

SOCIAL MEDIA IN (DENTAL) PRACTICE: THE PERFECT VEHICLE FOR INVISALIGN® AWARENESS — AND BUSINESS GROWTH

Dr. Leonard Tau is principal of the Pennsylvania Center for Dental Excellence in Philadelphia. A general dentist, Dr. Tau saw Invisalign as a way to add to his practice's growth by recommending aligners to patients who needed only simple corrective treatments, for problems such as crowding and spacing.

But more than that, he saw the potential for today's online communication tools as a way to connect the benefits of Invisalign — and of his entire practice — to those patients. Dr. Tau quickly took it upon himself to become a savvy digital marketer. He revitalized his practice's website, installed a patient-friendly online appointment system, and continues to have a large presence in social media that makes extended use of online reviews, which are published on Google.

The results have been impressive. Dr. Tau's Invisalign case starts soared from 14 in 2009 to 52 in 2010, contributing to his practice's overall growth rate of 50% and an increase in revenue of \$250,000 in the same time period. Not only that, in the first half of 2011, his Invisalign case starts were up again, this time 36%, offering solid proof that his “active growth” strategy has been working.

Click here to read about Dr. Tau's amazing growth story. [Learn More »](#)

INVISALIGN^{G4} IS NOW AVAILABLE

Invisalign^{G4}, the next generation of SmartForce® clinical innovations, is now available. Engineered to help doctors deliver even better clinical outcomes, Invisalign^{G4} introduces new SmartForce features to address some of the most common treatment challenges with Invisalign, including mesio-distal root tip control, control of the upper laterals, and anterior open bites.

Invisalign^{G4} SmartForce® features include:

- Optimized Root Control Attachments – Designed to provide mesio-distal root tip control of canines and upper central incisors.
- Optimized Multi-Plane Movement features – Designed

ADVANTAGE INTRODUCES THE 2012 PROGRAM

The Advantage Program is pleased to share with you the benefits and criteria for the 2012 program. Starting January 1, 2012, the Advantage tier level criteria will be amended to include a semi-annual requirement for the Preferred Provider tier.

[Learn More »](#)

UPCOMING EVENTS

The Essential Guide to ClinCheck® Treatment Planning and Communication

Join Dr. Ben Miraglia for this “must see” webinar on February 17, 2012. Focusing on the most typical patient cases that present in a GP office, Dr. Miraglia will compare different ClinCheck options, clearly explain the pros and cons of the various treatment approaches, and provide tips for effective communication with your Invisalign technician.

[Register Now »](#)

January 26-28, 2012
Boston, MA

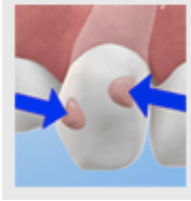
[Yankee Dental Congress](#)

February 23-25, 2012
Chicago, IL

[Chicago Midwinter Meeting](#)

to improve control of upper laterals.

- Multi-tooth approach for anterior extrusion – Designed to improve clinical outcomes when treating anterior open bites.



[Learn More»](#)

Have questions about Invisalign^{G4}? Contact your Align Territory Manager or Customer Care at (866) 866-5941.

Clinical training provided by guest speakers reflects their own views and not necessarily those of Align Technology, Inc. Contact your Invisalign Registrar for cancellation rules and policies. Schedule, location, pricing, and promotional offers are subject to change without notice.

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