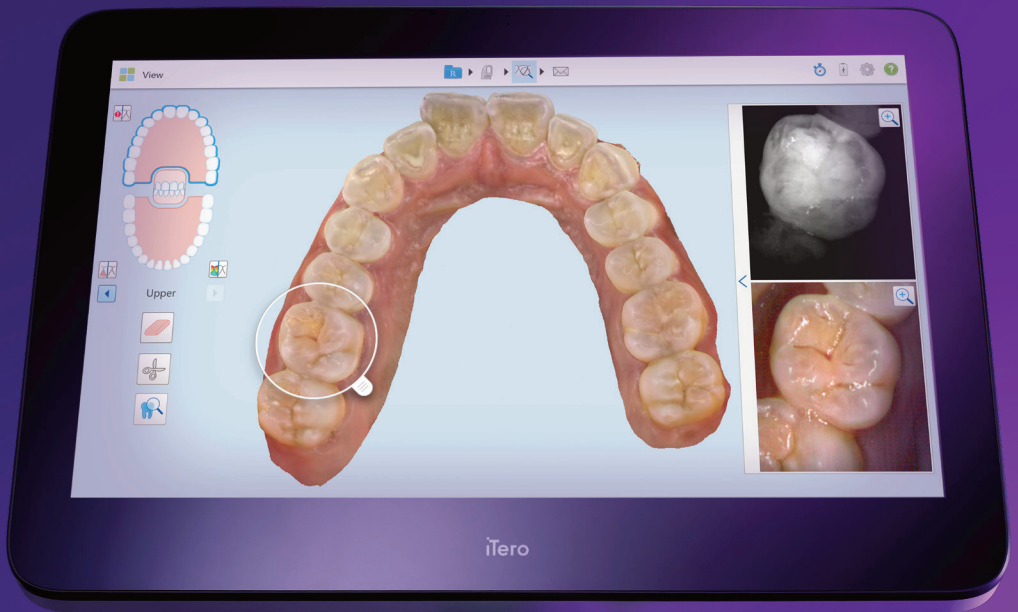


# EXPAND

the potential of your practice



it starts with **iTerro**



# Industry defining **clinical excellence.**

## Preventive

Go beyond just digital impressions and add value to every patient visit.

**iTero intraoral scanners deliver:**

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### **Efficiency**

- Complete a scan in as few as 60 seconds<sup>1</sup>
- Keep patients' scan history to complement your patient oral health monitoring

### **Diagnostic and monitoring tools**

- Aid in Interproximal caries detection with NIRI technology
- Occlusion assessment with Occlusogram function
- Hygiene evaluation with integrated Intraoral camera
- Analyze changes in oral health conditions over time

### **Simulators**

- Simulate the future smiles of your Invisalign and restorative patients

## Restorative

iTero intraoral scanners make restorative treatment easy and effective, offering proven accuracy to aid in your clinical restorative needs.<sup>2</sup>

**iTero intraoral scanners give you:**

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### **Accuracy**

- Accurate marginal fit scans
- Accurate full-arch scans



**Based on more than 10 independent and clinical scientific studies.**

### **AI<sup>3</sup> scan assistance**

- Auto-margin marking
- Auto-trimming of excess tissue

### **Full treatment scope**

- Fixed, removable, and implant prosthetics, from single crowns to fully edentulous

### **Open and Seamless connectivity**

- Dental laboratories
- exocad suite of software for treatment planning and production
- Chair side milling workflows

One scan. That's all it takes with iTero intraoral scanners to discover interproximal caries, run a simulation of your patients' future smiles with Invisalign Outcome Simulator, compare scans to review patient progress, and view occlusal contact points. Seamless connectivity with exocad applications, labs, and restorative partners lets you accomplish so much more. All with one scan.

## Orthodontic

iTero intraoral scanners provide seamless integration for Invisalign treatment with optimized digital workflows from pre-case acceptance to life-long patient monitoring.

### With iTero intraoral scanners, you can:

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- Utilize a highly integrated and comprehensive Invisalign workflow
- Track Progress with the Invisalign progress assessment
- Plan faster with ClinCheck treatment planning

### And perform treatments like:

- Invisalign® Treatment
- Invisalign® Go

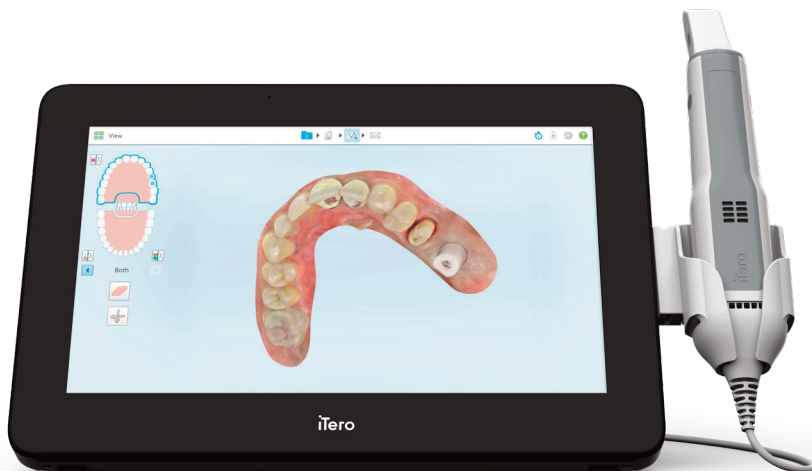
## Ortho-Restorative

45% of prosthodontic procedures could benefit from pre-treatment tooth alignment.<sup>3</sup>

### iTero intraoral scanners enable you to combine:

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Orthodontic and restorative treatment by using Invisalign for pre-restorative tooth movement



# An iTero digital practice is a growing practice.

iTero intraoral scanners give you the tools to not only get more out of your chair time, but attract new patients and retain them with an amazing experience.



## INVISALIGN ROI

The iTero intraoral scanner can pay for itself in



## Attract more patients

With dedicated marketing tools, you can make your practice more attractive in the eyes of prospective patients and position it as a trusted source for treatment.

## Patient conversation

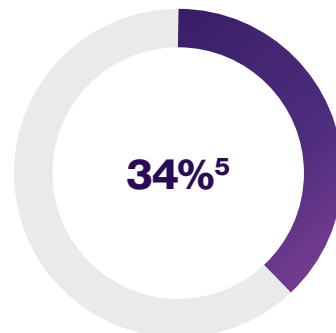
With unmatched visualization technology, you can help your patients fully understand their conditions and their treatment options, resulting in more patients saying "yes" to treatment.

## Monitoring and retention

Stay connected to patients throughout treatment, monitoring their progress and achieving the best possible results, ensuring your patients keep coming back.

## ROI WITH NIRI TECHNOLOGY

When incorporating iTero Element 5D scanner into their practice surveyed doctors reported that they increased business revenue by



# Scan. Show. Amaze.

iTero intraoral scanners give you and your patients a comfortable scanning experience with no harmful radiation.<sup>6</sup> With just one scan, enhanced visualization tools make it easy to understand your assessment of their oral health and their treatment plan.

When introducing NIRI technology (aids in interproximal caries detection) into their practice, surveyed doctors reported that they increased:

**Treatment acceptance by 71%<sup>7</sup>**

An average of **60% of patients**

that were shown an Invisalign Outcome Simulation on the iTero scanner started Invisalign treatment.<sup>8</sup>



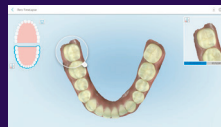
Find and explain interproximal caries with aid of **NIRI** imaging



Explain the severity of patient malocclusions with **Occlusogram**



Show patients their potential future smiles with **Invisalign Outcome Simulator**



Show the progress of their treatments and conditions with **iTero Timelapse** visuals



Show your patient the **restorative treatment outcome**

# iTero & exocad: Adding value throughout **your workflow.**

iTero intraoral scanners, combined with the exocad suite of CAD/CAM applications, enhance every step of your end-to-end workflow with digital tools and technology to guide and assist you from pre-acceptance to patient retention, while simultaneously removing complexity, making your workflow run easily.



## Adoption and Integration

Throughout your digital journey, **Align partners** with you with:

- Technical teams
- Clinical trainers
- 1 on 1 training sessions
- Digital adoption experts in your local language

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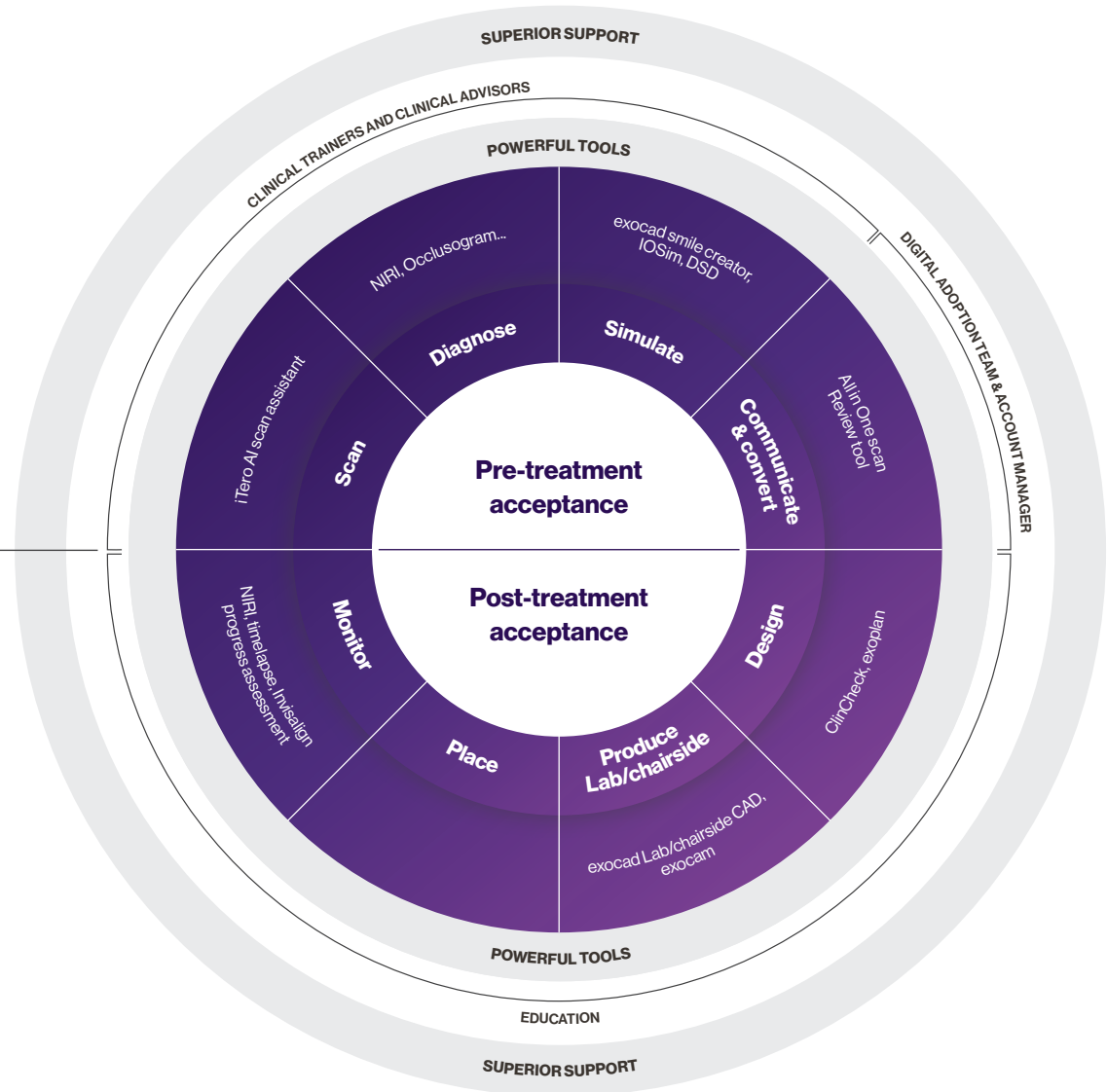
## Productivity and Connectivity

iTero is a true **digital platform** with seamless connectivities to:

- Dental Laboratories receive your iTero scan within minutes<sup>9</sup>
- exocad suite of applications
- Unlimited cloud storage
- Restorative partners (Zimmer Biomet, Digital Smile Design)

# myiTero.com

Your web platform, accessible anywhere anytime, to support you with case management and dental lab communication.



# iTero element®

iTero.com

f @iTeroScannerUS

📷 @iTeroScanner

🐦 @iTeroScanner

## align

<sup>1</sup> Patient scans can be completed in as little as 60 seconds with the same accuracy and reliability that you have come to expect from iTero element scanners. Actual scan times depend on individual experience.

<sup>2</sup> Accuracy defined as a combination of trueness and precision tested on different substrates, under different lighting conditions, for crown preparation and full-arch scanning. Based on the results of 10 peer-reviewed papers 2018-2020. Data on file at Align Technology, as of April 6, 2020

This is based on 40 iRecord scanning sessions with average scan time of 58 seconds by 2 experienced persons scanning. Data on file at Align Technology, as of February 10, 2017.

<sup>3</sup> Data on File at Align Technology as of Sept 20, 2017. Based on survey data of current Dental Practitioners in the USA, doctors (n=25) were asked "What percent of the patient cases for prosthodontic procedures (ie veneers, implants, bridges, partials) would have benefited from a better initial position of the teeth?" (n=251). An average of 45% was developed from the doctor's responses.

<sup>4</sup> Study sponsored by Align Technology. An independent evaluation of iTero Element orthodontists. 12 case increase projected across the first 12 months post-scanner introduction = \$66,000\*\* in Invisalign cases

33 case increase projected across first 24 months post-scanner introduction = \$181,500\*\* in Invisalign cases

On this basis, the iTero Element scanner can pay for itself in <6 months.\*

\*Valuation based on \$5,500 Invisalign Case Fee. Median case fee Invisalign treatment often \$3,000 to \$8,000 in the United States per Invisalign.com website.

\*\*Retrospective data evaluation and quantitative analysis completed by Dr. MacKay, University of Memphis. 495 Orthodontic practices worldwide. Accepted for publication Journal of Clinical Dentistry.

<sup>5</sup> Based on a survey in May of 2019 of n = 15 practitioners who participated in a global limited market release, working with iTero Element 5D for an average period of 6 months, representing both GPs and Orthos in CAN, EU and APAC, who were presented with a level of agreement scale from strongly agree to strongly disagree with the following statement: "Incorporating the iTero Element 5D scanner into my current diagnostic protocol, I experienced an increase in treated interproximal caries cases on my patients at my practice", and then asked to estimate the average increase in revenue for the practice. Data on file at Align Technology, as of November 15, 2019.

<sup>6</sup> Data on file at Align Technology, as of December 4, 2018\*

<sup>7</sup> Based on a survey in May of 2019 of n = 15 practitioners who participated in a global limited market release, working with iTero Element 5D for an average period of 6 months, representing both GPs and Orthos in CAN, EU and APAC, who were presented with a level of agreement scale from strongly agree to strongly disagree with the following statements: "Incorporating the iTero Element 5D scanner into my current diagnostic protocol, I experienced an increase in the number of accepted caries treatments by my patients at my practice", and then asked to estimate the average increase. Data on file at Align Technology, as of November 15, 2019.

<sup>8</sup> Based on a survey of n=101 Orthodontists and General Dentists (from U.S., Canada and UK, in July 2018; GP=60, Ortho=41) who used the Invisalign Outcome Simulator in the past year and were asked, "For the patients who were presented the option of Invisalign treatment in the past 12 months, and for whom you have used the Invisalign Outcome Simulator, what percentage of these patients started Invisalign treatment?"

<sup>9</sup> Based on 10,000 scans, mean transfer time, defined as the time between the practice sending the iTero scan and the dental laboratory receiving it, is 4.6min. May vary based on internet connection. Data on file at Align Technology, as of February 12, 2020.