

# 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- PBECD
- 04 Increasing Value/Visit

# Consumer Buying Cycle

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**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



# Analog vs Digital

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**22**

Wires & Brackets  
EST Treatment Duration  
(Months)

**29**

Wires & Brackets  
ACTUAL Treatment Duration  
(Months)

**17**

Aligner  
EST Treatment Duration  
(Months)

**22**

Aligner  
ACTUAL Treatment Duration  
(Months)

Avg treatment time

**8**

Wires & Brackets  
Frequency of Visits  
(Weeks)

**12**

Aligner  
Frequency of Visits  
(Weeks)

Frequency of visits

**11** hrs

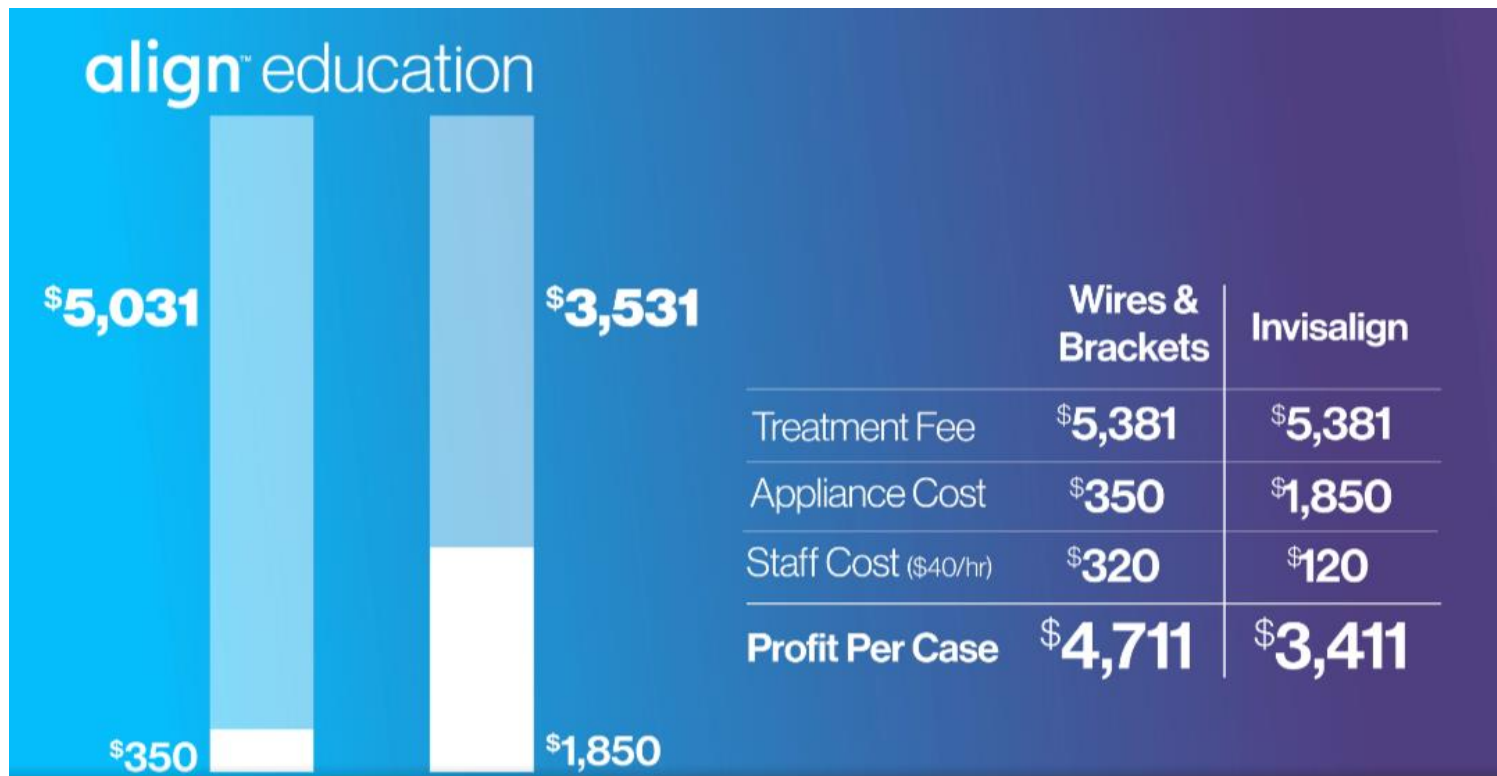
Wires & Brackets  
Total chair time  
(Hours)

**6** hrs

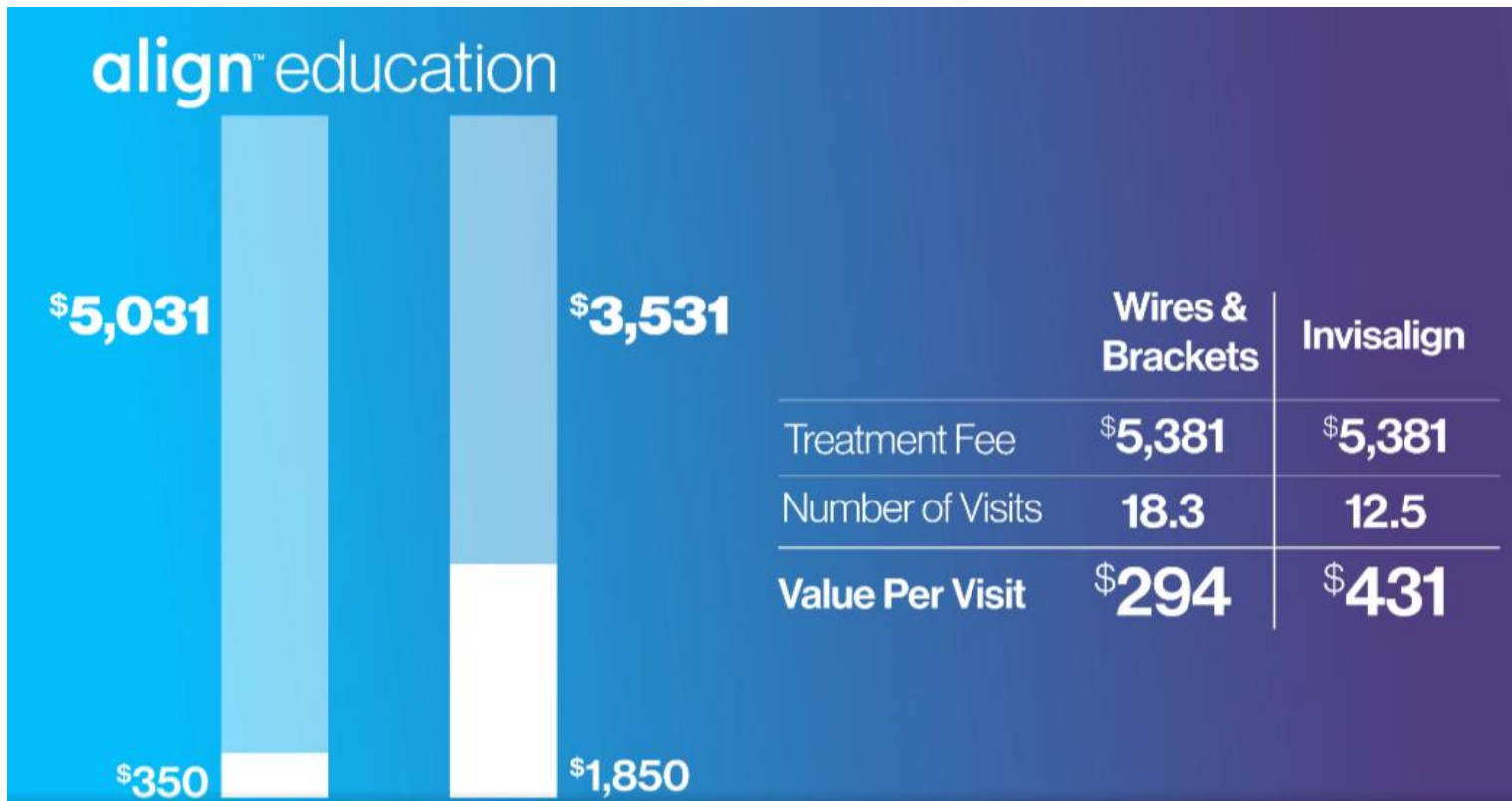
Aligner  
Total chair time  
(Hours)

Avg treatment  
time in chair

# Reframing Profitability



# Reframing Profitability



# Patients Beyond Estimated Completion Date

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**22**

Wires & Brackets  
EST Treatment Duration  
(Months)

**29**

Wires & Brackets  
ACTUAL Treatment Duration  
(Months)

**17**

Aligner  
EST Treatment Duration  
(Months)

**22**

Aligner  
ACTUAL Treatment Duration  
(Months)

**PBECD:**  
The Profitability KILLER

Extra time & lost starts/ Profit  
taking money away from you

Avg treatment time



# Increasing Value/Visit

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TARGET  
Call to  
Exam Ratio



TARGET  
Start Ratio



	Wires & Brackets	Invisalign
Treatment Fee	\$5,381	\$5,381
Number of Visits	18.3	12.5
Value Per Visit	\$294	\$431



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



## 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