

Message from Chester



Dear Dolphin family member:
Happy Holidays!

Our cover story features Drs. Terry and Bill Dischinger. We're so proud to be serving this legendary orthodontic practice for more than 15 years! And on page 2, you'll meet our talented technical support team, the backbone of our organization and a major contributor to Dolphin's success. They are terrific and deserve all the recognition! In the same section, we'll reveal our latest improvements in our quest to serve you better, plus a handy index to match your favorite tech member to their recent...well, mug shot.

Our guest imaging expert, Eric Iwamoto, dispenses his expertise on photo techniques, and we've included a couple of more tips and tricks on using Dolphin Imaging and Dolphin Management, respectively. And there are plenty of newsworthy items on new Dolphin products and Dolphin customers around the world!

We'll continue to diversify this newsletter by covering stories on different specialties and interesting news relating to Dolphin around the world. Got an interesting story to share? Send your comments and suggestions to editor@dolphinimaging.com.

See you soon!



Chester H. Wang
Managing Director

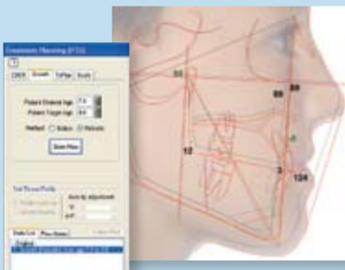
What's New at Dolphin

Move Over, Spielberg!



Create customized movies from 3D data using the Dolphin 3D Movie Maker. Easily choose views, angles and densities to arrange frames to make movies for diagnostic and education purposes. Save a storyboard template for later use with other patient data. Or, modify the frames and personalize it for the patient's condition. Movies are saved to the Dolphin database or to an external file, allowing you to burn to CD or DVD and give to patients or referrals.

Ricketts Growth Now Available



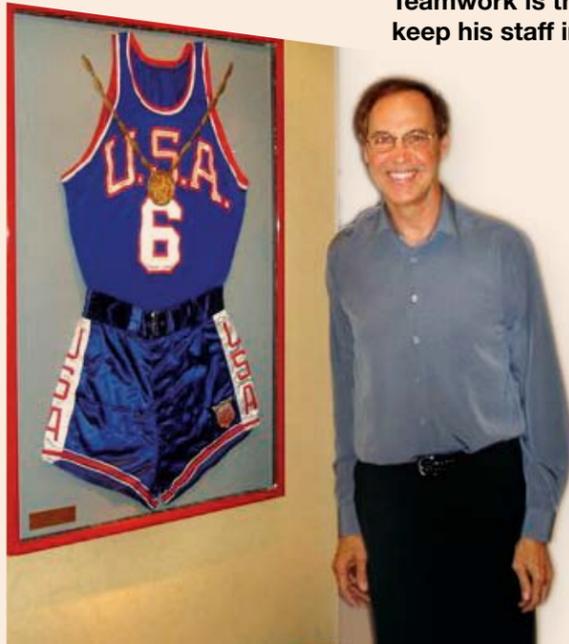
Dolphin Imaging 10.1 is the first version to include the Ricketts growth program—in addition to the existing Bolton growth program. A feature of the Treatment Planning module, Ricketts offers an alternate glimpse of the patient's growth pattern. The two programs can now be accessed within the Growth dialog box.

Continue to p.4

Customer Profile

All-Star Orthodontics

Teamwork is the framework that Dr. Terry Dischinger uses to keep his staff in sync and his patients smiling.



They call themselves The Dischinger Team. Leading the group to glory is Terry G. Dischinger, DDS, nationally recognized orthodontist, lecturer and author. He is best known for his work in functional jaw orthopedics, advocacy of noncompliance appliances, and relentless devotion to training, training—and more training. Orthodontists throughout the world flock to his office in Lake Oswego, Oregon, to attend his special courses, while his team reaps the benefits of ongoing, on-site education.

Orthodontics, however, is Terry Dischinger's *second* career: Before studying dentistry, he took home an Olympic Gold medal in 1960 as a member of what's known as the Greatest Basketball Team in Olympic history. He followed that with a Rookie of the Year nod and three-time All-Star status during his 9-year NBA career. He has also been named one of Indiana's 50 Greatest Players by Pacers Sports & Entertainment. Did we mention his three academic degrees?

Building the Team

Dr. Terry founded his orthodontic practice in 1977 in Lake Oswego, Oregon. Along the way his practice has grown to 15 staff members, including son Bill Dischinger, DMD, who worked as an assistant more than 10 years ago, went on to receive his orthodontic certificate in 1999 and is now a partner with Dr. Terry. Another key team member is Dolphin Imaging and Management software: Dr. Terry likes to brag that he purchased one of the first products Dolphin introduced to the market back in the early 1990s—the DigiGraph video camera. “Dr. Jack Gorman who

was involved with the first Dolphin project invited me to his office in Indiana. At that time he said, ‘This is not a diagnostic tool, it is a communication tool.’ As soon as we walked out, my wife asked how much it cost.” The price was \$50,000, which at that time was a lot of money. “And so we bought it, and it was indeed an excellent investment.”

A Picture Speaks a Thousand Words

Dr. Terry immediately noticed how images increased the effectiveness of a presentation; the visual addition of the photos went far to educate the patient and assist in a confident, informed decision “People had no idea what was in their mouths. They knew they had crooked teeth, but they didn't know what was really going on inside. Having the pictures to show them is very empowering. And to make it even more effective, we could give them the pictures to take home so that Mom could show Dad how come they need to spend X amount of money.”

Time Brings Technology

It's been more than a decade since Dr. Terry first sent patients home with pictures of their teeth. Always one step ahead of his game, he now employs the latest Dolphin technology to splash diagnostic images onto a computer screen. “Patients are amazed to see the images on the Dolphin screen,” he says. “We also find it's important to bring their photos up chairside so that they can see where they've been. It's very empowering to show them the progress they've made, because we are orthodontists and we can easily see their teeth straightening, but they don't see orthodontics on a daily basis.” The Dischinger Team sends each patient home with a letter that includes all their diagnostic photos. “We send them home with a composite picture, and a picture of the x-ray. We use the Dolphin software to compose a letter to take home with them that covers everything we discussed during the visit. This makes it easy for them to review when they get back home.”

Viewing the Future

Knowing the value of visuals, Dr. Terry uses Dolphin Imaging's Morph feature to illustrate the impact of orthodontic treatment. “In the initial exam, we take the photos and x-rays, and then we show them what they would look like after treatment by moving their lips and chin with the Dolphin Treatment Planning module,” explains Dr. Terry. “What we're doing is simulating their ‘after’ photos; this is very powerful for them to see, and it really helps them understand.” The Dolphin system makes it easy to access archived records by any number of demographic criteria, helping to further educate the patient. “We also show them before-and-after photos of patients with similar problems. This is easy because we have them stored on the computer, in the Dolphin software, and we can retrieve those records by the specific condition. All the patients want to know what they are going to look

Continue to p.2

Product Highlight

Keeping it Straight

Dolphin Management's new Practice Analysis feature lets you track the operational aspects of your practice with precision.

Sure, you can direct the movement of a mouthful of teeth, but what about the flow of finances or the patients parading through your office? The advantages to knowing how many patients are headed for your chair on a given Monday morning are obvious enough, but running a profitable practice involves more than directing traffic. How many patients are having their braces removed this week? How much money is going out the door on discounts?

Dolphin Management's Practice Analysis feature is designed to help you keep track of many operational aspects of your practice. And because all patient data is collected in your Dolphin Platform database stored in Microsoft's secure SQL Server, you can control access to this key information via Dolphin Management security rights—so only key staff members can access critical practice information.

Fly on the Wall

New to Management version 3.0, Practice Analysis provides doctors and their staff a virtually omniscient view of their data. “I love the ability to pull quick numbers,” says Karen Glupker of Glupker Orthodontics in Holland and Zeeland, Michigan. “For instance, I can find out how many Adult Starts, Child Starts, Phase 1, Phase 2, etc., appointments I have scheduled for any particular month or time period. It collates the data in different designations, and can also calculate the finances of the particular procedures.” Taking a bird's eye view to the balance and flow of procedures offers a priceless glimpse at where your practice is heading. “Conversion rates, for instance, are especially important to practices,” explains Todd Blankenbecler, vice president of sales. “It's vital that they know how many New Patient Consultations are actually turning into Patient Starts. It's also a good way for them to assess their Treatment Coordinator.”

Continue to p.4

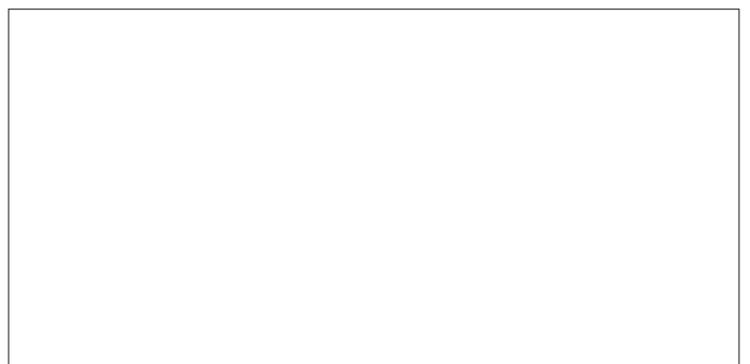
In This Issue

Customer Profile: The Dischinger Team	1
Product Highlight: Practice Analysis	1
What's New	1
Dolphin Profile: The Tech Support Team	2
Imaging Spotlight: The Photo Sequence	2
Tips & Tricks	3
Calendar	4
DigiKnow?	4

Echoes Ensemble:
Executive Editor: Chester Wang
Editor/Staff Writer: Lisa Randazzo
Art Director: Michael Gunawan
Marketing Coordinator: Amber Yee



9200 Eton Avenue
Chatsworth, CA 91311
U.S.A.



Upgrade in Dolphin Support

Dolphin's technical support team has had a recent upgrade with some smart improvements.

Reducing Phone Tag

We've reorganized the call system to get customers connected with techs more quickly—and more often. Instead of responding to calls first-come-first-served, calls are now prioritized based on nature of the call and the callers' time zone, worldwide. This change dramatically raises the probability of reaching a live person—and resolving the issue within a single telephone call. "Our response time has definitely improved," says Joseph Bautista, Imaging Support Team Lead. "By reaching voicemail less often, and using better remote technology to access a customer's computer, we get to the heart of the issue almost instantaneously." In addition, a tremendous focus is aimed at ensuring that no customer is accidentally overlooked. "We take ownership of each call, beginning with the initial contact," explains Chuck Torres, Technical Support. "This translates to fewer duplicate calls with quicker resolutions."

Detailed Tracking System

Every customer-related issue will continue to be entered in our customer database; a daily customer call summary is distributed to the entire Dolphin organization. Every Dolphin team member has access to the database to follow up on any open issues.

Creating Well-Rounded Techs

"We're also empowering our team members to be better at conducting conversations over the telephone," says Eric Knoester, Support Manager. "Our techs have excellent technical skills, but we can always improve interpersonal skills. So, we have carefully designed the appropriate trainings to enhance these skills with video training and group seminars by certified consultants."



- 1 - Samir Atzayad
- 2 - Joseph Bautista
- 3 - Rodney Buchanan
- 4 - Daniel Castillo
- 5 - Mark Cayabyab
- 6 - Greg Drinkert
- 7 - Ryan Escobar
- 8 - Eric Knoester
- 9 - Brandon Lee
- 10 - Otis Mobley
- 11 - Montgomery Nishida
- 12 - Ardent Quach
- 13 - Neal Rees
- 14 - Alex Saks
- 15 - Casey Scandlyn
- 16 - Bryan Steinrad
- 17 - Mark Stone
- 18 - Chuck Torres
- 19 - Lorin Voigt
- 20 - Kae Wang
- 21 - John Wheeler
- 22 - Michael Zazucki

Cross-training is another approach at being better prepared to meet customer needs. "We are systematically conducting cross-training of Dolphin Imaging and Dolphin Management product skills for all of our techs," says Knoester. "The more we integrate our product knowledge, the more efficiently we serve our customers. We're also scheduling more on-site visits to witness first-hand how a practice utilizes Dolphin."

Customer Feedback

A Customer Survey program will also be conducted on a quarterly basis. "These surveys have been successful because our customers really like being asked their opinions," says Loren Wagner, Technical Support. "They like to make suggestions and see the responses in future versions. Customer-input revisions have played a big part in the evolution of Dolphin. It's what makes Dolphin unique."

The Dolphin Difference

"Based on these new changes, Dolphin now provides even more personalized support than any other places I've worked at," explains Torres, a former Earthlink support rep. "Without a 'call center' setup, we are given the proper environment to understand each customer's concerns. And with the backbone of our team, each one of us can resolve issues with continuity, rather than 'passing' the customer from one tech to another, having resolved nothing—something you don't get at Dolphin."

With the recent improvements, we have increased customer contacts and resolved more issues in less time than ever before. "Our support reputation for personalized service and fast response has been an integral part of Dolphin's success. Because of this, we will strive to further improve our service," says Knoester.

Dental Photography Sequence

Taking great clinical photographs can be as simple as establishing a protocol and sticking with it.

with Eric Iwamoto

Photos are an integral element of your patient records; achieving consistent results requires a lot more than simply knowing how to operate your camera. Eric Iwamoto, owner of Golden State Oral X-Ray in North Hollywood, California, joins us again for our second issue of *Echoes* to offer some expert photography tips.

Prepping the Patient

The purpose of the photo sequence is to document the facial and intraoral conditions of the patient including: asymmetries, occlusion and previous treatments. It's important that the patient sit with his back straight and shoulders relaxed. "Use an adjustable chair so that the patient's height can be aligned with the photographer's eye level," advises Iwamoto, who explains that aiming at an angle can distort the results. The patient should be in either Natural Head Position or Frankfort Horizontal Plane, and remain in Centric Relation (CR) throughout the photo session. "We ask them to close on their back teeth (chewing gum is a good example) to get them in CR, and then make a visual inspection. Giving each patient the exact same instructions will help give you consistent results." Iwamoto advises that you inform the patient that a series of photographs will be taken, and emphasize that he should not move. "If you communicate up front, the results are consistently superior."

Shooting the Patient

The first step in your photo sequence is to take a practice shot. "The first photo is always a throwaway because the flash has been charging since the last time you used it, and will give you slightly different lighting than the ensuing photos," explains Iwamoto. "Once you take the first exposure, the flash will reset itself." Dolphin Imaging has the option to load the images automatically in consecutive order, or to load manually. If you choose to load automatically, remember that the photos must be taken in the correct sequence. "Another great

Dolphin Imaging feature is that the occlusal images can be programmed to automatically flip vertically to compensate for using a mirror," says Iwamoto.

1) Frontal Facial Relaxed.

It's the clinician's preference whether the extraoral photographs are taken with lip strained (closed) or relaxed (repose). "One of the main purposes of this image is to show facial asymmetries," says Iwamoto.



2) Frontal Smile.

"Some patients don't want to smile—it's one of the main reasons they are seeking orthodontic treatment, and it's likely they're self-conscious," says Iwamoto. "If this happens, ask the patient to elevate his cheeks upwards to expose his teeth. Be aware of any head tilting."



3) Lateral Profile.

This non-smiling, right profile view mimics the cephalometric profile. "Rotate the chair 90° and remind the patient not to move out of the same plane," advises Iwamoto. "This is where some doctors might want to supplement with additional photographs, such as a right profile with the patient smiling, to visualize the relationship between the teeth and soft tissue."



4) Frontal Intraoral.

This image will visualize the centrals, laterals and cuspids. "This is the first of the intraorals in the series, so you will need to adjust the camera's F-stop and distance settings, which should be predetermined by you," advises Iwamoto. "Wash your hands, put on gloves, and insert lip retractors in the patient's mouth. Ask the patient to hold the lip retractors in his mouth. Make sure the occlusal plane is parallel to the floor." This is also the time to take an additional photograph with the patient's teeth slightly apart to visualize the mandibular anterior crowns.



5) Right Buccal.

This image should show the cuspids through the molars. "Have the patient pull the right lip retractor so you can see as far back as possible, leaving it slack on the left side," says Iwamoto. "The angle you want is perpendicular through molars and premolars. Aim through the occlusal plane and be careful not to tilt the camera."



6) Left Buccal.

Rotate the patient and repeat the steps for the Right Buccal view.



7) Maxillary Occlusal.

Adjust the F-stop (the distance should not have changed). "Have the patient pull up with the lip retractor. Holding the occlusal mirror by its sides, place it in the patient's mouth," instructs Iwamoto. [For tips on preventing fogging of the occlusal mirror, see sidebar.] "The mirror should be positioned far



enough back to view the retro molar pads, and angled so that the image is 90° to the occlusal plane. Be careful that the anterior teeth are still visible on the mirror."

8) Mandibular Occlusal.

Turn the mirror and repeat the steps for the Maxillary Occlusal view. Make sure that the image is perpendicular to the occlusal plane at all times.



Wrapping It Up

"It's crucial that you view the patient images on a large monitor," says Iwamoto, who uses a 19-inch screen. "This way, you can immediately check each image in detail." Another advantage of digital cameras is that additional images do not incur any extra cost. "If you have any doubts about patient positioning, take a second or even a third exposure. It's easier to pick from several images at the computer than to reseat the patient and go through the procedure a second time."

Stop the Fog

To keep the occlusal mirror from fogging up and ruining your photo, try placing it under warm water before inserting it in the patient's mouth. "This will raise the mirror to body temperature; it's the temperature differentiation that causes fog," explains Iwamoto. Another trick, he says, is to store your sterilized mirror wraps on a heating pad.



Eric Iwamoto has been in the dental imaging field for 28 years. In addition to an interest in automobiles, Eric is also a connoisseur of fine dining with an emphasis on sushi.

Continued from All-Star Orthodontics (p.1)

like after treatment. The ability to actually show them has a phenomenal effect."



Dr. Terry performs a case presentation using his Dolphin records.

Daily Dolphin

Dr. Terry says that each of his team members uses Dolphin on a daily basis, and his practice is at the point of being practically paperless. In fact, while he himself mainly uses Dolphin Imaging, he says that one of the main reasons he got a computer in the

first place was for the benefit of management software. "We got it for the scheduling—it got difficult passing the book back and forth," he says. The practice converted to Dolphin from another program in 2004, at the urging of his son Bill. "I use the scheduling module every day in the morning huddle," says Dr. Bill.

"We have a computer at every clinic chair, where the doctors can use the Treatment Card right there in real time," says Carrie LeBlanc, Front Office Manager. Some of the staff's favorite features include the Image Library; Global Alerts for Financials, Treatment and Scheduling; Document Organizer; Letters with Images; and Patient Check-In with fingerprint recognition. "The patients love the fingerprint scan," says LeBlanc. "And we love to be able to see future appointments when scheduling."

Dr. Bill says that being able to trace ceph x-rays and viewing the treatment plan in the Patient



Dr. Bill uses the Dolphin Treatment Card during a patient exam.

Treatment Card are just a couple of many valuable functions that he could not do before he owned his Dolphin software. "We feel Dolphin is the best orthodontic software available today. It is reliable, and if problems do arise, the tech support is great."



Dr. Terry (left) and his son Dr. Bill lead The Dischinger Team to success.

Tips & Tricks: Imaging

with Travis Harrison



Patient pre-treatment photo

Showing Results

Demonstrating complex surgical jaw advancement procedures in real time is easy with Dolphin Imaging's "Edit/Morph/Library" feature.

Doctors constantly ask me if there is any way, during the initial consultation, to show patients what they might look like after surgical treatment. The Edit/Morph/Library feature within Dolphin Imaging not only makes it possible, but does so without extensive preparation to achieve the desired visual goals. This easy-to-use feature has the capabilities to perform such complex tasks as Surgical Jaw Advancement examples on your patient—in real time. This is a useful tool to have when explaining the surgical process to the patient, and when choosing the correct treatment plan to achieve both patient and doctor goals.

The process of these surgical movement examples can be achieved in five simple steps:



Left tool bar

1. Getting to Morph Mode. Once Dolphin Imaging has uploaded the patient's record and the left tool bar has become active, left-click on "Edit/Morph/Lib," which will be the third icon from the top.

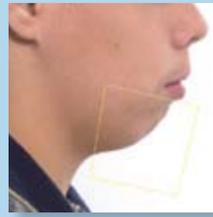
You are now looking at a new screen with new tool bar icons. Left-click on "Morph Image mode," which is the purple swirly icon on the top left. It looks like this:



Click & Drag Image Morph... dialog box

The "Click & Drag Image Morph..." dialog box will pop up. It looks like this:

2. Ready to Edit. You are now ready to edit your images. The first radio button you see in the dialogue box is Point Morph. This allows you to morph a specific area by simply **left clicking, holding, and dragging to the desired position.** Try applying this to a basic BSSO/Lower Jaw Advancement case by first left clicking on Soft Tissue B Point, hold and drag to the desired location. Next, left click on the Soft Tissue Menton, hold and drag to the desired location.



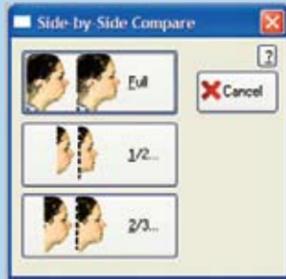
Defining the boundary

any enclosed shape which encompasses the area you would like to alter. Then use either the Point Morph or Curve Morph tools to complete the desired results.

3. Compare Your Images. Now, left click on the "Side-by-Side" icon on the left tool bar. It looks like this:



This opens the "Side-by-Side Compare" dialog box. It looks like this:



Side-by-Side Compare dialog box

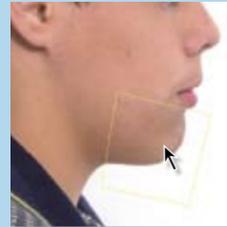
This dialog box gives the option to display and save a set of "before and after" comparison images in Full, 1/2, and/or 2/3 views.

4. Morph Some More. The next radio button you see is **Curve Morph.** This feature offers more precision by allowing you to set multiple control points from which you are able to move by **left clicking, holding and dragging to the desired location.** This will help you achieve not only BSSO/Jaw Advancement, but also such surgical procedures as Neck Sculpting/Liposuction, Chin Implants, and Rhinoplasty. Simply left click as many control points as you wish. As a rule of thumb, use the locations associated with the surgery movements prescribed like Soft Tissue B Point, Gnathion, Menton, and Neck Throat Point (Reflux Of Neck) for BSSO's and Genioplasty. Use the Soft Tissue Nasion and Bridge of Nose points for Rhinoplasty procedures.

5. Draw Inside the Lines. The last radio button is **Defining a Boundary,** which allows you to limit the area to be morphed without altering any areas outside of the region of interest. The boundary is easily established by left clicking, which activates the boundary line, and then drawing a box or

Showing patients the end result of a proposed treatment will not only go far to sell a service, it also:

- Aids communication with parents and patients.
- Reinforces the exam presentation.
- Helps synchronize the goals of the doctor and patient.



Simulate post-treatment results.



Simulate before-and-after photos for easy comparison.

Travis Harrison is a Dolphin Imaging trainer and owner of ClearSite Diagnostic Imaging Services in Plano, TX.

Tips & Tricks: Management

with Lorin Voigt

Financial Fits

Not all patients fit neatly into a predetermined slot defined by fixed fees and treatment times. Setting up their financial records in Dolphin Management is easy with the "Open Ended Contract" feature.

You likely have a few patients who, for one reason or another, do not require standard treatment fees or standard treatment time periods. Some may have transferred to your practice from another; others may have surpassed their treatment time and need to incur extended monthly fees. Or perhaps you have adult patients looking for a treatment tune-up? Whatever the situation may be, the Open Ended Contracts feature (OEC), designed for contracts that have no estimated end date or fee, offers the ability to record and track these indefinite financial records as closely as your predetermined ones.

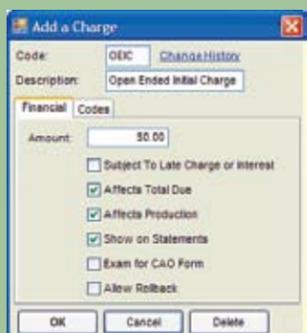
Similar to Regular Contract charges, Open Ended Contract charges are posted during the Close the Day process. However, like a Non-Contract charge, they will increase Production totals at the time of each posting instead of when the contract is initially started. To create an Open Ended Contract for the appropriate patients, follow these three simple steps:

1. Creating an Open Ended Initial Charge.

Open ended Contracts are designed to post a specified amount each month until you complete the contract. They do not have an initial charge, set treatment fee or time period. If you want your patient to pay an initial fee, you can create a non-contract charge that can be posted directly to the ledger.

To Create a Non-Contract Charge:

Click on "Edit Menu -> Charges -> New." Once you have entered the "Code" and "Description" fields, check the boxes (by clicking on them) for "Affects Total Due," "Affects Production" and "Affects Account Balance."

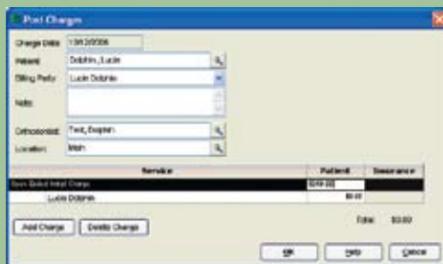


In the "Code" field, type in "OEIC" (see above). Immediately below that in the "Description" field, type in "Open Ended Initial Charge." [Note: the Code and Description do not have to be word-

ed exactly as written here. This is an example.] Next, if all patients will have the same Initial Charge, enter it in the "Amount" field. This amount can be changed at the time of posting the Initial Charge, so you can leave it as \$0.00 or some default amount.

2. Posting an Initial Charge.

To post a charge, go to the billing party's "Ledger" icon from the Icon Pane or from the Edit A Patient window. A new window will open and a "Charge" icon will be available on the top left; click on that. The "Post Charges" window will open up:

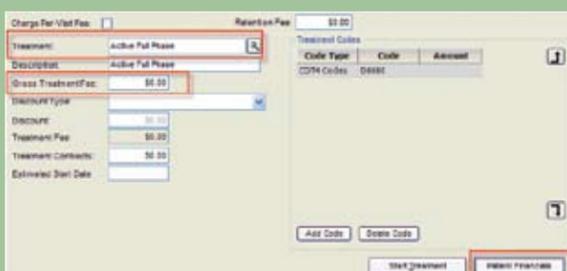


At the bottom of the Post a Charge window, click on Add Charge. Select the Open Ended Initial Charge from your available list. If you do not have one already created, see Step 1 for directions. Type in the amount of the Initial Charge. In our example, the Billing Party will pay \$250.00. Clicking "OK" will post the OEIC to the ledger.

Date	State	IC	Loc	Ortho	Emp	Description	Amount	Total Due	Account Balance
12/22/2006	TX	01	01	01	01	Open Ended Initial Charge	\$250.00	\$250.00	\$250.00

3. Creating the Open Ended Contract.

In the "Edit Patient" window, click the "Fees" tab. From this new window, select the patient's "Treatment" type. Leave the GROSS Treatment amount = \$0.00 since there is no specified Treatment Fee. Click on Patient Financials, which can be found in the lower right-hand corner of this window.



Select the "Billing Party" contract and click "Create Contract," which can be found to the left of the patient's name. Switch the "Contract Type" from REGULAR to OPEN-ENDED. Enter the "Charge Day" that you want the monthly fee to post and then the monthly charge amount

into the "Open Amount" field. Next, enter the date that you want it to begin posting in the "Next Charge On" field.

Click on **Start Contract** or **Start Treatment** when ready to activate the contract. The contract status will change from NEW to ACTIVE.



NOTE: When you are ready to end an OEC, go to "Patient Financials" and change the contract status from ACTIVE to COMPLETED.

Time for a Pause?

You can put an OEC on hold by changing the "Contract Status" from ACTIVE to HOLD in the "Patient Financials" window. To reactivate it, you will be prompted to set the next Contract Charge Date. The program will default to the date that was stored when placed on hold; you need to change the default date to the new ACTIVE date to prevent the program from trying to "catch up" by posting charges during the time the account was actually inactive.

Keeping Track of OECs

There is a report called "Contract List" which will help you track your OECs. Click on the "Reports\Print Reports\Financial" tab, and run "Contract List." You can periodically run this report; select **ACTIVE** contracts of type **Open Ended** to review, or get a listing of those patients currently on Open Ended contracts. You can also add the contract status of **HOLD** to find all of those that have been placed on hold.

Lorin Voigt is a Dolphin Management support technician based in Cumming, GA.

Continued from **What's New** (p.1)

Electronic Ortho Board Certification



Dolphin's new Electronic Case Submission Notebook lets you electronically prepare orthodontic board cases for secure on-line submissions to the American Board of Orthodontics (ABO). This special US \$175 software package includes an ABO board-specific version of Dolphin Premium, ImagingPlus™ and Cephalometric Analysis, which automatically output to ABO-accepted formats.

Introducing Dolphin Management 3.5

This latest edition is arriving with even more features to optimize your daily activities:

- Searchable, customizable patient fields for faster, more detailed peek at financials, scheduling, recalls and referrals
- Automatic archiving of end-of-day (EOD) and end-of-month (EOM) reports
- Multiple Treatment Card layout templates, e.g., regular treatment versus TMJ versus Invisalign®, etc.
- Custom Microsoft® PowerPoint presentations from the patient's One Page Questionnaire
- Improved Patient Search abilities in the Patient Lookup window.

Capture Their True Colorful Contours



Dolphin's new Di3D High Definition Facial Camera System lets you accurately capture three-dimensional surface contours of any patient's face in high resolution. Using Dolphin 3D, this facial data seamlessly integrates with the patient CBCT data to create a complete virtual patient model. The image can be easily analyzed and manipulated.

Key Facts

You probably know by now that you need a user key to run your Dolphin software. But knowing what type of key you need might be confusing. We thought some key clarification might help:

- A "single user key" will run your Dolphin software on only the computer into which it is plugged.
 - A "network key" will run Dolphin on every computer in your network, but only needs to be plugged into one computer.
- Both types of keys come in two varieties:
- USB Port Key—most newer computers have USB ports, so this is probably the one you need.
 - Parallel Port Key—if you have an older style computer, you might need this type of key.

If you still can't figure out which type of key you need, call Yvonne.



Please Come to Destin... Time is running out to register for the 2007 Dolphin Meeting in Destin, Florida, at the Hilton Sandestin Beach Golf Resort & Spa on March 1-3. This three-day educational adventure on Florida's Emerald Coast promises to be an enriching event for every member of your practice. Mingle and network with other Dolphin users while trying out the latest imaging and management software innovations. Hands-on time with Dolphin techs and developers will get you up-close and personal with Imaging 10.1 and Management 3.5. For more information and to register visit www.dolphinimaging.com.

Continued from **Keeping it Straight** (p.1)

Follow the Money

The ability to track the movement of money is, at this early stage in its life, possibly PA's most popular function. "I like Practice Analysis because I like to see my percentages and receivables," says Kim Grau, Financial Coordinator, Northeast Orthodontic Specialists in Cincinnati and Loveland, Ohio. "Being able to track and compare the financials and procedures for specific time points lets you get a good look at the practice and figure out if you need to grow in general, or if there's any specific aspect you can improve on." Plotting financials is one of the niftiest aspects of PA. "You can keep track of Treatment Discounts; for instance, find out which patients received a Family Courtesy," says Blankenbecler. "If you're part of a multi-doctor practice, you can call up patients by referencing a specific doctor."

Customized Views

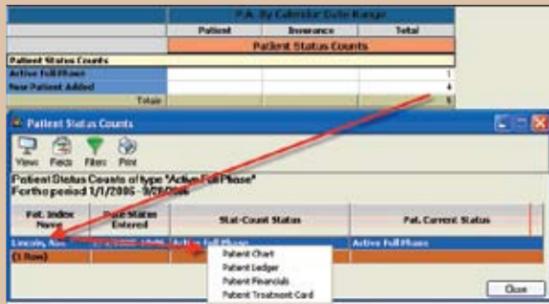
The customizable aspect of PA makes it a useful tool for the entire staff. "It provides a way to create customized Views in the way that each person in the practice needs to," says Blankenbecler. "For example, you may create a view displaying all Patients in Patients Status and all Patients seen for specific Procedures and a separate view showing the breakdown of Total Account Balance for the practices."

The following Modules are available in the Practice Analysis and can be combined to create Custom Views in Practice Analysis:

Procedure Counts	Shows all patients seen for an appointment type marked "Include on the Practice Analysis"
Treatment Fees	Financial breakdown of Treatment Starts
Production	Financial breakdown of Production
Charges	Financial breakdown of regular, open ended and non-contract charges
Payments	Financial breakdown of Net Receipts
Adjustments that affect Account Balance	Financial breakdown of all adjustments that affect Account Balance
Adjustments that do not affect Account Balance	Financial breakdown of all adjustments that do not affect Account Balance
Status Starts	Count of patients moved into a Patient Status marked "This starts a Treatment"
Patient Status Counts	Count of patients in each Patient Status
Account Receivable	Financial breakdown of Current, Over 30, Over 60, Over 90 Unbilled Contract/Benefits and Total Account Balance.

Practice Overview

"A lot of customers are using Practice Analysis to quickly see a financial overview of the practice," says Blankenbecler. "You can create a view showing Production, Charges, Receipts and Total Account Balance, for example. And this 'View' can be run for any time period and easily broken down by location and doctors in the practice."



Practice Analysis is a popular feature because of its interactive nature, explains Blankenbecler. "It brings up an interface and then you can click on the grid." For example, from the top level view, simply double clicking on the number takes you to the Patient Detail. And from the Detail Screen, you can easily right click and move to get more detailed information about the patient.



Additionally, these different "views" can be customized by using the program's fields option, which is set up as an all-inclusive list in column form within the interface, allowing you to pick and choose the criteria for the view. "Filters are the most useful because they allow the practice to customize the Detailed View to display the data they want to see."

Dr. Miyashita Becomes a Dolphin!

Kunihiko Miyashita, DDS, of Tokyo, Japan, visited Dolphin headquarters in August to meet, greet and talk shop with the Dolphin Team. While there, he became an official Dolphin customer. Dr. Miyashita is author of *Contemporary Cephalometric Radiography*, a widely used and respected reference book for craniofacial specialists published by Quintessence Publishing Company in 1996.



Dr. Kunihiko Miyashita (right), at Dolphin headquarters in Chatsworth, with Chester Wang.

Interested in touring Dolphin Chatsworth and meeting us? Email info@dolphinimaging.com!

Dr. McLaughlin Takes His Class to Asia



Dr. McLaughlin poses with Shanghai's historical Bund district in the background. The Bund lines the Huangpu River and is home to dozens of international banking and trading houses.

Richard P. McLaughlin, DDS, took his renowned lecture series to Shanghai, China, and Bangkok, Thailand, last September. Accompanied by Chandran Suppiah, Asian Regional Manager of 3M Unitek (Singapore), and Dolphin's Chester Wang, Dr. McLaughlin conducted presentations on concepts of orthodontic treatment mechanics.

Heard it Through the Grapevine...

The roster of celebrated speakers at the 2007 Dolphin European Meeting included Dr. Bruno Ardanza, a member of one of the most important families in Spanish wine-making history. The Ardanza family was one of three that formed the Sociedad Vinicola de la Rioja Alta back in 1890. A year later the company was renamed La Rioja Alta, by which it is known to this day.



Otto Colette, left, and Dr. Bruno Ardanza at the 2007 Dolphin European Meeting in Barcelona, Spain.



Vina Ardanza has the distinction of being one of the only Rioja vintages bottled in a Burgundy bottle, rather than the traditional Bordeaux bottle.

The unique style of the Rioja wine was developed at the end of the 19th century, when the Bordeaux vineyards in France suffered decimation by the tiny *phylloxera* insect. In search of a new location for wine production, French winemakers found the Rioja region, which had been producing wine for a thousand years. They blended their techniques to create a distinct wine unique to Rioja.



Dolphin Around the World

Otto Colette and Chester Wang outside La Sagrada Familia in Barcelona, Spain. The Roman Catholic basilica has been under construction for nearly 130 years! Although still unfinished, it dominates the Barcelona skyline and is known worldwide as an icon of the city. Talk about a work in progress!

Dental specialists from 29 countries gathered in Barcelona, Spain, for the 2006 Dolphin European Meeting in September. Dolphin customers of all levels attended—from long-time veterans to those who made their very first purchase at the meeting! For more details and to view photos of the event, visit www.dolphinimaging.com and click on the 2006 European Meeting icon on the top left.

We're eager to know your thoughts about our Echoes newsletter! Please send comments and suggestions to editor@dolphinimaging.com.

Come join Dolphin at the following Industry Events:

- November**
- 1-3 Ibero-American Association Porto, Portugal
 - 3-7 Mid-Atlantic/Northeastern Society of Orthodontics (MASO/NESO) Atlantis, Bahamas
 - 10 Pacific Coast Society of Orthodontics Central Regional Meeting Sacramento, California, United States
 - 15-18 SIDO (Italian Society of Orthodontics) Firenze, Italy
 - 16-17 American Academy of Oral and Maxillofacial Radiology Kansas City, Missouri, United States
 - 17 Pacific Coast Society of Orthodontics South Regional Meeting Los Angeles, California, United States
 - 17-18 American Academy of Pediatric Dentistry Chicago, Illinois, United States
 - 24-25 International Orthodontic Symposium Prague, Czech Republic
 - 24-26 41st Indian Orthodontic Society Chennai, India

- January**
- 11-14 Southeastern Society of Pediatric Dentistry Atlanta, Georgia, United States
 - 12 Pacific Coast Society of Orthodontics Northern Regional Meeting Seattle, Washington, United States
 - 18-21 Excellence in Orthodontics and Dentofacial Orthopedics New Orleans, Louisiana, United States
 - 25-27 G. William Arnett Foundation Meeting Santa Barbara, California, United States
 - 29-2 14th International Symposium in Oral and Maxillofacial Surgery Maui, Hawaii, United States
- February**
- 3-5 Dr. McLaughlin 2-Year Course (First Year Program Course 6) San Diego, California, United States
 - 9-11 American Association of Orthodontists Interdisciplinary Care Conference Indian Wells, California, United States
 - 25-27 Dr. McLaughlin 2-Year Course (Second Year Program Course 3) San Diego, California, United States
- March**
- 1-2 University of Tennessee Pediatric Dental Alumni Meeting Memphis, Tennessee, United States

- March**
- 1-3 2007 Dolphin Meeting Destin, Florida, United States
 - 29-2 California Society Pediatric Dentistry Seattle, Washington, United States

Calendar

Visit www.dolphinimaging.com for more events