



The Insignia Advanced Smile Design platform combines 3-D diagnostic technology and interactive treatment planning. (Photo: Ormco)

## Ormco Custom: It's all about profitability

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**You might have seen the Ormco Custom debates at the AAO Annual Session. Profitability vs. personalization: That's the debate. When looking at the Ormco Custom suite of digital products —Insignia Advanced Smile Design, Lythos Digital Impression System, and AOA Labs — the core drivers behind the innovative 3-D diagnostics, treatment planning and customized appliances are practice profitability and treatment personalization.**

You may ask, why profitability? Governor Cash would respond, "Why not?!" However, in all seriousness, the business trend toward digital technology is one made to enhance efficiencies and reduce costs.

In fact, according to Harvard Business Journal, 87 percent of companies surveyed plan to increase their investments in research and development — with a significant portion of this investment devoted to digital technologies.

Furthermore, 68 percent said their investments in digital technologies are primarily focused on process efficiencies and cost reduction. This same concept is infiltrating the orthodontic practice environment, and increased efficiency leads to profitability.

As you weigh the benefits of both profitability and personalization, the below takes a look at profitability features of today's leading digital solutions.

## **Insignia Advanced Smile Design**

Insignia's software and application system that combines 3-D diagnostic technology and interactive treatment planning is the result of three decades of intensive research and development.

After years of exploration, the Insignia Advanced Smile Design platform is proven to reduce treatment time by 37 percent with seven fewer patient visits.[1] Through advanced technology, Insignia allows clinicians to deliver a completely customized treatment experience from initial smile design to fabrication of patient-specific aligners, brackets and wires.

With the treatment designed specifically for each patient — and exactly to doctors' preferences — Insignia creates a more predictable treatment path, providing fewer adjustments and less time in the chair. Additionally, Insignia offered software enhancements this year to make the platform more intuitive and integrate added support elements for ease of use. The new interface, Insignia Ai, is now available for download.

## **Lythos Digital Impression System**

Specifically engineered to integrate easily into any practice, Lythos allows users to own, store and send treatment scans to anyone who accepts .stl files — at no cost. In terms of profitability, professional teams are able to quickly transition to digital impressions while keeping chair time to a minimum.

Even more appealing for the bottom line, Lythos is backed by Ormco's unique open platform format and rebate program. Lythos' open system allows data to be easily integrated with orthodontic labs and manufacturers to produce a variety of custom appliances and/or study models. In addition, the rebate-per-click program, where customers are credited for every Insignia and/or Insignia Clearguide Express case submitted with a Lythos digital impression, reduces overhead and creates more opportunity for revenue generation.

## **AOA Labs**

With Ormco Custom comes integration of a full-service, digital orthodontic laboratory serving dental professionals worldwide, AOA Lab. The laboratory fabricates customized appliances, including Class II correctors, aligners, splints, retainers and more.

To help streamline the practice workflow, AOA Lab accepts .stl digital impression files, including scans from Lythos. The connectivity — and end-to-end structure — of Ormco Custom allows for streamlined operations.

## **Ormco Lifetime Rewards**

Never before has the industry seen a program structured like Ormco Lifetime Rewards — a loyalty program available to Ormco Custom customers — where points never expire and can be redeemed for a variety of products and services.

The concept is simple: Earn points on every dollar spent on Ormco's selection of orthodontic appliances, and redeem them whenever from an easy-to-use website for a number of orthodontic products and services. Research indicates that, through the rewards program, the average doctor earns up to 30 percent back in lifetime rewards points. Now, that's profitability!

(Source: [Ormco Corp.](#))

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