Digital Practice Acceleration

Align Technology // ADEA Practice Management Webinar
June 26, 2024
01  Consumer Buying & Practice Targets

02  Analog & Digital Workflows - Reframing Profitability

03  Profitability Killer - PBECID

04  Increasing Value/Visit
Consumer Buying Cycle

**Identify the need**
- Consumer

**Online research**
- Touchpoint 0: Online research
- Touchpoint 1: Scheduling NCE
- Touchpoint 2: Before the visit

**Evaluate and compare**
- Touchpoint 3: New patient exam

**Make a buying decision**
- Touchpoint 4: Financial presentation

**Completes purchase**
- New patient start (SDS)
Practice Targets vs Actuals

Target
- 835 New Patients Called
- 90% TARGET Call to Exam Ratio
- 752 Avg. Exams
- 526 Avg. Starts

Actual
- 835 New Patients Called
- 82% ACTUAL Call to Exam Ratio
- 676 Avg. Exams
- 466 Avg. Starts
Analog vs Digital

<table>
<thead>
<tr>
<th>Analog EST Treatment Duration (Months)</th>
<th>Analog Actual Treatment Duration (Months)</th>
<th>Digital Wires &amp; Brackets Actual Treatment Duration (Months)</th>
<th>Digital Wires &amp; Brackets Frequency of Visits (Weeks)</th>
<th>Digital Aligner Frequency of Visits (Weeks)</th>
<th>Digital Wires &amp; Brackets Total Chair Time (Hrs)</th>
<th>Digital Aligner Total Chair Time (Hrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>22</td>
<td>22</td>
<td>8</td>
<td>12</td>
<td>11 Hrs</td>
<td>6 Hrs</td>
</tr>
</tbody>
</table>

Avg treatment time | Frequency of visits | Avg treatment time in chair
Reframing Profitability

<table>
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<tr>
<th></th>
<th>Wires &amp; Brackets</th>
<th>Invisalign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment Fee</td>
<td>$5,381</td>
<td>$5,381</td>
</tr>
<tr>
<td>Appliance Cost</td>
<td>$350</td>
<td>$1,850</td>
</tr>
<tr>
<td>Staff Cost ($40/hr)</td>
<td>$320</td>
<td>$120</td>
</tr>
<tr>
<td>Profit Per Case</td>
<td>$4,711</td>
<td>$3,411</td>
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# Reframing Profitability

## Align Education

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<tr>
<td>Number of Visits</td>
<td>18.3</td>
<td>12.5</td>
</tr>
<tr>
<td>Value Per Visit</td>
<td>$294</td>
<td>$431</td>
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</table>

- **Total Fee for First Visit:** $5,031
- **Total Fee for Second Visit:** $3,531
- **Total Fee for Education:** $1,850
- **Total Fee for First Visit:** $350
Patients Beyond Estimated Completion Date

**align™ education**

**22**
- Wires & Brackets
- EST Treatment Duration (Months)
- ACTUAL Treatment Duration (Months)

**29**
- Wires & Brackets
- PBEC: The Profitability KILLER
- Extra time & lost starts/ Profit taking money away from you
- Aligner
- EST Treatment Duration (Months)
- Aligner
- ACTUAL Treatment Duration (Months)

**17**
- Aligner
- Avg treatment time

**22**
Increasing Value/Visit

Target Call to Exam Ratio: 90%
Target Start Ratio: 70%

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- Staff Expenses: <21% ± 0.5%
- Clinical Supplies and Lab: <13% ± 0.5%
- Marketing: <5% ± 0.5%
- Equipment & Facility: <10% ± 0.5%
- Practice Expenses: <4% ± 0.5%
Digital Practice Accelerator

Leading transformation to maximum profitability with Align™

Duke University’s Fuqua School of Business at the J B Fuqua Executive Conference Center
Friday, September 13 - Saturday, September 14, 2024 | 8:00 AM-5:00 PM EST