iTero®
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iTero®

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Align Technology, Inc.
2560 Orchard Parkway
San Jose, California 95131

DRIVEN BY INTUITION.
DEFINED BY PRECISION.
POWERED BY LOGIC.™

for Dentists

INTUITIVE INPUT, PRECISION OUTPUT

Every aspect of the iTero® imaging system has been engineered so it's easy enough to master quickly, yet powerful enough to meet all your needs. It's simple… it's iTero.

The Upside of a High-Tech Chair-side Experience

iTero nearly eliminates all those outdated impression processes that cause you fits—replacing them with precision imaging that enhances accuracy and improves clinical outcomes. Where traditional impressions can bubble, tear or distort, iTero eliminates these physical flaws. And unlike other systems that require you to coat the teeth with powder, iTero offers you the simplicity of a powder-free, single-person, point-and-capture procedure.

What is iTero®?

iTero is more than an image, it's an impression. It's the intuitive operation and ease-of-use that's infused into our scanner. It's the sense of confidence that comes from offering your patients the utmost in digital precision. It's the efficiency and flexibility of open source imaging and streamlined workflow. And it's the inherent sense of satisfaction that comes from a beautifully completed case.

Imaging Made Effortless

The intuitive software and real-time digital display use voice prompts to talk you through each scan. Simple eraser and margin marking tools empower you to fine-tune your image prior to sending it to the laboratory. These tools can result in a remake rate of less than .0015%[1]. This translates to faster seating appointments, fewer remakes and improved patient experiences.

Logical Solutions

- 7X fewer Invisalign fit issues[2]
- 22% average reduction in seating appointments with iTero impressions[3]
- 80% of practices delegate some or all iTero scanning to an assistant[4]

The ROI in iTero®

By reducing the costs associated with a physical impression, and cutting appointment times and remake appointments, iTero gives you a tangible ROI from day one. But don't underestimate the growing value of a patient-to-patient referral. A recent study by the Levin Group suggests that up to 40% of a practice's revenue comes from new patients[5]. Add in the costs of increased competition and the decrease in elective procedures[6] and you easily understand why peer referrals are so valuable.

With the lifetime value of a patient increasing each year, iTero word of mouth could pay for itself in less than 6 months. It's the logical way to create a true point of differentiation between you and the competition.

The Ten Day Rule*

10 DAY Keeping your schedule booked ten days out keeps your practice going at peak efficiency[7]. The Levin Group study referenced above shows an Invisalign practice using iTero can get two new patient referrals per month[8] from word-of-mouth alone. It's a great way to keep your schedule booked and your chairs filled!

*

www.aligntech.com/gp10dayrule

The Next Logical Step

The completion of your scan is just the start of what iTero® does for you. Unlike other systems that may dictate your post-scan options, iTero puts you in control with the workflow selections that suit you best. Our open source image file can be used by CAD/CAM equipped labs (or practices) and iTero models can be used by every lab. Because giving you the ability to choose is the ultimate expression of logic.

SAVINGS AS EARNINGS

Eliminating retakes	$44.45 savings/retake[9]
Eliminating remakes	$187.50 savings/remake[10]

REFERRALS AS REVENUE

Average iTero generated referrals	2/month[11]
Average lifetime value of a new patient	$3,574[12]
Average yearly value	$21,444

FEATURES THAT IMPRESS

If you're sold on digital impressions, but aren't sure which scanner is best for you, compare iTero to the competition and decide for yourself.

	iTero®	3M™ True Definition	Sirona CEREC Omnican	3shape TRIOS
Integrates with Invisalign	Yes	No	No	No
Powder-Free	Yes	No	Yes	Yes
Scanning Technique	Wand can hover or rest on teeth	Wand must be kept at 5 to 15mm from teeth	Wand can hover or rest on teeth	Wand needs to be a set distance from teeth/within "acceptable" scan capture zone
Operation	One-hand scanning by a single operator	Usually involves assistant for retraction, powder and moisture control	May involve assistant for retraction and moisture control	Requires assistant to provide air, water, and retraction during scanning
Centralized Model System	Precision milled models	Printed SLA models	Printed SLA models	None
Compatibility	Open STL file can be used by any lab with an open CAD/CAM system	Open STL File requires doctor or lab to use Certified 3M Margin Marking Lab	Proprietary file requires lab to have CEREC milling machine or send to a CEREC Lab	Proprietary file requires lab to have 3shape lab CAD system

iTero® for Invisalign® Practices

If you're an Invisalign provider, or are planning on becoming one, then iTero intraoral imaging is a natural fit. Invisalign cases started with an iTero scan experience seven times fewer fit issues than those started with a traditional impression[13]. By eliminating shipping delays, ClinCheck® treatment plans generated from using iTero scans typically are posted 50% faster than for cases using PVS impressions[14]. Not only that, impressions generated with iTero have 10X fewer rejections compared to PVS based impressions[15]. Best of all, your Invisalign patients will be sure to share their "gag free" experience with friends, family and colleagues.

A Logical Tool for Patient Communication

Leverage your iTero scanner as a chair-side platform for enhanced patient communication and education, and to drive acceptance of Invisalign treatment. With the Invisalign Outcome Simulator* it's easy to show your patient the potential benefits of Invisalign treatment.

- Simulated outcome starts with an iTero scan and may be run chair-side on your iTero scanner or in a consult room using your computer via myaligntech.com
- A dual view layout shows the patient's current dentition next to their simulated final position
- Intuitive tools allow real-time refinements to the simulated outcome

Digitized Workflow Options

iTero's digitized workflow affords you a great deal of flexibility. Whether it's a crown or bridge restoration, full or partial orthodontics (including Invisalign), an inlay/onlay, veneers or a validated implant solution[16], you can select the digital workflow option that best fits your needs for each individual case.

[1] Review by Arrowhead Dental Lab and published in *Aesthetic Dentistry* Summer 2007 reports the average remake rate for their iTero impressions is less than .0015%. "The Remake Debate", LMT Communications, March 2011 reports the average remake rate for traditional impressions is 2.5%.
[2] Based Align Technology on analysis of 400,000+ Invisalign cases
[3] ADA Professional Products Review March 2011 – Study conducted by University of Pacific
[4] Delegation permitted where applicable by state law. Cadent Practitioner Survey February 2009 on file at Align Technology.
[5] Independent Study conducted in 2011 by the Levin Group
[6] Dental Economics/Levin Group 2012 Annual Practice Survey, Dental Economics, October 2012.
[7] "Analysis of the dentist's business by the numbers" by Dr. Charles Blair. Dental Economics, October 2012
[8] Independent Study conducted in 2011 by the Levin Group
[9] Data on file at Align Technology, Inc.
[10] Data on file at Align Technology, Inc.
[11] Independent Study conducted by Quattro Research Group
[12] Independent Study conducted in 2011 by the Levin Group
[13] Based on analysis of 400,000+ Invisalign cases
[14] Based on analysis of 193,000+ Invisalign cases
[15] Based on analysis of 170,000+ Invisalign cases
[16] Business partners (e.g. BIOMET 3i, Straumann, etc) have validated their implant solution using iTero

invisalign®

OPEN SOURCE EXPORT   RESTORATIVE

iTero®

ORTHODONTIC   RESTORATIVE MODELESS

VALIDATED IMPLANT SOLUTIONS

* This application is available for Invisalign customers with an iTero scanner.