

iTero®

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for Orthodontists



iTero

## 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.

## 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iTero nearly eliminates all those outdated impression processes that cause you fits, and cause your patients to gag. In their place, iTero offers precision imaging that enhances accuracy and improves final outcome without the mess. 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.



## Imaging Made Effortless

The intuitive software and real-time digital display use voice prompts to talk you through each scan. Simple eraser and hole detection tools empower you to fine-tune your image prior to sending, creating a more precise orthodontic impression.

### The ROI\* in iTero®

By reducing the costs and staff time associated with a physical impression, cutting retake appointments and decreasing doctor

time spent evaluating Clincheck® set-ups, iTero gives you a tangible ROI from day one<sup>1</sup>. But don't underestimate the growing value of a patient-to-patient referral. A recent study by the Levin Group suggested that patients whose impressions are taken with iTero are 63% more likely to refer a new patient to your practice<sup>2</sup>. Added to the way orthodontic patients (and their parents) chat about their experiences, iTero provides you the opportunity to develop a significant referral stream.

With the lifetime value of an orthodontic patient compressed into

an average 12-24 month window, word of mouth referrals are essential. iTero is the logical way to create a true point of differentiation between you and the competition.

While your costs will vary, here's an example of the tangible financial benefits offered by iTero intraoral imaging.



[www.aligntech.com/iTeroROI](http://www.aligntech.com/iTeroROI)



### The Next Logical Step

The completion of your scan is just the start of what iTero® does for you. Unlike other systems that 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 PVS retakes                      | \$44.45 per retake <sup>3</sup>         |
| Reducing digital model expense               | \$19.95 per digital record <sup>4</sup> |
| <b>INVISALIGN REFERRALS AS REVENUE</b>       |   |
| Average iTero/Invisalign generated referrals | 2/month <sup>5</sup>                    |
| Average value of a new Invisalign patient    | \$3,401 <sup>6</sup>                    |
| Average yearly value                         | \$81,624                                |



### FEATURES THAT IMPRESS

If you're sold on digital impressions, our features will impress you and your staff:

|                          |  |
|--------------------------|--|
| Powder-Free              | Yes  |
| Scanning Technique       | Wand can hover or rest on teeth                                    |
| Operation                | One-hand scanning by a single operator                             |
| Centralized Model System | Precision milled models available                                  |
| Compatibility            | Open STL file can be used with any lab with an open CAD/CAM system |



## iTero® for Invisalign® Practices

If you're an Invisalign provider, or are planning on becoming one, then iTero intraoperative imaging is a natural fit. Invisalign cases started with an iTero scan experience seven times fewer fit issues<sup>7</sup> than those started with a traditional impression<sup>8</sup>. By eliminating shipping delays, ClinCheck® treatment plans using iTero scans typically are posted 50% faster than for cases using PVS impressions<sup>9</sup>. Not only that, impressions generated with iTero have 10X fewer rejections compared to PVS based impressions<sup>10</sup>. 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 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 Orthodontic Workflow Options

iTero's digitized workflow affords you a great deal of flexibility. Whether it's an Invisalign case, traditional orthodontics, appliance or retainer, you can select the workflow option that's best for each individual case.

<sup>1</sup> The Cutting Edge by Dr. Garino and Dr. Garino, JCO VOLUME XLVI NUMBER 2

<sup>2</sup> Independent Study conducted in 2011 by the Levin Group

<sup>3</sup> Data on file at Align Technology, Inc.

<sup>4</sup> Data on file at Align Technology, Inc.

<sup>5</sup> Independent Study conducted by Quattro Research Group

<sup>6</sup> Estimated patient revenue (\$5,000) minus Invisalign treatment cost (\$1,599)

<sup>7</sup> Based on analysis of 400,000+ Invisalign cases

<sup>8</sup> Based on analysis of 400,000+ Invisalign cases

<sup>9</sup> Based on analysis of 193,000+ Invisalign cases

<sup>10</sup> Based on analysis of 170,000+ Invisalign cases



OPEN SOURCE EXPORT



DIGITAL RECORDS

iTero®

SURESMILE®



INDIRECT BONDING

APPLIANCES

RETAINERS

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