

Message from Chester



Dear Dolphin Family Member:

As the economy gradually lifts its dark cloud, we're beginning to hear positive news from our practices: Starts and production are finally picking up after a year-long plateau. We're glad to have been able to provide tools to assist your communication with patients, and to help you keep tabs on your finances and overall practice performance.

I'm also happy to announce that there are now more than 1,000 practices worldwide using Dolphin Management. We've certainly come a long way from being "just an imaging company!"

Please don't miss out on our featured Customer Profile in this issue, the young Dr. Ed Lin—a.k.a. the Techie Orthodontist. Dr. Lin illustrates how he simultaneously uses the entire Dolphin product line in concert with all the latest dental technologies to create two of the most efficient and successful practices around.

Our Team Member section features Scott Anderson, the president of Patterson Dental, Dolphin's new mother company. It was Scott's vision that Dolphin and Patterson together could be more effective than the sum of its parts. In this interview with our editor Lisa Randazzo, Scott outlines the future of Dolphin and Patterson, and explains how the dental community stands to benefit from the union.

As usual, please don't ignore the useful Tips & Tricks! This issue we show you how to make the most of Document Organizer and 3D's 2D Facial Photo Wrap. Finally, I'd like to give a special thanks to Dr. Paul Helpard and his wife Christine, who tell us how Dolphin saves them time to enjoy a better quality of life.

It was great to have seen many of you during the fall orthodontic and surgery meetings. Have a wonderful holiday season.

See you again soon,

Chester H. Wang
Managing Director



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

Customer Profile: Dr. Ed Lin



Edward Y. Lin, DDS, MS

Orthodontic Specialists of Green Bay & Apple
Creek Orthodontics of Appleton
Green Bay and Appleton, Wisconsin, United States

Customer Since: 2002

Products used: ImagingPlus™; 3D; Treatment
Simulation (VTO, Surgical VTO,
Growth); Consultation & Image Library;
Ceph Tracing; Dolphin Management;
Document Organizer; Treatment Card;
Light Bar; Employee Timeclock; Zuelke
Financial Expert™; Aquarium™

Dr. Ed Lin may have been the first kid on the block to have his very own i-CAT®, but he was one step ahead of the gadget gang long before that. Here he tells us how he was ready and waiting when technology took over orthodontics.

Fresh out of orthodontic school in 1999, Dr. Ed Lin found himself entering a profession on the cusp of a technological revolution. Lucky for him, he was a member of the generation that cut its teeth on technology. "I've had an affinity for technology since I was a kid, when I would play video games all the time," he tells us. Even though his school hadn't yet caught up with the times, the first practice he joined had jumped feet-first into an imaging and practice management computer system. Unfortunately, the partners were lacking the savvy to properly use it. Enter Ed Lin. "The practice was having major problems with an orthodontic software system when I joined them, and the partners at the time did not have much technology experience. I was shocked at all the stuff that was going on." Dr. Lin took it upon himself to figure out a way out of what was becoming a very costly situation. He attended user meetings, and educated himself any way he could. "I ended up going to the Moyers Symposium in 2001, and that was when I first met Chester, and I really started looking at Dolphin. It was August of 2002 that I convinced all my partners to go for it, and



Patients get high-tech care from Dr. Lin

we swallowed the cost of our existing system and converted to Dolphin."

Since then he's been a champion of most of the technologies that have changed the way dental specialists practice: SureSmile, Invisalign, Orthoclear, TADs, lasers, i-CAT—you name it, he's embraced it without hesitation. As it slowly became clear that traditional orthodontic practice was becoming obsolete, colleagues of all ages began turning to him for advice on how

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Dolphin Profile: Interview with Scott Anderson, President of Patterson Dental



Interview with the President

It's been nearly a year since Dolphin joined forces with Patterson Dental. We thought it was about time we sat down with Scott Anderson, president of Patterson Dental, to get his unique perspective on this new relationship, and what it means for Dolphin customers.

Dolphin: The news is spreading that Patterson recently bought Dolphin. Can you explain the strategy behind this acquisition?

Scott: Patterson and Dolphin are industry leaders, providing proven, high-technology solutions that help make practices more efficient and more productive. Both organizations also place the highest priority on taking care of the customer. With these shared successes in innovation, service and customer satisfaction, we have the wide-ranging resources, support capabilities and innovative manufacturer partners to bring even more value to orthodontists and to support the future of dentistry as it embraces leading-edge technologies. Patterson, with Dolphin, can only benefit the Dolphin

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Hummingbird Reports now available in Dolphin Management



Karen Moawad (center) with Michael Zazucki, tech support supervisor (left) and Loryn Steinrad, Dolphin Management software quality assurance engineer.

Karen Moawad, world renowned practice management consultant and founder of Hummingbird Associates, collaborated with Dolphin Management to create more than 20 reports that help assess different aspects of a practice's performance. Accessible to all Dolphin Management customers, users should email support@dolphinimaging.com for direction on how to configure Hummingbird Reports into their system. ■

Charlene White's SOS is released!

Legend Series

Dolphin Management has officially released its newest Legend Series module—the Charlene White's SOS Systematic Office Solutions. Some highlights of the add-on include:

- Compares your practice statistics to Charlene's benchmarks, then offers suggestions for improvement
- Conversational scripting for different employee roles
- Know immediately if your treatment time-frame is efficient, or if your recall system isn't producing

A 60-minute DVD, "Scheduling from the Team Approach," and a \$400 voucher for "Charlene's Complete Marketing Tool Kit" are also included. For more information, visit www.dolphinimaging.com. ■

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Echoes Ensemble:

Executive Editor Chester Wang
Editor/Staff Writer Lisa Randazzo
Art Director Michael Gunawan
Graphics Designer Ardy Ho
Marketing Assistant Shavon Owens

Product Highlight: Imaging

3D Volume Superimposition

By David Fischer

Analyzing treatment progress in spatial reality is possible with the new Volume Superimposition tool in Dolphin Imaging version 11.5.

Volume Superimposition allows clinicians to overlay two 3D volumes from separate timepoints to analyze changes due to growth and/or treatment. Imagine being able to analyze subtle yet meaningful changes such as dental and skeletal movements, or alterations in airway volume and soft tissue. When compared with the traditional method of progress superimposition that uses 2D ceph images, the additional information provided by the third dimension makes it possible to assess patient progress in a far more detailed manner than ever before.

In addition, the ability to export the superimposed volumes into a combined 3D volume opens up the possibility to take two adjoining scans—for example from a small field of view (FOV) cone beam CT machine—and create one single volume as if captured with a larger FOV.

After selecting Volume Superimposition from the Dolphin 3D main view, you will be given the option to select an existing volume from the current patient record, or import any set of DICOM files from your hard drive. Dolphin 3D will open up a view of the two volumes next to each other, with separate segmentation and translucency controls for each volume.

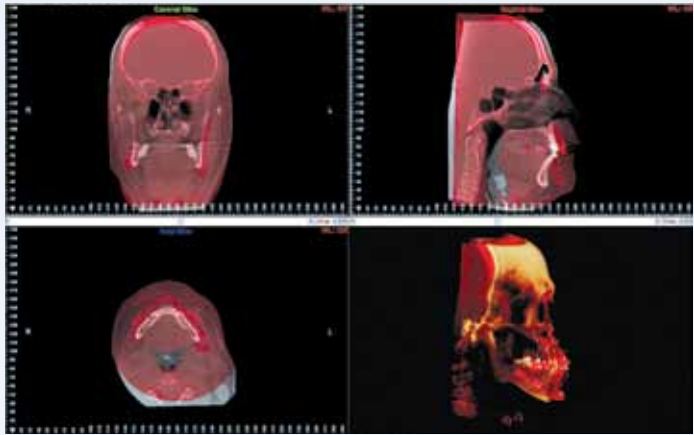
Aligning the volumes to be superimposed is crucial for achieving a satisfactory result, and Dolphin 3D offers two methods for alignment that can be used either by

themselves or in combination to achieve the desired result. “Side-by-Side Superimposition” requires the user to place three or more measurement markers in places that should be common (i.e. unchanged) on both volumes. Clicking the “Superimpose Now” button displays a preview in the lower left corner showing the current state of alignment. The other method for alignment, “Overlay Superimposition,” is a click-and-drag feature that lets the clinician manually rotate and adjust the overlaid volume until it is in the correct position. Remember that changing the alignment is not restricted to the volume view; use the slice views to get a clearer look at parts of the anatomy that you are trying to match. Switching between solid and translucent mode and adjusting the segmentation and translucency allows the clinician to get the desired clarity. ■



David Fischer

David has been a member of the Dolphin Imaging development team since 2005. His duties on the team include working on the 3D module, reporting engine, and ABO case submission software. David holds rank as 2nd Lieutenant in the Swedish Reserves.



Overlay Alignment



We welcome your comments and suggestions! Please e-mail your thoughts and insights to editor@dolphinimaging.com.

Dolphin Profile: Interview with Scott Anderson, President of Patterson Dental



Continued from Interview with the President (p.1)

user. We chose to team with Dolphin because of our shared philosophy and commitment to dental specialty. As a result, dental specialists can confidently purchase practice tools from a stable organization that is leading technology and practice trends while remaining highly invested in its customers.

Dolphin: Most Dolphin customers are dental specialists, and aren't necessarily familiar with what Patterson does. Can you explain what Patterson can do for them?

Scott: Patterson has been supplying the dental community with the tools they need since 1877. As its needs have grown, so too has our company. Today Patterson Dental provides

a virtually complete range of consumable dental products; equipment and software; turnkey digital solutions; and value-added services to dentists and dental laboratories in local communities throughout North America. Patterson has established a strong reputation for assisting dental professionals in every step of setting up their practice. We are fully staffed with the appropriate experts to support each leg of the process, including technology integration. We back that with a comprehensive support system. In the last 20 years particularly, we've helped customers move into new technologies impacting virtually every area of the practice.

Dolphin: Supplies, technology, and now software—does this mean Patterson will be looking to move into other corners of the orthodontic marketplace as well?

Scott: While Patterson Dental provides a significant number of the products orthodontists rely on every day, we will not be entering the area of technique-sensitive bands and brackets. We have tremendous relationships with leading manufacturer partners such asOrmco, Unitec and GAC. Through Dolphin, we look forward to continuing our role as a complementary partner to these key manufacturers.

Dolphin: How is Patterson going to help Dolphin, and vice versa?

Scott: Dolphin brings two industry-leading lines to Patterson Dental's technology offering: Imaging software that maximizes the benefits of cone beam and other digital photography and radiography systems that Patterson provides; and orthodontic practice management software that manages workflow, patient scheduling and financial systems. Dolphin positions Patterson Dental at the forefront of the growing field of 3D radiography solutions. Together, Dolphin and Patterson can provide additional innovative tools to help make the dental professional practice run more efficiently and profitably.

Dolphin: How will Patterson's local branch model affect customers' current relationship with Dolphin? Will it change the way they do business with our company?

Scott: We feel doctors want a partner capable of enhancing the growth and profitability of their practice – a trusted advisor truly committed to their success. For this reason, Dolphin customers will maintain their relationship with their personal Dolphin sales rep for their software needs. In addition, they now have direct access to a professional, dedicated team of 1,500 local sales representatives and equipment specialists at 87 branches across the country that can help them achieve their practice goals in terms of imaging equipment, supplies and mechanical room essentials. ■

Guest Expert Corner: Christine and Dr. Paul Helpard

How I Got My Husband Back

By Christine and Dr. Paul Helpard

Christine Helpard's orthodontist husband was held hostage by his practice. Together, they tell us how Dolphin set him free.

Christine: I still remember when my husband, Paul, informed me he would like to become a specialist. He deliberated between pursuing oral surgery or orthodontics. I was thrilled when he chose orthodontics because I thought no more “on call,” and no more “emergencies.” What I didn't know about was the “homework” involved with orthodontics.

Who knew that he would come home late every night, have dinner, spend an hour with the kids and then retreat to his study to dictate and treatment plan until late at night. This became so routine, we thought it was acceptable.

Then my husband purchased Dolphin Imaging and Management software. And he started making use of its capabilities. He uses form letters—no more dictating. He plans treatment in the consult room and uses his pre-set treatment plans in Dolphin Treatment Card. Patients love Aquarium and his case acceptance has greatly improved. He comes home now at the end of the day and his work is already done. The only problem I have now is that I no longer have control of the TV remote.

Paul: I began my Dolphin experience using Imaging. It was great from the beginning. I was encouraged to branch into Dolphin Management by practice management consultant Karen Moawad. She was not only instrumental in getting me started, but also in getting me set up. Let me tell you how specifically I use it to save myself time in conjunction with Karen's practice management strategies.

1. I use Dolphin Imaging and Dolphin 3D with my i-CAT to show

images to the patient at the time of the new patient exam and treatment planning session. These images are shown on a large screen in the consultation room. We have created an extensive New Patient exam questionnaire that is completed in front of the parent. From this questionnaire we are able to generate a very complete consultation letter to the family and general dentist. We have created playlists in Aquarium that mirror my treatment plans to allow more ideal explanation of proposed treatment. The family letter is printed and given to the family as part of their exit package. In addition they are given a copy of the photos to supplement the letter. My conversion rate has never been higher. I used to wait until the end of the day and dictate all of these letters individually; they were then sent to a dictatypist and then returned to me for review. After review they were printed and mailed. This whole process took no less than a week to complete and took up a great amount of time.

2. I have established about 25 treatment plans, including all associated visits and appointment intervals. One of the treatment plans is chosen at the time of the new patient exam so that when the patient elects to start treatment, all necessary details for scheduling are organized. I used to individually devise treatment plans and gave no consideration to appointment sequence. The Dolphin treatment plan process has resulted in more efficient treatment with more on time finishes than ever before.

3. Now I have a lot more family time. ■

Christine and Paul Helpard

Paul and Christine Helpard live in Comox on beautiful Vancouver Island, British Columbia. Paul is a 1996 orthodontic graduate of the University of Iowa. He is a Diplomate of the American Board of Orthodontics. Christine is a Physical Therapist who completed an MBA in 1996 at the University of Iowa. She is currently a stay-at-home mother to their three very busy children.



Dolphin Document Organizer

The Dolphin Document Organizer is about a whole lot more than being paperless—security and efficiency are two great reasons to use the DDO.

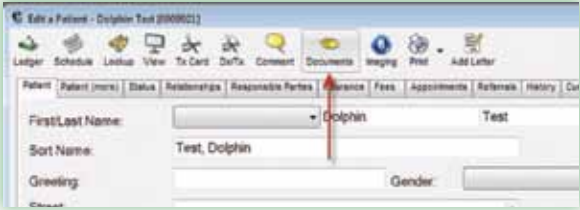
Do you know where your files are? Are they safe? Fire, file misplacement, theft and spilled coffee are just a few of your daily concerns. You know the importance of backing up your computer files, but what about the paper? What would you do if you walked into the office and found everything missing or damaged? I advise my offices that even if they can't part with their paper, they still need an electronic backup.

There's a solution and it's found in Dolphin Management. The Dolphin Document Organizer! The Dolphin Document Organizer is Dolphin's electronic organizational tool that can store just about anything short of your lunch. Of course, images should be stored in Dolphin Imaging, but all the paperwork that accompanies a patient in your practice can easily be electronically stored in their Dolphin Management file. Think correspondence, insurance statements, consent forms, miscellaneous contracts and notes. Electronic backup means your files are safe no matter what life throws at you. Imagine you're on vacation and get a call late Sunday night. You need a file from the office. Do you really want to make that phone call to wake someone up and have them run to the office and dictate the information over the phone to you, and then pay them time-and-a-half for their efforts—or would you rather just log into your office and get the file yourself?

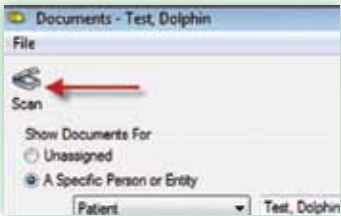
Just do it!

There are several ways to get your stuff into the Dolphin Document Organizer, the method usually depending on the origins of the document.

1. From the physical world. Open Dolphin Management, choose a Patient Record and click on the Documents icon at the top of the window. At the top left of the new screen you



will see a Scan icon. Click on it. (Of course, you need to have a scanner installed to perform this task...) Your scanner software will be activated and it will prompt you to name the document. In version 4 of Dolphin Management you can even rotate the scanned documents in case you accidentally scan them in the wrong direction.

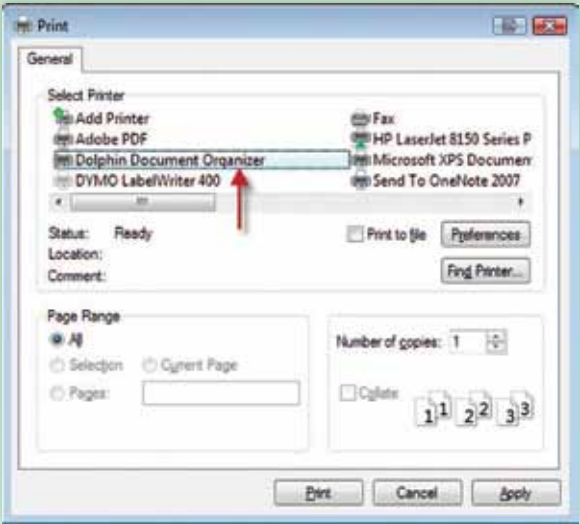


2. From your computer. First minimize (line down) your Dolphin Management and Dolphin Document Organizer screens. Then, click-hold-and-drag a document from the Desktop or My Documents folder and drag them on top of the Documents icon at the bottom of your screen. Once the Documents screen reopens, you can drop the document



into the storage area and make a Copy of it there. If you right-click-hold-and-drag instead, you will also be given the chance to Move (think "relocate") it there. Try it from any folder.

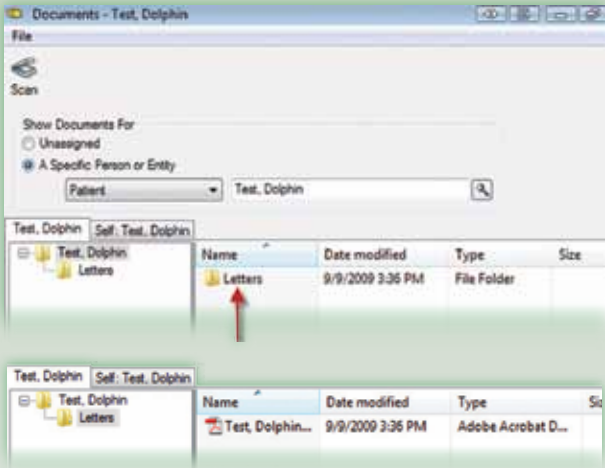
3. From your email. Open your email program, such as Outlook, and with a click-hold-and-drag copy your email to a folder. It will even copy attachments. From any program outside of Dolphin Management you can even print a document to the Dolphin Document Organizer by using the Dolphin Document Organizer Printer Driver. Select the Dolphin Document Organizer as your printer and then Assign the Document to an individual or entity and rename it if you'd like. It's a cool way to make PDF's too.



4. From your mouse. Here's something interesting: With Dolphin Management open or closed, right-click on any document in your computer files and choose Assign Document to Dolphin Individual. If Dolphin Management is closed you will be prompted to login.



5. From Letter System. Dolphin Management and the Dolphin Letter System work hand-in-hand. Each time you use the Print/Email function, an electronic copy is automatically placed in the Dolphin Document Organizer in a folder called Letters. To reopen them, all you have to do is double-click them.



6. Make it your virtual file cabinet. Another thing I like to tell my offices is to organize the Dolphin Document Organizer just like you would your metal file cabinet. Simply create folders inside the main folder, labeling them in the style of your office. For instance, I might suggest "Correspondence" for anything other than Dolphin Letters, Financial, Insurance, Emails, etc. Last but not least, if you right-click on a document you can Copy, Move or even Rename it.

What are you waiting for? Give it a try today. It may take a while to get all of your documents into the Dolphin Document Organizer, but once you do I know you will love it. A good way to start is to start with today's patients. Develop a habit of sending each patient's paperwork to the DDO as they walk through your practice today. Eventually you'll have a system in place and before you know it you will have forgotten about your paper files. Good luck!

If you have any questions, or just want to share your DDO experiences, please feel free to email me at steve.murray@dolphinimaging.com. I can't wait to hear about how it goes!



Steve Murray

Steve came to Dolphin more than five years ago as a technical support technician. After a few years of assisting customers from the other side of a phone, he moved on to become a valued member of the Dolphin training team. He now shares his knowledge of Dolphin software in a hands-on environment, where he is always eager to dispense favorite software tips and tricks.

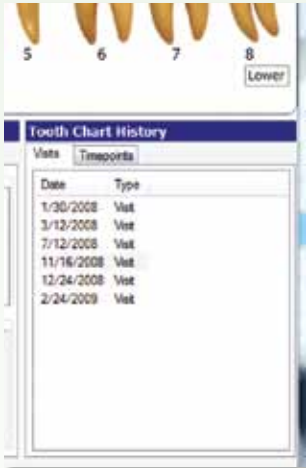
For technical support call 800.548.7241 (USA & Canada) or 818.435-1368. Our support hours are from 5:00 a.m. to 6:00 p.m. Pacific Time! For after-hour, emergency phone calls (in North America) call 800.548.7241. You may also e-mail support@dolphinimaging.com.

Product Highlight: Management

Four Favorite Features of Enhanced Tooth Chart

If you're only using Tooth Chart for Extraction letters, you're missing out. Here we review some of the neat new things you can do in Tooth Chart.

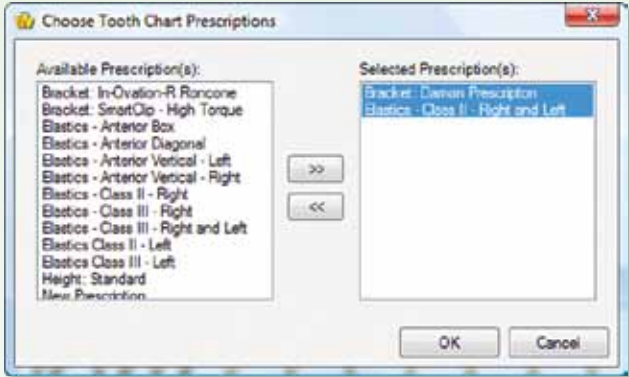
In the beginning, Tooth Chart was all about Extraction Letters. A nifty tool packed inside of Treatment Card, it was pretty much a sleeper feature until Dolphin Management 4 launched it into a program all its own. While the new Dolphin Integrated Tooth Chart lets you virtually perform endless tasks inside a patient's mouth for all stages of treatment planning, in this article we'll explore our Four Favorites:



Historical Tooth Chart

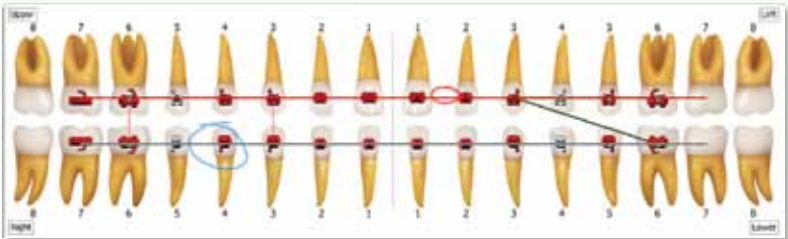
1. Historical Tooth Chart. The new Tooth Chart saves entries from each visit. Easily scroll through them and visualize what happened from one visit to the next, helping to better determine what to do next.

2. Prescriptions. Create your own pre-defined prescription—or treatment plan—for specific conditions, and put in a drop-down menu within Tooth Chart. Click on the desired "prescription" and a template will populate itself with the treatment plan for that patient.



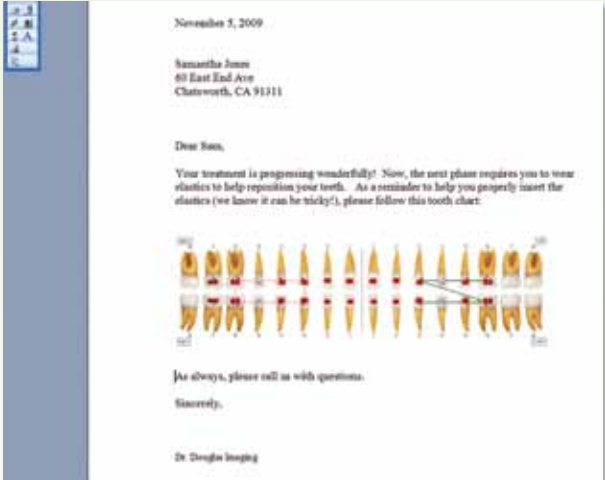
Prescriptions

3. Graphical Charting. Draw treatment changes directly onto the tooth chart for a visual aid to help both you and the patient. Bands, brackets, wires, elastics, power chains, TADS—there is no limit to what can be graphically entered and displayed. Draw on screen to mark up notes, gum line or even circle caries.



Graphical Charting

4. Letters. An expansion of Tooth Chart's original purpose, you can now customize views to show specific items such as Brackets Only, Brackets and Wires, etc., to create a letter or simple printout with only relevant information. Send a letter concerning only extractions to the referring dentist, while handing a printout of only elastics to the patient to they know exactly how to wear the new Elastics that were prescribed today.



Letters

By no means does the list of Tooth Chart's amazing capabilities stop here. For a more in-depth look at this feature please visit our archived webinar classes at <http://www.dolphinimaging.com/support.html>.

Customer Profile: Dr. Ed Lin

Continued from Dr. Ed Lin (p.1)

to assimilate. Read on to hear how Dr. Lin inadvertently earned his reputation as the “Techie Orthodontist.”

So tell us, why do people call you the Techie Orthodontist?

When I was little I played video games all the time, and I've had an affinity for technology ever since. When I started my orthodontic residency at Northwestern, it was a very good program but pretty basic, fundamental orthodontics. It didn't have much in technology, so when I got out, that was one of the first things I started seeking out. It just so happened that I got to test my technology savvy immediately: The practice I joined was having major problems with an orthodontic practice management system at the time. They had been using this program for about three or four years, and had purchased imaging software from this same company about a month before I arrived in July 1999. The terms of the purchase were super ridiculous, and really expensive. My bosses had basically had gotten taken to the cleaners. Then I ended up going to the Moyers Symposium in 2001, and that was when I first met Chester, and I really started looking at Dolphin. It was August of 2002 that I convinced all my partners to go for it, and we swallowed the cost of our existing system and converted to Dolphin. I had just joined as a partner, so I was going to share in the overhead expense. But you know what? I always remember that lesson, that with technology, you really have to do your research. So from day one, I just learned that we can't make these types of mistakes. And that's when I really dove into learning about technology in orthodontics. And I'd already kind of had an affinity for it, so everything just kind of fell into place.

So we went from Dolphin Imaging to Management, and then looking at TADs, soft tissue lasers, i-CAT and SureSmile, Invisalign, Orthoclear, and lingual brackets. I consider all that stuff to be technology—not just hardware and software. It's a lot of fun. And I think people know I get excited by it; my patients can definitely sense that, as well as the doctors I've come in contact with. I've built a lot of good relationships with other orthodontists around the world who share this same passion, and also with some of the companies. So it's a pretty cool thing.

You have a unique group-practice setup in that you share space but not patients. What are the benefits of practicing this way?

I think that one of the good things is that when you manage your own patients, you have the autonomy to practice the way you want to practice. For example, for someone like myself, I just jump in there, and I learn about things, and I have confidence in the research I've done and implementing it in my clinical practice. Whereas my partner Kevin Wilke, he's a little more reserved, and while he believes in everything we're doing here, he's just not going to jump in there at the same pace as I will. So that keeps at bay the potential tensions that can build up with sharing patients that I've heard about from other doctors. Or, if you have a difference in philosophy, what happens there? You know, one guy thinks you should do it one way, and the other guy thinks you should do it the other way. I think especially these days, with how quickly things are changing, that it's very important, because you hear a lot of cautionary advice from people about entering into group practices, “50% of group practice partnerships end up in divorce.” And that's never happened in our practice.

The other nice thing about sharing a group practice is that since I tend to travel for conferences and other industry events, I've got my partners who are able to cover my emergencies. And most importantly, you share overhead expenses. So, sharing the expenses of an i-CAT machine three ways is a whole lot nicer than having to pay for it yourself. We split up all overhead expenses based on production.

I actually have two separate practices now. The group practice, Orthodontic Specialists of Green Bay, has two locations—one on the east side and one on the west side—plus a one-day-a-week satellite location that's about 30 minutes outside of Green Bay. And that's all tied into our network with Dolphin here, we use Citrix to manage that practice. In OSGB we have Dr. Kevin Wilke, who is the senior partner, and myself and then Dr. Lee Bialkowski. Then in November 2008 I partnered with Dr. James Tomassetti to open Apple Creek Orthodontics of Appleton, about 25 minutes outside of Green Bay. Dr. Tomassetti had been in practice about 3 years, and had just signed on with SureSmile. So, since I was thinking about doing something down there, I approached him. We worked out an agreement that seemed fair to both, and it's been a good thing for the past year. The practice is growing, and I did convert him from Ortho II to Dolphin. We also stuck an i-CAT in there, and we have the same arrangement as I do with OSGB, in that we don't share patients.

You are a big SureSmile guy. Can you explain how you use Dolphin to enhance your SureSmile case work?

With SureSmile you have to take lots of records, and I take photos at every re-tie, because you need to be able to see how the wires are expressing themselves. If you don't know where the wires were 10 weeks ago, how do you know if they've fully expressed? So we take tons of photos. And Dolphin, in my opinion, is the best imaging software application that's out there. It's not only user-friendly, but also you guys have been real good about forming integrations with whatever other software applications we've asked for: e-models, invisalign, orthoclear, suresmile, etc. But SureSmile is the big one,

because the speed of Dolphin is so crucial. I'll see maybe 75 or 100 patients in a day, and it's important that I can call up the photos quickly, on the spot. That means everything. I also use Dolphin 3D put in TADs; it is phenomenal to be able to do that.

We know you are a huge champion of Dolphin 3D. What other Dolphin systems do you use in your practice on a daily basis?

We use everything that you guys have. We use [redacted] Zuelke, Aquarium, and Management. Everyone on staff uses Dolphin, whatever area of the program is appropriate for their position or role.

I'm told you have an exceptionally large patient database. Can you explain how Dolphin is integral in your ability to manage this and make it work to your advantage?

I've been told we have the largest Dolphin database, and that doesn't surprise me if it's



Orthodontic Specialists of Green Bay



Dr. Ed Lin and partner Dr. Lee Bialkowski pose with staff of Orthodontic Specialists of Green Bay

true because we have a large group practice and everybody's in there. Even with the large database we have, Dolphin is still a very efficient system. It's awesome. I mean, we have 12 “locations,” so it breaks it up by doctor, and then by practice. It was actually our practice that was responsible for you guys creating the software application in that format. Myself and the office manager met with the Dolphin development team for close to four hours before we



The Lin family: Siri and Ed with children Olivia and Royce



Relaxing...



The Lins with daughter Olivia



The Lins in Sydney Australia, with Dolphin reps Murray Schipp and Shelley Kerr

signed on with Dolphin, to discuss the issue of the size of our practice. Your team ended up custom-writing the software application for us. Dolphin has custom-writn in several things for us over the years to meet our practice needs and the way our practice flows. I always tell people about that. And I don't think there are a lot of software companies out there like that.

You can be found on the lecture roster of most high-profile events in our industry. What is the focus of your teaching and would it be possible to share a case with us?

It depends on who I'm lecturing for, but the focus of my presentations, in general, are technology advancements in

21st century orthodontics. And again, technology doesn't mean just hardware and software, technology also refers to TADs and soft tissue lasers, etc., and who knows what the heck is going to be out there in two or three years from now. (See page 5 for case work-up.)

Chester says he see you at a lot of lectures, as an attendee. We are impressed that you put such a high priority on education. How do you pick and choose the lectures and seminars that you attend?

The ones I go to are the ones that interest me. It's the content of the material. I do place a high priority on education; that's the way I was raised by my parents. You need to keep up because everything's changing so fast. So I do lecture a lot, but I sit in and listen a lot because I want to learn from other people. So most of what I attend is catered toward technology advancements in orthodontics, because from a business standpoint—I've taken a lot of practice management courses in the past—I think we run a very efficient business operation up here in Green Bay, and the technology advancements keep at a steady pace. I've been practicing 10 years now, and every year I say to myself that I'm going to take a break, but then something comes up that I want to learn about. And so I've never had that break in the 10 years I've been in private practice. But, I think that's a statement of where our society is going to as well. Look how far computers have come since the Commodore 64 days to the first Pentium Ones.

You are one of the first generations of orthodontists to be tech savvy from the get-go, and this has no doubt influenced your eager attitude toward the rush of technology that's been happening in orthodontics. Do you have any words of advice for the generation before you, which might be somewhat intimidated?

If it's the right thing to do, then you have to learn how to do it. I think that the orthodontic profession has a fairly tight community, and I have become good friends with some orthodontists who are in their 50s, and their 60s, who have taken the time to learn technology. And maybe some of them aren't as fast as others, but they have taken the time to learn it because they know it's the right thing to do. In fact right before I called you I was answering some emails from other doctors who had some questions in regards to i-CAT and SureSmile. And these are older clinical practitioners, but one of them is getting ready to buy an

i-CAT and he just had some final questions he wanted to ask me. So, I think there is a very strong support group within the ortho community for those who are truly looking to improve and to better themselves. Also, I think there's a good support group within the orthodontic vendors themselves. Dolphin and SureSmile and Imaging Sciences—you guys all provide phenomenal support. I think everyone has a natural aversion to change, to fear change, and my motto is that change is good so long as there's a good reason to change. We've become a very tech savvy society, and that's reflected in the things we use every day—phones, computers, all kinds of gadgets. If we don't keep up then we become out-dated.

Tell us about your background: I am told you emigrated from Taiwan. How old were you, where did you settle in the U.S. and what was the acclimation process like?

My father was a physician, a nephrologist, and my mom actually got her masters from the University of Pennsylvania, but they got married and she had me, so they decided to move to the States and so I came over here when I was one year old. And we kind of moved all over Chicago, Detroit, Washington DC, and we finally settled in Green Bay, Wisconsin. So I was seven when we moved up here, and there was definitely an acclimation process because I only knew how to speak Chinese when I first started kindergarten. But overall it was an easy acclimation into the American society. I do still speak Chinese, I'm not 100% fluent but I can definitely hold my own. I can definitely get around by myself in China or Taiwan.

Your wife is a gourmet chef! How did you meet? Does she specialize in any particular cuisine and how does her expertise influence mealtime at home?

My wife Siri started out working at the front of the house in restaurants, but then when we were dating she decided to go to culinary school. Her specialty is Asian fusion cuisine. She has always loved Asian food and she got into two high-end restaurants in Chicago that specialized in that: one was a restaurant called Kevin's which was a French-Asian fusion, and then she worked for Roy's, which is a nation-wide chain of about 30 restaurants that specialize in Hawaiian-American Fusion cuisine. She is Thai, adopted by an American family, so she was really raised as an American. I enjoy cooking too, so we when we have time we try and cook together, and we enjoy our fine wine with a great meal too. It's all very fun, you know, orthodontics is creative, and cooking is creative too. She's very talented and it's fun learning things from her as well. We have a 1-year-old son named Royce and a 5-year-old daughter Olivia. Siri is an incredible partner and mother to our two children. I could not have ever accomplished anything without her love, understanding, and support with the long hours that I have worked over the past 10 years. ■

Tips & Tricks

Imaging

Relevant to version 11 or greater

Put a Face on Your Patient!

Giving a visual identity to your patient's volumetric scan improves your case presentation and promotes comprehension.

Who doesn't love a floating face? The 2D Facial Photo Wrap feature in Dolphin 3D lets you literally "wrap" a two-dimensional, digital photo around a three-dimensional dataset, giving a visual identity to a patient's volumetric scan. It also grabs patients' attention and helps them better relate to their conditions.

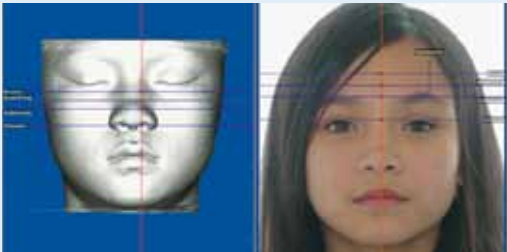
The program guides you to superimpose a 2D photo over a 3D volume by identifying corresponding points on both the photo and the volume. The 2D photo then "wraps" itself around the dataset for an anatomically truthful image that can be manipulated and processed just like any other volume in Dolphin 3D. Aligning the two datasets is easily done in a step-by-step process while the patient waits in the chair. Let's get started:

- 1. Once inside the 3D environment, select the "Photo: 2D/3D" radio button and click "Add..." The program will then prompt you to select a 2D photo, giving you the option to either choose an existing image from the patient's Dolphin Imaging record, or browse to a photo file in Windows.
- 2. Once you choose a 2D photo, the "Photo and Volume Alignment/ Superimpositions" dialog box will open. Select the Method: Side-by-Side Superimpositions tab.
- 3. The 3D volumetric scan and 2D photograph will appear side-by-side in the dialog box. Points appear on the images so that you can align them, as shown below.

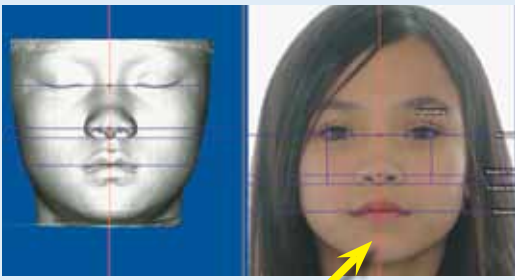


- 4. Zoom in on the volume and photo, if necessary.

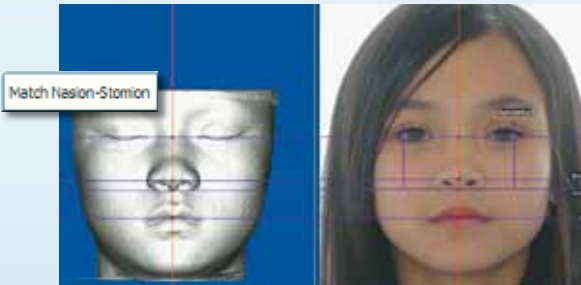
- 5. Orient both the photo and volume to the frontal view so that they match.



- 6. Click and drag the red vertical line to the midline on both the photo and volume, and do the same for the points so that they identify corresponding locations. Dolphin recommends landmarks on which to place the points on the volume and the photograph. However, you can place the points on different locations as long as the points on the photo correspond to the points on the volume.

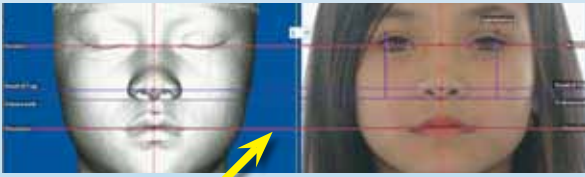


- 7. Optionally, click Match Nasion-Stomion to magnify both the volume and the 2D photograph to the same level. (Using the same magnification on both views may make it easier to place the points in corresponding locations.)



Note: Sometimes it is not possible to match up the points exactly.

- 8. Optionally, check the Show Guide Lines box to see and move the guide lines that you can use as visual aids for placing the points.



- 9. Click Superimpose Now! The result of your superimposition appears in the results box in the lower left corner of the window. Rotate the image to verify the superimposition.



- 10. Lastly, click on the "Sculpting" tab at the top of the dialog box and proceed to sculpt out the noise.



You are done! You may notice the nostril area is not mapped out correctly. If this occurs, you might want to re-adjust the points and midline on the volume. Hint: Check the "Auto Apply" box so that you don't need to click on the "Superimpose Now!" button for each adjustment. Once the 2-minute process is completed, you can perform all the same tasks on the merged dataset as you can on any other dataset in Dolphin 3D: Flip it, rotate it, zoom, and segment the tissue densities for diagnostic analysis or patient education. Anatomical accuracy is relative to the quality of the 3D dataset.



Send us your Wish List! What topics would you like to see covered in our Tips & Tricks column? Email your ideas to editor@dolphinimaging.com.

Patient Class II, Division II, Subdivision Right w/ Right Posterior Crossbite and Maxillary Cant

Dr. Ed Lin shows us how technology assists in each step of a case work-up.

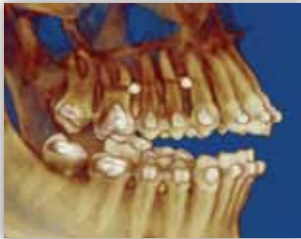


Treatment Start: 7/8/08
Her maxillary cant is clearly illustrated in this photo.



Dolphin 3D being utilized to evaluate placement of 2 upper TADs.

Progress



Dolphin 3D illustrating the 2 upper TADs being placed in between the roots of her UR6, UR5 and UR4, UR3.



The SureSmile CAD/CAM models illustrate the finished plan for correction of her malocclusion. There have been spaces left on the mesial and distal of her U2's for veneers post-ortho.



SS SCAN: 9/16/08 (2.3 Months Treatment)
The day of her SureSmile scan with the i-CAT®. The right posterior open bite is clearly evident due to intrusion of her upper right posterior quadrant utilizing the 2 upper TADs.



TX Finish: 4/9/09 (9 Months Total Treatment)
Spaces were left on the mesial and distal for her UR2 and UL2 for veneers for UR2-UL2 after completion of her orthodontic treatment.



These photos illustrate her smile line at 4 different time points. I could never get her to smile without a crooked smile until the day that her braces were removed. She used to always smile with the crooked smile because she was self-conscious of her maxillary cant!!!

Class II, Division II, Subdivision Right w/ Right Posterior Crossbite and Maxillary Cant

Dolphin Around the World

Spain

Spanish orthodontists converged in Valencia, Spain, in June to catch up on the latest practice and technology trends at the 55th Annual Reunion de Sociedad Espanola de Ortodoncia. On the education program was Dolphin managing director Chester Wang, who presented on "3D Imaging in Orthodontics." ■



Chester Wang, left, and Dolphin's Miquel Mayol shared the benefits of Dolphin software with attendees at the SEDO conference in Valencia, Spain, in June

Miquel Mayol, front left, visits with Dolphin customers Dr. Matias Cuesta of Guadalajara; Dr. Alfonso Borja of Valencia; and Dr. Francis Soler of Castellon, at SEDO.



Finland



Dolphin Spanish distributor David Garcia steps outside to cool off at the EOS congress in Helsinki in June.

Dolphin's European team was on-site at the 85th Congress of the European Orthodontic Society in Helsinki, Finland. The days were long and full of education at this very northern city that hosted orthodontists from all over Europe who gathered to share ideas and expertise—and catch one last chill before summer. ■



The European segment of the Dolphin international team: (From left) Bekir Karaca and Nursah Kol, Dolphin Turkey; Christian Glove and Alessandro Manzoli, Major Partner (Scandinavia and Eastern Europe); Miquel Mayol and David Garcia, Dolphin Spain; Orlando Sartori and Davide Conti, Infolab (Italy).

Lithuania

Dolphin director Chester Wang joined on a trip to Eastern Europe in October, where lectured at the 1st Baltic Sea Conference in Orthognathic Surgery and Orthodontics in Vilnius, Lithuania.



From left: Professor Johan Reyneke, orthognathic surgeon from South Africa; Dr. Richard McLaughlin, orthodontist in San Diego, CA; Santa Barbara, CA; Chester H. Wang, Dolphin director; and Dr. Julio Cifuentes, orthognathic surgeon in Santiago, Chile, outside St. Mary's church in Kernave, a UNESCO World Heritage Site.

Brazil

Renovatio (Dolphin Brasil) hosted the second annual Dolphin Meeting, Brazil, at the Hospital Sirio Libanes in Sao Paulo, Brazil, in July. The two-day event attracted eager Dolphin users from all over Brazil who came to learn the latest practice and technology trends, while also taking advantage of hands-on opportunities to train on their favorite Dolphin software.

The academic program was lead by experts who presented on the latest research and practice trends in orthodontics, oral and maxillofacial surgery, and radiology. The special closing lecture was given by Rodrigo H. Mendes, who spoke about human relations, social inclusion and respect. ■



Coming Next Issue!

Winter 2010, Volume 23/Issue 1

- Meet the marketing team!
- Find out how AnywhereDolphin.com can help YOU
- Check out 3D Reports!
- Would you like to receive the e-version of Echoes? Please add editor@dolphinimaging.com to the white list in your email account.

Smiles Change Lives



From left: Chester Wang, Dolphin managing director; LeAnn Smith, Smiles Change Lives chief operating officer; Phyllis Leeper, Dolphin trainer; and Tony Mallegni, Dolphin account representative, pose with original The Dolphin's Tale story book by SCL.



At the annual AAO session in Boston, Dolphin received an unexpected token of appreciation from the non-profit organization, Smiles Change Lives (SCL), which provides essential orthodontic treatment for children from low-income

families. In an impromptu ceremony at the Dolphin booth, SCL's chief operating officer LeAnn Smith presented Dolphin with an originally authored book especially for Dolphin. Titled "The Dolphin's Tale," the book tells the story of a struggling non-profit organization saved by the generous donation of Dolphin software. ■

Dolphin tech support gets kudos

Eric Millan, manager of Dolphin tech support, received a gracious letter of appreciation from Dr. Karl M. Francis in Spanish Fork, Utah:



Karl M. Francis, DDS

Recently our office computer had been experiencing a lot of technical problems, which we assumed were Dolphin related. Turns out it was not Dolphin-related, but that did not stop your tech from helping us figure out what the problem was and what needed to be done to correct it. He helped us realize that we need a new computer. He was such a pleasure to talk with, very friendly and helpful. We have really come to trust and love your company. I wanted you to know how much we greatly appreciated the kindness and willingness to help that your techs have provided. We will be recommending Dolphin to our neighboring offices for years to come. THANKS AGAIN! Sincerely, Karl M. Francis, DDS. ■

Dolphin drops in on 3rd generation of smiles

During a swing through Wisconsin to visit customers in August, Dolphin team members Todd Blankenbecler and Chad Kubik paid a visit to Dr. Jeff Just in Manitowoc to help celebrate 90 years of orthodontic care provided by the Just family. A Dolphin customer since 2000, Dr. Just is the third generation of Justs to be improving smiles in the neighborhood: His grandfather William Just opened his practice in 1919! His son Harold followed in his footsteps, and was in turn followed by his son Dr. Jeff. ■



From left: Dolphin sales rep Chad Kubik, Dr. Jeff Just, Dr. Harold Just, and Dolphin vice president, sales, Todd Blankenbecler.

Please, let us know how we're doing...

You may have received, or will receive, a Customer Service Survey in your inbox. We ask that you please take a moment to fill it out. Your feedback is valuable to us and vital to improving our service. Thank you in advance! ■

DigiKnow?

2009 Dolphin Team Summit

The lush Malibu canyons were once again the setting for the annual Dolphin Team Summit, where Dolphins came from all over the world to mix business with pleasure while also brushing up on teambuilding skills. ■



Their success at selling software inspired Dolphin sales reps Gary Wiseman and Stu Aclander to start a side business selling hand-crafted T-shirts. Here they are modeling their first design.



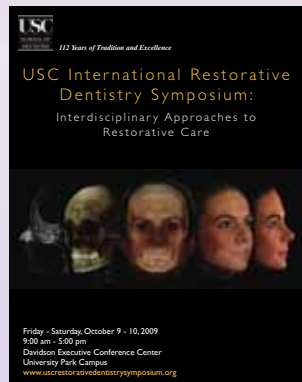
The MME gang of softball thugs traveled to Malibu for the sole purpose of humiliating their gracious hosts—for the third year in a row.



Captains of Industry by day, Rock Gods by night: (from left) Paul Guggenheim, Patterson Dental regional manager, Southern California; Ken Gladstone, Dolphin manager of imaging software products; and Chester Wang, Dolphin managing director, entertained the crowd at the Friday night party.

Dolphin 3D graces the cover of program book for USC International Restorative Dentistry Symposium

Dolphin was proud to see output from its 3D software module gracing the cover of the program book for the 2nd International Restorative Dentistry Symposium at the University of Southern California on October 9-10. Themed Interdisciplinary Approaches to Restorative Care, the educational event drew speakers and attendees from all over the world. The goal of the CE program was to update the general dental community on contemporary "hot" topics related to restorative dentistry. Among other subjects, the symposium covered the latest new technologies such as CAD/CAM and 3D imaging. ■



Stay in the loop!

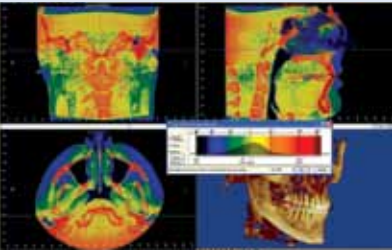
Be the first to know about software specials, new product updates, and other Dolphin happenings. Send your email to editor@dolphinimaging.com with the subject line: I want to be informed! ■

What's New at Dolphin

Continued from What's New (p.1)

Hounsfield Unit Color Mapping

New in Dolphin 3D is the Hounsfield Unit Color Mapping tool, which helps you distinguish between



different biological structures according to their radiolucency measurements. A graph displays the colors as they fall on the Hounsfield Scale as a reference, while the image on the screen is colored in accordingly. ■

3D Reports

Dolphin 3D Reports is a feature-rich tool for creating custom reports and printouts of images. New to Dolphin Imaging version 11.5, 3D Reports let's you create a customized report for referrals. Choose any combination of images and layout, and dress it all up by changing fonts, colors, and freeform size and positioning of images and labels. 2D images from Dolphin such as facials, intraorals, and traditional 2D x-rays can be included in the reports. ■



Telephone Dolphin from anywhere around the world free of charge! For instructions, visit www.dolphinimaging.com/contact.html

Come join Dolphin at the following Industry Events:

2009 December

- 4-5 5th International Vienna Orthodontic Symposium Vienna, Austria
- 4-6 Nordic Damon Symposium in Stockholm Stockholm, Sweden

2010 January

- 8-10 EODO Maui, Hawaii United States
- 22-23 AAO Mid-Winter Conference Joint Conference Palm Springs, California United States

- 25-29 UCSF Symposium Maui, Hawaii United States



- 31-5 Iowa Winter Orthodontics Seminar Vail, Colorado United States

February

- 5-6 I Congreso Nacional de Apnea del Sueño Madrid, Spain
- 6-9 7th International Orthodontic Congress Sydney, Australia

- 14-18 Chicago Mid-Winter Meeting Chicago, Illinois United States

March

- 4-6 Dolphin User Meeting Las Vegas, Nevada United States
- 6-13 Faces Meeting Steamboat, Colorado United States

April

- 14-18 IAO Annual Meeting Clearwater, Florida United States

Calendar

Visit www.dolphinimaging.com for more events