

READY TO TAKE RECORDS?

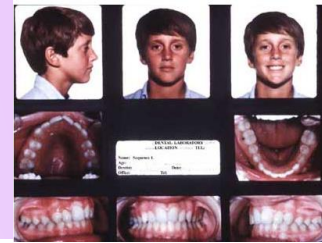
Here's what you'll need!

Please also feel free to come to us to discuss one-on-one your specific needs.
See full guidance also in your Guidebook, textbook and USB stick.

PHOTOS

Proper views: 3 of face and 5 of intra-oral

To take these photos in-house you will need the following:
(otherwise you can send your patient to a lab)



☐ **A camera**

If you don't have one, some instructors recommend the Pentax WG-3 camera



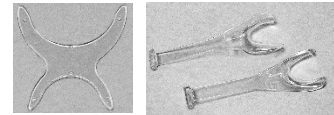
☐ **Intra-oral mirrors**

Essential for getting good pictures



☐ **Occlusal and lateral photo retractors**

Use good retractors giving you the visual access needed for accurate photos



CEPH / PANO

Lateral ceph, frontal ceph, pano, and
sometimes hand/wrist xray for growing patients

To get these records you have several options:



☐ **Use a ceph/pano machine**

OR If you don't have one, some instructors recommend the Vatech PaX-iSC or PaX-i3D SC
They offer POS students special rates and buyback options



☐ **Add a ceph arm/attachment to your intra-oral x-ray unit**

OR If you don't have one, instructors recommend the Accuceph as it works with most cones

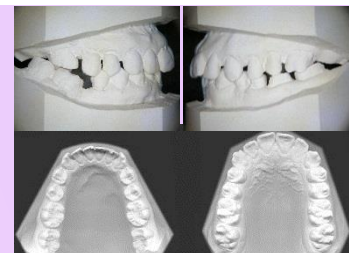


☐ **Send your patient to the imaging lab**

MODELS

Proper two views plus double occlusal view

To get records of lab quality you have two options:



☐ **Make physical models**

OR Make and store trimmed and labeled white stone models
You will need impression trays, model storage and a scanner to digitalize



☐ **Order electronic models**

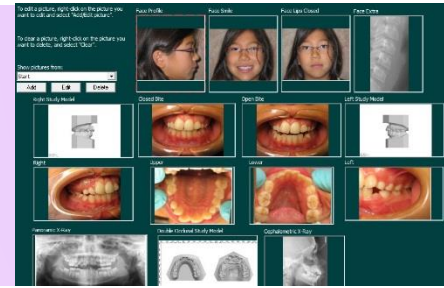
Many of our instructors ship their impressions to Ortho Select for e-models



Your final records should look something like this in IPSoft

DIGITALIZING RECORDS for IPSoft™

Your records will need to be in a digital format to use in IPSoft. These are items you can use if you need to digitalize your records. Look in your Guidebook for specific details and scanning settings. Or call the IT department to help with your office's specific needs.



☐ If you need to digitalize physical models or photos

OR You can scan them in with almost any good flatbed scanner (e.g. Epson brand, Epson V500)

☐ If you need to digitalize your ceph/panos

We recommend you use the Epson V700 since it has a transparency bed. This can scan cephs and panos on film, and also models and photos



NEED HELP GETTING PATIENTS?

If you need assistance with marketing, we can give you tips on how to announce your new service. We encourage you to use our marketing resources and to come chat with us about your specific practice.

☐ Add orthodontics to your website (free!)

On your site, link to or use content from individualortho.com. This builds your credibility and educates your patients

☐ Optimize social media (free!)

Announce your new service on Facebook, Twitter, Instagram, LinkedIn etc. Showcase your results, offer specials or give away prizes

☐ Hang a poster

Set up your office so patients are encouraged to approach you!

☐ Place brochures around your office

Purchase professionally printed brochures that explain your premium service; or connect with our designer to customize your own

☐ Showcase what you can do

Use our Market Case Book, or showcase your own case results around the office or in consultations

☐ Be creative

Involve your staff (maybe even by treating their orthodontic needs!) Change your on-hold or answering machine message

