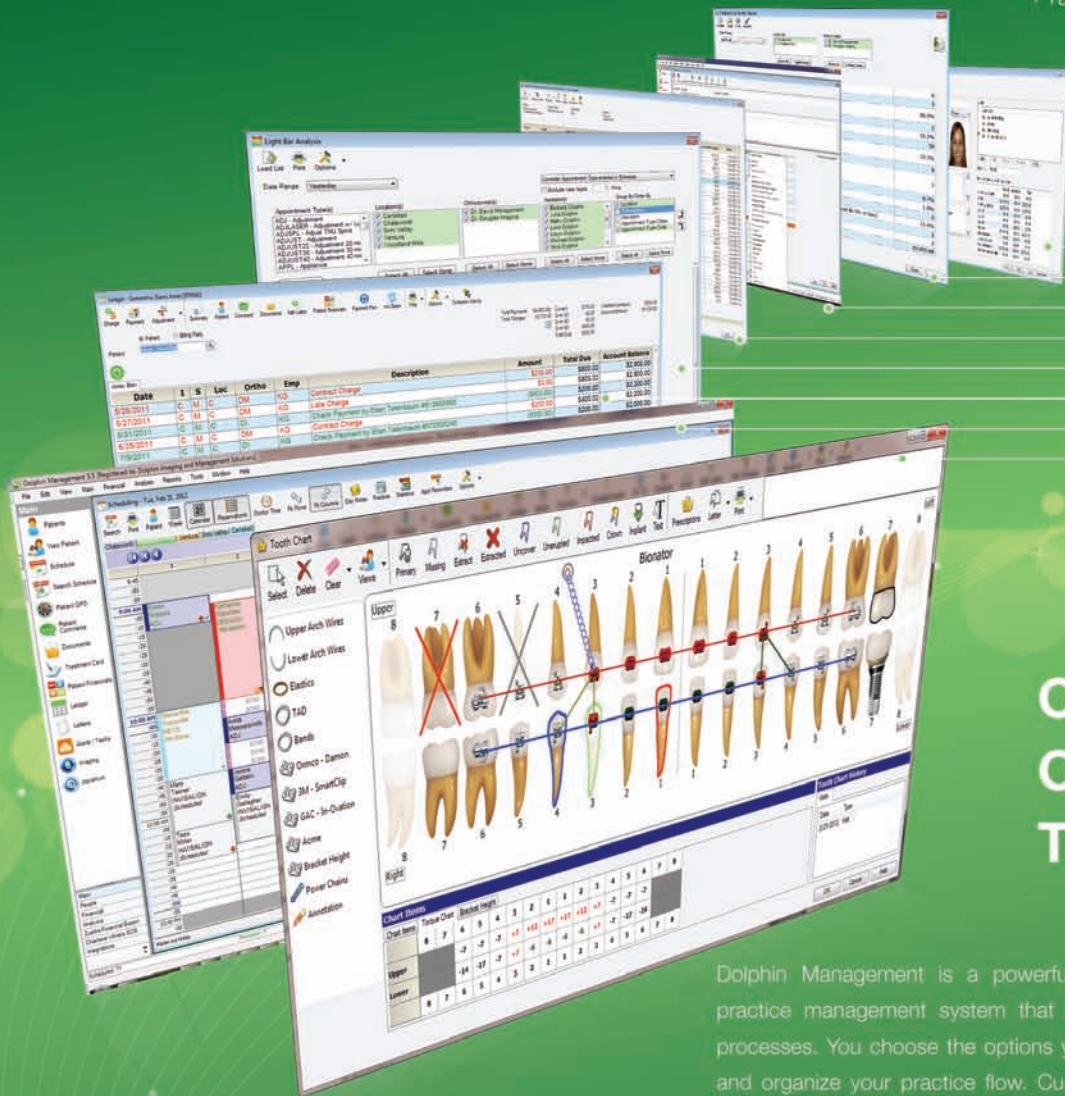


© 2013 Patterson Dental Supply, Inc. All rights reserved.

Dolphin Management 5



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



- Patient Information
- Charlene White's SOS
- Dolphin Interactive Report Tools
- Zuelke Financial Expert™
- Light Bar Analysis
- Ledger
- Scheduling
- Tooth Chart

Customize!
Organize!
Take control.

Dolphin Management is a powerful yet flexible, full-featured orthodontic practice management system that accommodates your practice's unique processes. You choose the options you need to help you efficiently manage and organize your practice flow. Customize reports, treatment cards, tooth chart, questionnaire integration, scheduling and much, much more. Dolphin is the only system that allows this degree of flexibility, so you're always in control.

Dolphin Management is perfect for any sized practice: from a new practice to an existing practice with high-volume patients, multiple locations and multiple practitioners. To learn more, visit www.dolphinimaging.com/management.



AAOF
CORPORATE PARTNER

Microsoft Partner
Gold Application Development



© 2013 Patterson Dental Supply, Inc. All rights reserved.

Your Future Starts Today

With comprehensive and flexible financing from Patterson Financial Services

Patterson Financial Services

- Length of term ranges from 6 to 60 months
- Up to a 7-year term on financing over \$125,000 for qualified customers
- Document-free financing approvals up to \$200,000
- Up to \$400,000 financing available with additional documentation
- Approvals generally within one hour
- No early termination penalties
- No points or origination fees
- Patterson Financial Services offers installment sale contracts with level and 3-month skip payment options
- Patterson Advantage® customers qualify for Advantage Dollars



Additional Programs Offered through Wells Fargo Practice Finance



- Customized practice financing programs* for the following:
 - Practice start-up projects
 - New equipment, office remodeling and relocation projects
 - Commercial real estate purchases
 - Practice equity and business refinance loans
 - Practice acquisition and buy-in financing
- Up to 100% financing with competitive fixed rates
- Application-only financing up to \$300,000
- Complimentary business planning tools and resources
- Terms up to 10 years with deferred and graduated payment structures

*All practice financing is subject to credit approval. Wells Fargo Practice Finance is a division of Wells Fargo Bank, N.A.



PATTERSON
DENTAL

Dolphin Management 5

Legend Series



Legend Series: Special software modules based on the unique methodologies and techniques of distinguished industry experts.

Roncone Modules • **Zuelke Financial Expert™** • Charlene White's SOS • McLaughlin Dental VTO

Get Zuelke with your Dolphin.



Mr. Paul Zuelke

Status	Patient	Responsible Party	Insurance	Location	Orthodontist	Delinquent	Account Balance	Due Day	Monthly Charge	Phone
	David Aryeh	Martha Aryeh	Blue Cross - Blue Shield	Chatsworth	Dr. Vanessa Imaging	\$698.00	\$2,468.00	1	\$200.00	(818) 555-1212
	Marla Birge	Irisher Birge		Chatsworth	Dr. Douglas Imaging	\$410.00	\$410.00	1	\$0.00	(818) 555-1212
	Lilly Blankenbiller	Malinda Dolphin	Blue Cross - Blue Shield	Chatsworth	Dr. James Imaging	\$380.00	\$1,177.50	20	\$100.00	(818) 555-1212
	Jessica Bruce	Alan Bruce		Chatsworth	Dr. Douglas Imaging	\$200.00	-\$1,600.00	1	\$200.00	(818) 555-1212
	Jack Cohen	Alan Cohen		Woodland Hills	Dr. James Imaging	\$432.50	\$432.50	10	\$0.00	(818) 555-1212
	Amel Cordero-Lopez	Steve Cordero-Lopez		Chatsworth	Dr. Douglas Imaging	\$547.96	\$547.96	1	\$0.00	(818) 555-1212
	Nina Coulter	David Coulter	Blue Cross - Blue Shield	Chatsworth	Dr. James Imaging	\$1,003.50	\$1,003.50	1	\$0.00	(818) 555-1212
	Peter Donahue	Peter Donahue		Chatsworth	Dr. Douglas Imaging	\$1,300.00	\$1,300.00	1	\$0.00	(818) 555-1212
	Vanessa Duke	Carol Duke		Chatsworth	Dr. Vanessa Imaging	\$3,600.00	\$3,600.00	1	\$0.00	(818) 555-1212
	Zita Fishof	Edward Fishof	Blue Cross - Blue Shield	Chatsworth	Dr. James Imaging	\$1,403.30	\$1,403.30	1	\$0.00	(818) 555-1212
	Madelene Fitzpatrick	Diana Fitzpatrick		Woodland Hills	Dr. Vanessa Imaging	\$200.00	\$2,800.00	1	\$200.00	(818) 555-1212
	McLean Greenberg	James Greenberg	Blue Cross - Blue Shield	Chatsworth	Dr. James Imaging	\$200.00	\$2,200.00	1	\$200.00	(818) 555-1212

Account Delinquency Management • Collection History • Practice Investigator™ • Zuelke Practice Monitor™ • Case Start Tracking Form

Introducing the Zuelke Financial Expert™, Dolphin Management's new Legend Series software module. Collaboratively designed with Mr. Paul Zuelke and his team at Zuelke & Associates, this powerful program helps you efficiently manage the business of being an orthodontist. Easily and accurately track collection activity, control delinquency, and monitor patient and insurance accounts. Generate easy-to-understand statistical reports covering all aspects of practice performance. To learn more, visit www.dolphinimaging.com/zuelke.



AAOF Microsoft Partner
CORPORATE PARTNER Application Development



© 2013 Patterson Dental Supply, Inc. All rights reserved.

Dolphin Management 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.

- Text
- Message



The Appointment Reminders feature in Dolphin Management lets you send a text message* to remind patients about upcoming appointments. Patients have the capability to reply, allowing for two-way communication. The SMS Manager keeps track of all messages that have been sent and received. SMS is available in Dolphin Management 4.5 Service Pack 1 or greater.

Dolphin Management is endorsed by many practice consultants to help any practice achieve more efficient communication. To learn more, visit www.dolphinimaging.com/management.

*An SMS subscription with Dolphin is required. \$49 one-time setup fee and \$99 monthly subscription fee for unlimited texts.



© 2013 Patterson Dental Supply, Inc. All rights reserved.



So Simple.
So Fast.

> Expert handpiece and small equipment repair

The Patterson National Repair Center provides fast, expert repair of handpieces, small equipment and even SciCan Statim autoclaves!



STEP ONE:
Pack a free UPS next-day prepaid box provided by Patterson and ship for free to the center.



STEP TWO:
Our expert technicians thoroughly inspect each item and make the necessary repairs.



STEP THREE:
Repaired pieces are quickly returned, getting you back to caring for your patients.



For the list of items we repair or to order a box, visit www.pattersondental.com/Services/Support or call 1-800-328-7839.



Imaging

3D

Management

Aquarium®

AnywhereDolphin

Mobile

Why Dolphin.

"I am very impressed with the Dolphin customer service—it lives up to its reputation as 'the best in the business' in the orthodontic community!" —Dr. Larry Greenberg, Sugarland, TX, customer since 1998

"I feel like I had been working in the dark all the years before I purchased Dolphin 3D. This product and your dedication to its evolution are a unique gift to our profession." —Dr. Don Montano, Bakersfield, CA, customer since 1997

"The only thing that is better than the product is the attitude of every Dolphin employee I have had the pleasure of dealing with." —Dan Halpert, Owner, Halpert Dental X-Ray, Woodland Hills, CA, customer since 2001

"My young patients, who play with high-resolution video games, are stunned by the quality of the videos in Aquarium." —Dr. Alain Souchet, Mulhouse, France, customer since 2004

"I have to say I am producing some of the best reports on the planet with your 3D Reporting module!" —Matt Carpenter, RT, Brockton Dental X-Ray Lab, Riverside, CA, customer since 2002

"I have used other systems throughout the years. Dolphin is a lot more sophisticated." —Dr. Philip Ciborowski, Ft. Carson, CO, customer since 1994

"The Dolphin staff is always excited about making things work better." —Sheri Hartwig, Appointment Secretary, Dr. Brian Grey, Lakeport, CA, customer since 1997

"Dolphin is absolutely fantastic in its comprehensiveness, smooth operation and amazing feature set. Dolphin never stops running ahead of the pack in its innovation and power." —Dr. Geoff Wexler, Frankston, Australia, customer since 1999

"Even in this competitive market Dolphin remains the leader in orthodontic software development and support!" —Dr. Mark Coreil, Houma, LA, customer since 2006

"My desire to go paperless couldn't be done without Dolphin Management, where I can chart, in detail, each appointment for the patient." —Dr. Cass Burrell, Fairfield, CT, customer since 2010

"Dolphin is the only program I use to make reports these days. It has become the most useful program I have." —Marina Belanger, RT, Wilson Radiographic Centre, Vancouver, BC, Canada, customer since 2005

"Dolphin products are superb—the support is even better! Your staff is very accessible and very helpful." —Dr. Barret Parker, Alameda, CA, customer since 1998

"We chose Dolphin Management because of its SQL Server database, intuitive interface, and the progressive team that supports it." —Dr. Maureen Valley, Redmond Family Orthodontic Clinic, customer since 2001

"The Dolphin team is committed to listening to their customers, all the while constantly asking how they can make their product better." —Dr. Greg Ogata, Sammamish, WA, customer since 2001

"Dolphin has developed a service-oriented culture. They are responsive to our requests, and continue to look for new areas to improve the system." —Dr. Devok K. Frech, Wichita Falls, TX, customer since 2001

"There is no software company that will ever touch Dolphin. I've used the rest—and you're the best!" —Dr. Steven Potter, Crowley, TX, customer since 2005

For more enthusiastic testimonials from Dolphin customers, visit www.dolphinimaging.com/testimonial.



AAOF
CORPORATE PARTNER

Microsoft Partner
Gold Application Development



© 2013 Patterson Dental Supply, Inc. All rights reserved.

Aquarium™ 2

Case presentation software



Show it. Share it.



Oral Irrigation

Lower Lingual Arch E-Space



Lip Bumper



Decalcification



Broken Brackets



Fixed Retainer Mandibular

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

The second generation of Aquarium brings greatly expanded content and capabilities. New movie topics such as Broken Brackets, Decalcification, and Sleep Apnea Appliance make this interactive patient education software more relevant than ever. Record your own audio, export media, and enlarge interface for easy viewing. Aquarium movies are network-ready and display beautifully on any monitor size and resolution. To learn more, visit www.dolphinimaging.com/aquarium.



Export to other devices, programs and media



AAOF
CORPORATE PARTNER

Microsoft Partner
Application Development



© 2013 Patterson Dental Supply, Inc. All rights reserved.

ALABAMA

Birmingham
205-987-4300
800-492-3718 (AL)
Mobile
251-621-2700
800-464-1288 (AL, FL, GA)

ALASKA

Seattle
425-488-4600
800-562-2265 (WA, AK)

ARIZONA

Phoenix
480-898-7800
800-352-8101 (AZ)
800-528-7526 (NV, CA)
Tucson
520-326-2494
800-352-8101 (AZ)
800-528-7526 (NV, CA)

ARKANSAS

Little Rock
501-847-6696
800-482-5572 (AR)

CALIFORNIA

East Bay
925-603-6350
866-434-2724 (CA)
Los Angeles
310-426-3100
800-336-8254
Sacramento
916-780-5100
800-736-4688 (CA)
San Diego
858-678-3200
800-541-1648 (CA)
San Francisco
408-773-0776
800-672-1409 (CA)
Valencia
661-294-2940
888-761-0020

COLORADO

Denver
303-393-1081
800-332-0214 (CO, WY)

CONNECTICUT

Rocky Hill (Hartford)
860-257-8310
800-875-9990 (CT, VT)

DELAWARE

Philadelphia
610-497-6150
800-523-4133 (DE, NJ, PA)

FLORIDA

Jacksonville
800-226-8405
Orlando
407-688-4400
800-226-8405 (FL)
South Florida
954-730-0573
800-432-8901 (FL)
Tampa
813-744-2900
800-226-2527 (FL)

GEORGIA

Atlanta
770-420-2324
800-752-5918 (GA, TN)
Savannah
912-921-1442
800-237-8187

HAWAII

Kapolei
808-682-3875
800-834-3875

IDAHO

Boise
208-375-7341
800-638-9203 (ID)

ILLINOIS

Chicago
630-616-8202
800-572-8021 (IN, IL, WI)

INDIANA

Evansville
502-297-0021
800-626-5141 (IN, IL, KY)
Indianapolis
317-733-4900
800-382-1645 (IN)
800-228-2972 (IL)
South Bend
574-232-2300
800-342-5636 (IN, IL, MI, OH)

IOWA

Davenport
563-391-7200
888-659-5896
Des Moines
515-254-1700
800-626-9034 (IA, IL, MO)

KANSAS

Kansas City
913-492-6100
800-432-2315 (KS, MO)
Wichita
316-315-1800
800-999-9943 (KS, OK)

KENTUCKY

Louisville
502-297-0021
800-626-5141 (IN, IL, KY)

LOUISIANA

New Orleans
504-463-1770
800-452-7213 (LA)
Shreveport
318-682-1300
800-551-8596 (LA)

MAINE

South Portland
207-771-9955
800-639-1801 (MA, ME, NH, VT, CT)

MARYLAND

Baltimore
301-362-0150
800-492-6604 (MD, VA, DC)

MASSACHUSETTS

Boston
978-262-5100
800-842-5355

MICHIGAN

Detroit
248-475-8700
800-438-5891 (MI, OH)
Grand Rapids
616-698-2029
800-728-9808 (MI)
Lansing
517-203-2100
866-709-5881

MINNESOTA

Eagan
651-688-6054
800-552-1260 (MN, IA, IL)

MISSISSIPPI

Jackson
601-664-7068
800-844-6070 (MS, TN, AL, AR, LA)

MISSOURI

Kansas City
913-492-6100
800-432-2315 (KS, MO)

Springfield
417-865-9222
800-552-8428 (MO)

St. Louis
314-595-1300
800-325-3184 (IL, MO)

MONTANA

Billings
406-252-3456
800-382-6245 (MT, WY)

NEBRASKA

Omaha
402-734-6655
800-642-9315 (IA, KS, NE, SD)

NEVADA

Las Vegas
702-731-4267
877-429-9158 (NV)

Reno
916-780-5100
800-736-4688

NEW HAMPSHIRE

Boston
978-262-5100
800-842-5355
South Portland
207-771-9955
800-639-1801 (MA, ME, NH, VT, CT)

NEW JERSEY

Metro NY/NJ
973-256-4900
800-223-0576 (NY, NJ)

NEW MEXICO

Albuquerque
505-884-6747
800-876-7376 (NM, CO, TX)

NEW YORK

Albany
518-452-0307
800-664-2173 (NY)

Buffalo
716-636-2860
800-553-8012 (NY)

Long Island
516-753-0610
866-443-5140 (NY)

Metro NY/NJ
973-256-4900
800-223-0576 (NY, NJ)

Rochester
585-924-0550
800-933-6825 (NY)

Syracuse
315-453-9607
800-208-9227

NORTH CAROLINA

Charlotte
704-849-4520
800-358-8259 (NC, SC)

Greensboro
336-294-1951
800-632-0270

Raleigh
919-850-0905
800-222-8149 (NC)

NORTH DAKOTA

Fargo
701-235-7387
800-999-5809 (ND)

OHIO

Cincinnati
513-771-3077
800-582-1382

Cleveland
440-891-1050
800-245-4689 (OH)

Columbus
614-473-6000
800-282-1217 (OH)

OKLAHOMA

Oklahoma City
405-767-3400
800-333-9395 (OK)
Tulsa
918-355-6789
800-666-6866 (OK, AR, KS, MO)

OREGON

Medford
541-779-2001
800-452-7976
Portland
503-670-0456
800-452-2910 (OR, WA, CA)

PENNSYLVANIA

Lancaster
717-299-1234
800-523-4133 (DE, NJ, PA)
Philadelphia
610-497-6150
800-523-4133 (DE, NJ, PA)
Pittsburgh
724-772-3600
800-872-3002 (PA, WV, OH, NY, MD, KY)
Scranton
570-602-4800
800-982-4312

RHODE ISLAND

Warwick
401-736-5300
866-506-4456

SOUTH CAROLINA

Charleston
843-849-5260
800-237-8187
Columbia
803-754-8754
800-845-8833
Greenville
864-676-0333
800-354-3326 (SC)

SOUTH DAKOTA

Sioux Falls
701-235-7387
800-999-5809

TENNESSEE

Johnson City
423-854-9390
800-631-9895 (TN, KY, VA)

Knoxville
865-218-1310
800-362-9883 (TN, KY, VA)

Memphis
901-386-6577
800-624-1567 (AR, MO, MS, KY, TN)

Nashville
615-884-2060
800-251-8255 (TN, AL, KY)

TEXAS

Austin
512-218-5200
866-257-3550 (TX)
Dallas/Fort Worth
817-305-4200
800-442-3306 (TX)
800-792-2947 (NM)

Houston
832-590-5000
800-392-2710 (TX)

San Antonio
210-696-7770
800-292-5711 (TX)

UTAH

Salt Lake City
801-236-3000
800-582-7999 (UT)

VERMONT

Williston
802-865-7899
800-875-9990 (CT, VT)

VIRGINIA

Chesapeake
757-382-4270
888-825-3388 (VA, NC, WV)
Richmond
804-262-4070
800-262-4070 (VA, NC, WV)

Roanoke
540-362-1664
800-362-1664 (VA, NC, WV)

WASHINGTON

Seattle
425-488-4600
800-562-2265 (WA, AK)
Spokane
509-838-8581
800-572-5862 (WA)
800-541-5814 (OR, ID)

WISCONSIN

Green Bay
920-336-3639
800-837-5151 (WI)
Madison
608-222-9043
800-837-6161 (WI)

Milwaukee
262-408-4100
800-242-0630 (WI)
800-558-7360 (MI)

WYOMING

Billings
406-252-3456
800-382-6245 (MT, WY)
Denver
303-393-1081
800-332-0214 (CO, WY)

PRACTICE INNOVATION ... WITH PATTERSON DENTAL

WE DELIVER PEACE OF MIND SO YOU CAN FOCUS ON WHAT MATTERS MOST.

WE UNDERSTAND THAT TREATING PATIENTS IS YOUR NO. 1 PRIORITY AND THAT EQUIPMENT AND TECHNOLOGY ARE YOUR TOOLS TO GET THE JOB DONE.

THIS IS WHY WE PROVIDE THE SERVICE AND SUPPORT YOU NEED TO MAKE THE MOST OF YOUR PRACTICE INVESTMENTS, AS WELL AS A 100-PERCENT SATISFACTION GUARANTEE.

WHETHER YOU ARE A SMALL OFFICE OR A LARGE OFFICE WITH MULTIPLE LOCATIONS, OUR SKILLED SALES REPRESENTATIVES AND SPECIALISTS CAN ASSIST YOU IN PROVIDING EXPERT DENTAL CARE.



PATTERSON
DENTAL

PRACTICE INNOVATIONSM WITH PATTERSON DENTAL. Call 800.873.7683 or visit pattersondental.com to start living your dental dreams.