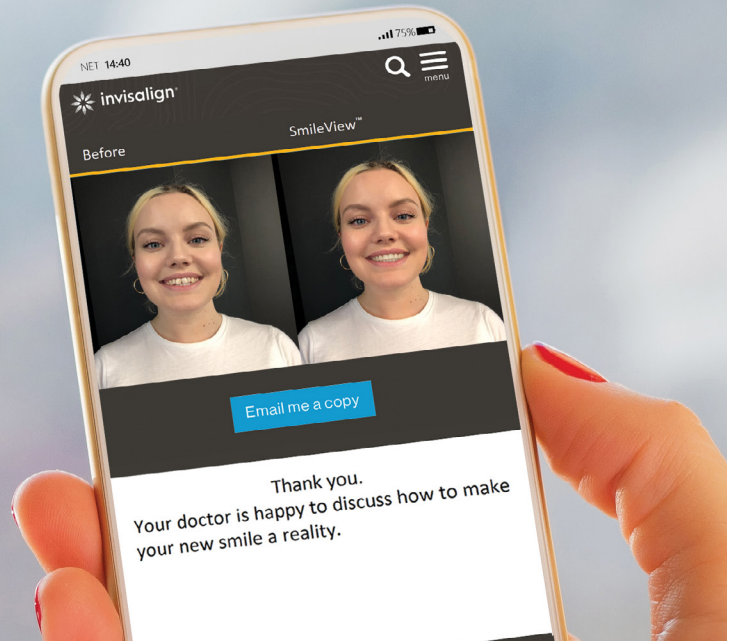


Invisalign® SmileView™ in practice simulation



What is the SmileView in practice simulation tool?

The SmileView simulation tool leverages proprietary smile-assessment technology developed by Align Technology. Invisalign providers may showcase the SmileView simulation tool in their practice marketing as an engagement and lead-generation tool that makes it easy to start or advance the Invisalign treatment conversation with patients in an instant.

Setup SmileView in your practice in three easy steps:

- 01 Setup** your SmileView profile in your Invisalign Doctor Site account
- 02 Insert** your practice's unique SmileView link in practice marketing
- 03 Engage** your SmileView leads from your Invisalign Doctor Site account

1 in 2

people introduced to the SmileView tool submit their selfie.*

75%

of people who submit a SmileView selfie see their smile's potential.*

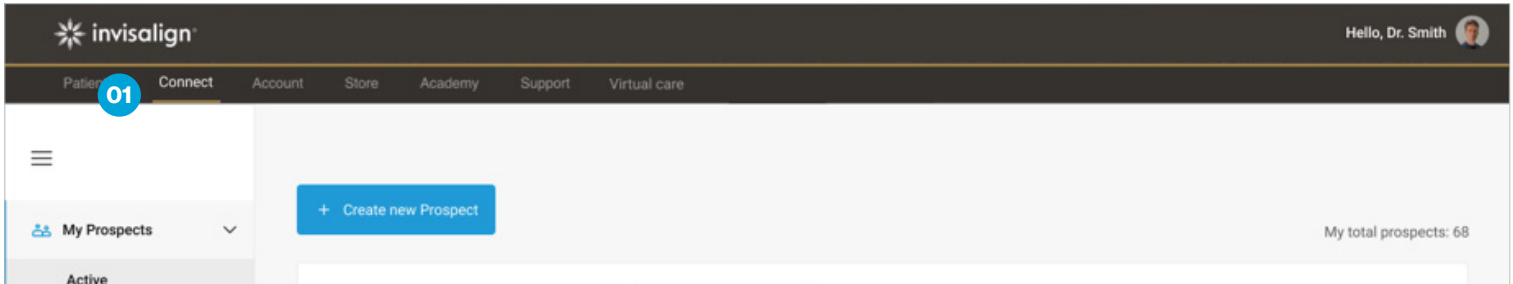
27%

of people seeing their SmileView results share info with their doctor for follow-up.*

* Based on a limited market release (LMR) conducted with 59 participating accounts (5+ selfies submitted using the SmileView tool) in U.S., UK and Canada. Introduction considered clicking on the SmileView link. Data on file at Align, as of April 23, 2019.

Step 1: Setup your SmileView™ profile

01. Log in to your Invisalign® Doctor Site and visit the “Connect” page. Select “Update Profile” and “Edit Profile”.



02. Select “SmileView.”

03. Select to create one or several SmileView links for each participating office location and designate the email to receive notifications for incoming patient leads.

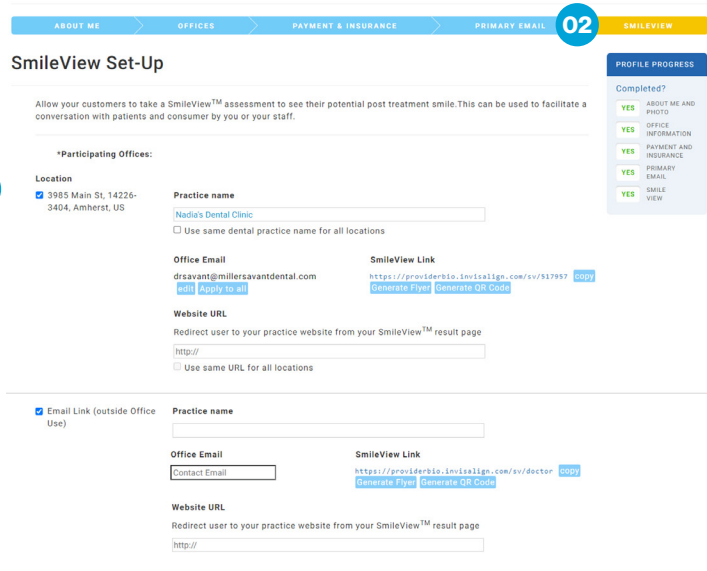
04. Select which topics you want to offer patients in their SmileView experience. Patients’ selection(s) appear in the incoming lead information to help guide the information you provide in your follow up.

05. Select which contact methods you want to request.

06. (Optional) Add your practice logo which appears in the upper right corner of the page after the patient opens your custom SmileView link.

07. Save your profile.

Update profile



Retrieve your office(s) unique SmileView link by visiting the Connect page on the Invisalign Doctor Site.

Click “Update Profile”, the SmileView link and then:

- Copy the website address to place in your practice marketing
- Generate QR Code to download a QR for your unique website address to place in your practice marketing
- Generate flyer to download a PDF poster that includes your unique QR code and your practice logo

04 SmileView Results Page

Follow these steps to customize the SmileView results page. The bottom right image is a simulation of what the page will look like.

Select your preferred patient questions. **Drag and drop** the question in the desired position (select up to three).



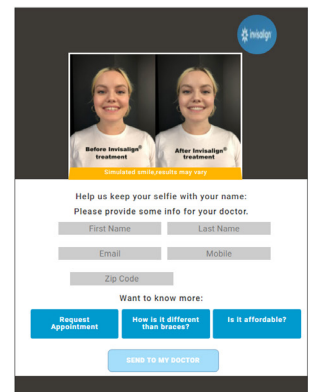
05

Which fields do you want to capture from your patients?

- Mobile
- Email Address
- Zip Code

06

If desired, update your picture or office logo [Edit](#)



07

[Update SmileView Settings](#)

Step 2: Insert your practice's unique SmileView link in practice marketing

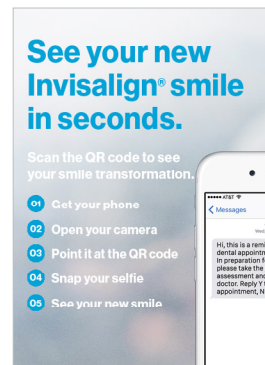
➤ In-office engagement

- Use SmileView flyers at front office check-in
- Setup an in-office iPad selfie kiosk
- Post the SmileView flyer in operatory or consult room

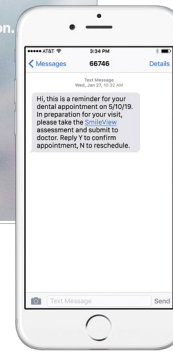
➤ Digital patient communication

Include SmileView practice link in:

- Text message appointment reminders
- Office flyers for local community events
- Social media posts
- Emails to your patients



Office flyer



Text reminder



Waiting room selfie station

Step 3: Engage your SmileView leads

You have a SmileView lead—now what?

➤ In-office lead engagement

While the patient waits, have them take the SmileView assessment and view their results with them. This starts a fun, natural conversation about Invisalign treatment.

➤ Outside the office lead engagement

It is important to contact the lead immediately upon receiving notification. Best practice includes calling the patient to setup an appointment or consultation.

Name	Source	Email	Phone	Date Generated	Status	Appointment	Notes	Office
Lucy Parker	lucypark2309@gmail.com	408-535-3579	08/01/2021	Open				Autumn Smile 2500 Southwest...
Jack Quinn	jrquinn@gmail.com	408-535-2325	07/30/2021	Scheduled	08/05/2021			Autumn Smile 2500 Southwest...
Elle Milton	eeemilton@aol.com	650-326-4957	07/28/2021	Open			Mentioned int...	Autumn Smile 2500 Southwest...
Joan Ryder	rubyr9@ya-hoo.com	415-858-6273	07/27/2021	Scheduled	08/14/2021			Autumn Smile 2500 Southwest...
Mia Asher	mia.asher@gmail.com	650-326-4957	07/23/2021	Scheduled	08/10/2021			Autumn Smile 2500 Southwest...

When a SmileView simulation is complete, you are notified via email. You can also access leads on the Connect page on the Invisalign Doctor Site.

Participating practices are averaging **6 leads** per quarter through the SmileView in practice simulation tool.*

➤ Visit the Connect page on the Invisalign Doctor Site to set up your SmileView Profile today.

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