

**Message from Chester**



Dear Dolphin family member:

Welcome! The New Year has brought lots of upgrades and improvements here at Dolphin, among them a newly organized Technical Support Team. On page 2 you'll find details on how your support issues are being resolved faster than ever. This month also ushered in the official release of AnywhereDolphin.com, our secured online records referral service.

As you read this, we have just returned from the 2007 Dolphin Meeting in Destin, Florida, where more than 450 attendees witnessed the formal debut of **Dolphin Aquarium**, our new case presentation software. Aquarium contains a comprehensive library of eye-popping, 3D-rendered movies and clinical photographs to demonstrate procedure concepts, conditions, appliance use and more. Meeting attendees were also introduced to our newest software releases, including Dolphin Management 3.5 and Dolphin Imaging 10.5. Dolphin Imaging 10.5 Premium now includes Dolphin 3D viewing capability at no additional charge.

We're honored to feature Dr. Maureen Valley on our cover. She and her team at University of the Pacific are a fine example of how academic institutions are taking full advantage of Dolphin for their entire practice flow.

Stay tuned throughout the year for continuous updates and improvements. Do you have an interesting story to share? Please write us your comments and suggestions at [editor@dolphinimaging.com](mailto:editor@dolphinimaging.com).

See you soon!  
Chester H. Wang  
Managing Director

**Customer Profile**

**Name:** Maureen Valley, DMD, MPH, MS  
**Position:** Orthodontic Clinic Director, Redmond Family Orthodontic Clinic, Arthur A. Dugoni School of Dentistry, University of the Pacific, San Francisco Campus, CA  
**Customer Since:** 2001  
**Products:** Dolphin Imaging, Dolphin 3D, Dolphin Management

**A Dedication to Education**



**Dr. Maureen Valley, Orthodontic Clinic Director at one of the industry's top dental schools, keeps her residents in step with an evolving industry.**

Maureen Valley, DMD, MPH, MS, knows the importance of a quality education. Heck, she's got a degree from a top school in each time zone of North America; she's also been the Director of the Redmond Family Orthodontic Clinic at the University of the Pacific, Arthur A. Dugoni School of Dentistry, San Francisco, for the last four years, seeing it through a physical remodel and administrative overhaul. One of the first things she did when taking over the clinic was to fully install Dolphin Management, complementing the Dolphin Imaging software that the clinic had already been using. "What I like about Dolphin is that it runs 10 years ahead of everyone else," she says. "Bob Boyd [DDS, MEd, Professor and Chairman of the Pacific Orthodontic Department] is just that way—he's very progressive, and so is Dolphin."

**Facing the Future**

The Redmond Family Orthodontic Clinic was so named a few

years back for Ronald Redmond, DDS, MS, FACD, who chaired a fundraising campaign that raised \$65 million for the dental school. Dr. Redmond also donated an Imaging Sciences i-CAT CBCT device, which the clinic uses for all patient records in addition to ongoing 3D imaging research conducted in Dr. Sheldon Baumrind's lab. Sitting on the school's Board of Regents, Ron Redmond is a huge fan of Dr. Valley. "Maureen is the epitome of a true professional," he tells us. "I have worked closely with her for the past four to five years and find her to be delightful. I'm not alone in this opinion: The orthodontic residents all agree with my assessment." He informs us that Dr. Valley also acts as Director of Pacific's Orthodontic Practice Management Course. "Maureen is a great example of the commitment that orthodontic schools need to thrive." Dr. Boyd echoes this sentiment: "Anyone who has been successful in private practice and then come back to teach just because she likes to teach, is amazing. The residents rate her extremely high on her lectures."

The Pacific dental school has a completely computerized orthodontic system. "We find it's important because even if the real world is not totally electronic yet, it soon will be and so the residents should be trained on the latest technology, so they can keep up with the industry as it evolves. Plus, the residents WANT to learn the latest technology; they are eager for it," says Dr. Redmond.

**The Lady and the Clinic**

When Dr. Valley arrived at Pacific four years ago, the clinic needed physical, administrative, and systems upgrading. She is thankful for the resources she was given at that time during the transition. "When I took over, I was very lucky because a major physical remodel of the clinic was already in planning." That's when she installed Dolphin Management. "At that time the clinic was using a practice management program that was neither intuitive nor capable of running several key reports that were integral for running the clinic. So I did a lot of research. Specifically, I evaluated six of the most well-known practice management software systems, and I chose Dolphin." Some of her reasons for choosing Dolphin included Dolphin's SQL Server database; its overall functional power and flexibility; and its user-friendly interface. (See sidebar on page 2 for details.) "Due to the nature of our orthodontic program, a new class of residents enters every



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**What's New at Dolphin**

**Introducing: Dolphin Aquarium!**



Patient communication is educational with Dolphin's dynamic new Aquarium software product. This library of more than 100 futuristic animations and stills lets you demonstrate diagnostic findings, corrective procedures, appliance use, symptoms, and more. A friendly interface sorts the media collection categorically, with adjustable parameters.

**Dolphin Imaging Runs on a Mac!**

Dolphin Imaging can now run on recent model Macs, using either free Apple Boot Camp software, or Parallels Desktop software from Parallels Inc. For details, including software and hardware requirements, visit [www.dolphinimaging.com](http://www.dolphinimaging.com). Please note that Dolphin Management is still being tested to run on a Mac.



**New Features of Management 3.5!**

**•Personalized PowerPoint Presentations**

Generate PowerPoint Presentations from your customized One Page Questionnaire with Imaging 10.5. The content of the animated presentations are dictated by the patient's answers to the questionnaire, individualizing each one. Link related media in the form of graphics, video or other animation. For instance, instructions on appliance use, hardware information, oral hygiene demonstrations and even references to similar conditions can all be incorporated to create a targeted communication tool.

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**Product Highlight**

**A Match Made in Cyberspace**

**Find out why AnywhereDolphin.com lets you practice more efficiently—and with less effort.**

Uploading patient records to the Internet is about a whole lot more than versatility of viewing: Practicing in cyberspace gives you more capabilities, more flexibility, and more efficiency. The ability to instantly share records with other doctors at any location has its obvious benefits, but consider the marketing power that's unleashed when a patient goes to school, logs online and shows off his pictures to his friends. Making records available "anywhere" can make you the hottest practitioner in town—amongst both patients and colleagues.

**Communication**

Transporting patient records via AnywhereDolphin.com offers you the ability to share records with other doctors instantly, to and from any place on the globe that has Internet access.

"AnywhereDolphin is essentially an extension of our Imaging system that provides secured online communication and record sharing over the Internet," explains Paul Phillips, Dolphin Internet Solutions Manager. "It's really a dynamic, interactive letter system."

The technology operates directly from the user's browser, where the first step is to create an account. Once the doctor has uploaded a patient's records, he fills out and attaches a service request form, along with the specific image files he wishes to share with referrals or patients. He then chooses the email address of the recipient, and sends the records. Recipients are only able to access the records which were specifically shared with them.

Romina Concha, Professional Relations Coordinator, Marcel Orthodontics, Livermore, California, claims that using AnywhereDolphin has enhanced the practice's relationships within

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**In This Issue**

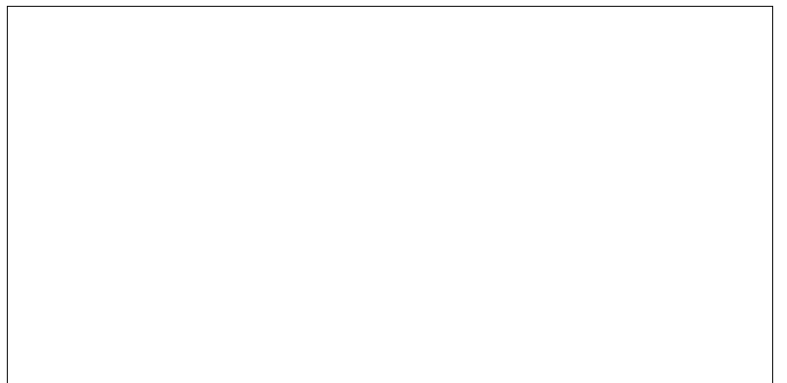
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# Tech Support Takes Calls Even Quicker

The New Year rang in a new call distribution system to Dolphin Tech Support. See how your calls are getting answered faster than ever.

The past year has seen numerous upgrades to Dolphin tech support, and ongoing efforts to streamline the system continue to bring new improvements. The latest comes in the form of a new call distribution system, which routes your call immediately upon pickup at Dolphin headquarters.

Incoming calls are now greeted by an automated answering system, which asks the caller to choose from a very short menu that distinguishes between support calls and those of a miscellaneous nature. Once a call is designated as support, it is routed straight to an incoming call queue, where it gets assigned to the first available support tech. Tech availability is tracked in real time by the system, so every call gets distributed



to a live person as soon as possible, and in the order in which it is received.

"This assigning is done automatically by the system," explains Eric Knoester, Technical Support Manager. "After speaking to the customer and discussing the issue, the tech then decides if he will take ownership of that call, or if there is someone on the team more suitable and knowledgeable regarding the particular issue. If that is the case, the call is then transferred personally, by the tech, to the most appropriate team member."

The technology behind the system allows supervisors to monitor call volumes and call statuses 24/7 from anywhere in the world. This means they are able to adjust their teams in tandem with the fluctuations of customer needs throughout the day.

"Our first monthly report showed that 2/3 of the calls are being handled immediately by the first available tech," says Knoester. "These are excellent stats, and we are focused on improving them even further." To that end, more intensive training is being conducted to arm all team members with the knowledge and skill to handle any technical situation. ■

# How Lighting Affects Photos

Don't underestimate the influence of lighting—or your ability to manipulate it—when taking clinical photos.

with Barbara Brinker

**Controlling environmental factors in your photography room is key to achieving consistent results. When it comes to lighting, however, ambient light is only part of the story. Barbara Brinker, Dolphin Trainer and imaging expert, joins us this issue to explain how some basic office tools can help you manipulate lighting for optimum results.**

### Location

When choosing a site for taking photos, keep in mind how much the ambient light will vary in that room throughout the course of a day. "For instance, a room with a western window will experience a lot more lighting change than will a northern window," says Brinker. "Changes in ambient light cause the need to alter your camera settings. This is something you want to avoid."

Of course, it's best to use a room with no window at all, but if you must, Brinker suggests the installation of **blackout shades**. "The best situation is a room with a constant light source, and blackout shades are your best bet for achieving this whenever there is a window involved." The idea is not to make the room completely dark, but rather to control the sunlight in the room. Regular fluorescent or incandescent room lighting is usually fine.

### Backlight

A backlight source such as a **light box** will reduce shadows in your extraoral photos. "Shadowing makes it difficult to distinguish facial features, and can make it difficult if not

impossible to do overlays," explains Brinker. If you don't plan on using a light box for whatever reason (space consideration, for example), there are steps you can take to minimize shadowing.

"Visit a professional photography store and purchase a **slave flash**, which works in tandem with your camera." Take your facial photos against a light-colored wall (even a white wall will still show as a color in your photos); a pull-down projector screen also works well. The slave flash should be placed on a tripod behind the patient, or else ceiling-mounted behind the patient chair and aimed toward the wall or background. "The slave flash will automatically go off when the flash on your camera fires," she says.

If you're unable to purchase and install a slave flash, don't fret yet. "If you're using a camera with a fixed-point flash, you can reduce shadowing on the profile shot by rotating the camera so that the flash is pointing in the same direction as the patient's nose," advises Brinker. "This means that you are turning the camera 90 degrees."

### Tools

Your intraoral photos pose an entirely different set of lighting problems due to the small, cramped and enclosed area you are trying to capture. "The biggest setback when taking intraorals is that the **auto-focus** won't work in a low-light area," says Brinker. "This is because

the auto-focus operates by determining **contrast**." Luckily, there are things you can do to improve the situation. First, reposition the patient's head so that more light is allowed in the patient's mouth. Next, use your tools.

**Auto-focus.** "Most camera auto-focus devices have a **center focal area**, represented by a dot," says Brinker. "This dot is the point where it picks up the contrast. So, you can fix the focal center on a point in the mouth that has more contrast—say a tooth, for instance." This is the time to lock your focus: "Hold the shutter button halfway down until it beeps, reframe your image in the view finder, and finish depressing the shutter button."

**Retractors.** Using the correct retractors will optimize the viewing area. "For direct lateral photos, a V-shaped retractor is best as it allows maximum viewing space and eliminates most shadows." For occlusal photos, always retract the opposite lip to allow maximum light into the viewing area.

**Mirrors.** "You want to make sure that your mirrors are scratch-free, because today's sensitive auto-focus mechanisms will focus on the scratch rather than the surface of the mirror," warns Brinker. "So, you'll end up with a photo of blurry teeth and a beautiful, clear photo of a scratch!" Being mindful of using the correct size mirror for your patient will also help maximize exposure to light. Use the largest mirror available (for occlusal shots) to



maximize the viewable area, but still maintain the patient's comfort. Most patients will tolerate a larger mirror than you would expect.

"Operator skills cannot be developed unless everything else is in place," says Brinker. "These protocols are the root of great clinical photography." ■



**Barbara Brinker**  
Barbara Brinker has been in the orthodontics field for more than 25 years. In addition to her work as a Dolphin Imaging Trainer, she also provides photography and digital radiography training to dental specialty practices near her home in Alberta, Canada.

## Continued from A Dedication to Education (p.1)

summer. So we needed a program that was powerful, yet intuitive and easy to learn, which definitely describes Dolphin. I love that it runs seamlessly with Dolphin Imaging—as well as other orthodontic programs on the market."

Dr. Valley is modest about taking all the credit for the clinic's first-rate reputation: "I'm fortunate that the environment I'm in allows me to keep the clinic on the cutting edge. Dean Ferrillo, Dean Emeritus Arthur Dugoni, Bob Boyd and Ron Redmond have a lot to do with that, and I am very thankful to them all."

### Campus Life

Operating within the university setting poses some unique challenges. Dr. Valley has found that Dolphin is integral in helping the 19-chair clinic accommodate the demands of school protocols. "I think that some university orthodontic departments might be cautious by the idea of integrating a software system such as Dolphin into the larger school system. From my experience, it was relatively painless. The conversion went smoothly and the faculty, residents and staff were able to pick it up quickly. In addition, our financial reports such as production and accounts receivable were well received by the dental school and integrated nicely into the business department's reports."



Back row: The current two classes of Pacific orthodontic residents. Front row: The faculty, from left: Dr. Heon Jae Cho, Dr. Robert Boyd - Chair, Dr. Maureen Valley and Dr. Hee Soo Oh.

Dr. Valley says the Dolphin Management reports are probably her favorite feature. "Being a university, we are unique when it comes to reports because in private practice the reports are set up for one or more doctors, the staff, and their patients. Our reports have to account for 32 supervising faculty, 16 to 24 residents (depending on the time of year), our staff and our patients. In addition, we have two undergraduate clinic sessions, seven graduate clinic sessions, and three faculty practice clinic sessions. It's a bit like having 12 different practices within one clinic. With the help of the Dolphin development team, I put together 12

reports specially designed for universities," she says. "What this amounts to is that Dolphin has created these customized reports for universities, and nobody else in the industry has done that."

- A few examples of these reports include:
- Production/productivity by resident and by faculty member
  - Number of cases by type of case by resident, by faculty and by resident/faculty
  - Number of cases past expected completion date by resident and faculty

### Taking it Full Circle

Dr. Valley is making moves to expand her professional career with the opening of a private practice. "I spend three days a week at the clinic, and I'm in the process of opening a private practice in San Rafael," she explains. "Just like the clinic, my private practice will incorporate the progressiveness and expanding use of high technology in the orthodontic industry. Dolphin Management, Dolphin Imaging and Dolphin 3D will be the foundation of this technology. I want the ability to provide my patients with a well-diagnosed, well-informed treatment experience in an enjoyable and efficiently run practice."

She feels that splicing a full-time academic career with an outside private practice is not a common track chosen in orthodontics. "There's a real lack of full-time faculty in orthodontics. This is because full-time private practice is so much more lucrative," she explains. "However, I feel combining academia with private practice is synergistic, i.e. what I learn at the university I take to my practice, and what I learn in my practice I take to the university. It's the best of both worlds combined to create an incredibly fulfilling career! One of the reasons I am able to do both is because of the systems I have in place — and Dolphin is an important part of that. Dolphin has been a great help not only to me, but to our clinic and the department in general." ■



"We have computers in all of our conference rooms and can connect to our Dolphin software and present cases right then and there," says Dr. Valley. "The ability to do this has been a huge asset from an educational standpoint."

### Why Dolphin?

Upon arriving at the Redmond Family Orthodontic Clinic four years ago, Dr. Valley researched the marketplace for a practice management software program that would serve the unique needs of a clinical environment. She tells us she chose Dolphin Management for the following reasons:

1. Best user interface
  2. Capable of the best customizability of reports
  3. Reports could be exported into Excel
  4. Best patient check-in system that was HIPAA compliant and had a quick finger-scanning identification system
  5. Best integration with our current Dolphin Imaging system
  6. Underlying technology architecture was very strong
    - a. Robust, secure system built on Microsoft SQL Server 2000
    - b. Built from the ground up by Dolphin
  7. Strongest references from interviewed orthodontists
  8. Backed by a team of forward-looking, progressive-thinking people with a track record for great training and service
  9. Company had experience in converting from our previous management system
  10. Company was committed to annually training our new residents, faculty and staff
- Following are her reasons for omitting other management software programs from consideration:
1. Built on unstable architecture, not suitable for a large environment
  2. Inflexible user interface
  3. Weak reporting capability, and practically nonexistent for a university setting
  4. Little experience in converting from our previous management system
  5. Insufficient treatment card functionality
  6. Service levels were an area of concern

Dr. Valley is confident she made the right choice when installing Dolphin Management. "Converting from the old management system to Dolphin has improved our patient care, our residents' educational experience, and the clinic financial results and performance."



# Tips & Tricks: Imaging

with Gary Wiseman

## Constructing X-Rays with Dolphin 3D

Learn how to generate high-quality 2D images with the new Dolphin 3D software module.

Cone beam imaging technology is revolutionizing diagnostic images in orthodontics, oral and maxillofacial surgery, and other specialties interested in the craniofacial region. While tremendous 3D renderings can be generated, traditional 2D cephalometric and panoramic images remain industry standards. Dolphin 3D allows for the generation of high quality x-rays more efficiently than ever before. Let's take a look!

**1. Locating the Segmentation Tool.** Image quality is a direct result of properly segmenting the hard and soft tissue data. Once inside the 3D environment, click on the "Build X-Rays" button on the left side of the screen. This will open up the "Build X-Rays Tool" window. In this screen, click on the "Quick Segmentation" button on the bottom left. This will open up the "Quick Solids Segmentation" window, where you will find the segmentation tool at the top of the image.



**2. Segmenting the Image.** Simply adjust the sliding scale shown just above the images to smooth the texture of the image. In the hard tissue segmentation image shown on the right, strive for a smooth texture of the bone but do not segment so far as to begin removing bone from the image. When you achieve the desired segmentation, click "OK." Proper segmentation is quick and easy to do and provides for the best images possible.

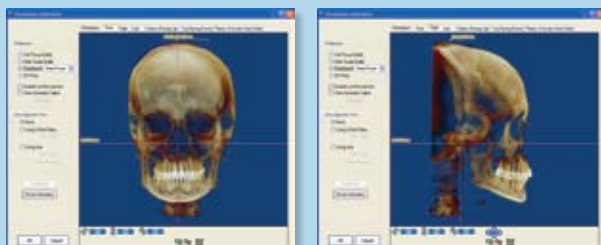
**3. Positioning the Patient.** One of the most critical steps in capturing an image of any kind is proper patient positioning. Dolphin 3D's "Orientation" feature allows you to easily position the patient in the software—just as you would in a conventional pan-ceph machine.

a. Start by clicking the "Orientation" button on the left side of

the main desktop of Dolphin 3D. This will open up the "Orientation Calibration" window, where you'll find Orientation tools at the top of the image. Use these to reposition the patient from any perspective: sagittal, frontal or coronal.

b. At the bottom of the window, you will find three slide tools that allow you to rotate the image to the desired position.

Once you have the image exactly where you want it, simply save that position by checking "OK" on the bottom left side of the window, and you are ready to go!



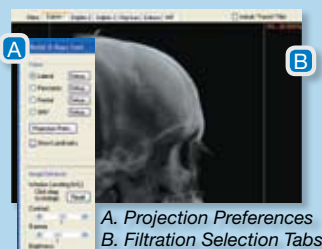
## 4. Generating the Lateral Ceph.

From the main desktop, select the "Build X-Ray" button. When the "Build X-Rays Tool" window pops up, select the "Lateral" radio button from the left. Keep in mind that CBCT scans are generated in a 1:1 perspective, but all norm values are based on magnified images. By selecting the "Projection Preferences" button, you are able to duplicate the same magnification you have historically used. 10% is a good average to use.



## 5. Enhancing the Image.

Once your image is created, you may change the brightness and contrast by clicking your left mouse button, and dragging the cursor vertically or horizontally over the image. You may also accomplish this by using the "Image Enhance" tools on the left. Once the images are generated, they can be viewed using the several filters shown at the top of the screen, making landmark selection more accurate than ever before! It's that simple to generate a great lateral cephalometric image!



**6. Generating the Panoramic Image.** When in the "Build X-Ray" window, select "Panoramic" from the radio buttons on the left. In the Panoramic set up window, adjust your collimation (the shaded area of the image), to just above the condyles and just below the tip of the mandible. Using your cursor, move the horizontal red focal line to the occlusal plane for a defined image of the arch. Position the blue vertical line just behind the condyles as a reference where to begin your mapping.

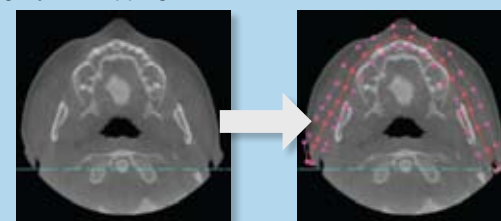


Figure A

Figure B

Next, map the arch as shown in Figure B by selecting points along the arch with your left mouse button. A series of three lines will be automatically generated by double-clicking; these three lines form a viewing area that represents the focal trough of the software, just as you would have a trough in your existing x-ray machine.

You then can adjust the thickness of the trough uniformly by using the sliding buccal or lingual scales at the bottom of the set up window, or regionally by selecting and moving (with your left mouse button) one of the dots generated during the mapping process. Select the Apply button and your image is generated as shown in Figure C. Use the same image enhancement technique as described earlier in the cephalometric generation overview.

The technology is amazing! These are just a few simple techniques. By spending just a few minutes with your software you will be able to generate better images faster than ever before using Dolphin 3D!



Gary Wiseman is the former owner and operator of an oral and maxillofacial imaging lab in Walnut Creek, CA. He is currently Dolphin's Western Regional Sales Manager.

# Tips & Tricks: Management

with Michael Zazucki

## Making Financial Adjustments

Patient accounts can need adjustments for all kinds of reasons. Find out how Dolphin Management can accommodate any scenario that arises.

Circumstances happen. Patients don't always travel through your practice in a linear fashion. Rather, many zigzag their way to straighter smiles, knocking your books off balance along the way. Knowing your way around your Dolphin Management program, however, can help you keep your accounting records running smoothly and accurately while adjusting to patients' unique situations.

Following are three possible scenarios, with step-by-step instructions on how to incorporate them into your records by working directly from the Billing Party Ledger.

### 1. The patient has paid ahead of schedule.

In this scenario, you want the patient's account to reflect his payment, so you need to move an amount of money from "Unbilled Contract" to "Total Due."

Current:	(\$350.00)	Unbilled Contracts:	\$3,400.00
Over 30:	\$0.00	Account Balance:	\$3,050.00
Over 60:	\$0.00		
Over 90:	\$0.00		
Total Due:	(\$350.00)		

- Right-click on "Unbilled Contract" and choose "Immediate Contract Charge" from the pop-up menu.
- A dialog box will appear. Type in the "Charge Amount" field the amount equal to the credit amount reflected in "Total Due."
- Don't forget to fill in the "Note" field with a comment.
- Click "OK."

Immediate Contract charges moves from "future owed money" to "current owed money." This is commonly used to reduce or remove credit on the Total Due section of the ledger, or to make the ledger "current owed."

### 2. A delinquent patient wants to redo a contract.

Current:	\$150.00	Unbilled Contracts:	\$2,400.00
Over 30:	\$150.00	Account Balance:	\$3,050.00
Over 60:	\$200.00		
Over 90:	\$150.00		
Total Due:	\$650.00		

A patient might need to redo his contract to help get back on track with a new payment plan. In this scenario, you will need to move an amount from "Total Due" to "Unbilled."

- Right-click on "Total Due" and choose "Roll Back Charges To Contract" from the pop-up menu.

b. A dialog box will appear. Type in the "Amount To Roll Back" field the amount equal to the amount reflected in "Total Due."

c. Don't forget to fill in the "Note" field with a comment.

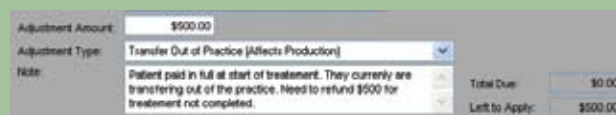
d. Click "OK."  
Note: Only allow charges marked "Allow Rollback" can be rolled back. "Rollback Charges To Contract" moves "current owed money" back to "future charges." Once you make this adjustment, be sure to go back into Patient Financials and re-allocate the contract to accommodate the new monthly payments.

### 3. You want to refund a patient WITHOUT an Unbilled Contract Balance and No Total Due.

Current:	\$0.00	Unbilled Contracts:	\$0.00
Over 30:	\$0.00	Account Balance:	\$0.00
Over 60:	\$0.00		
Over 90:	\$0.00		
Total Due:	\$0.00		

This scenario can occur when a patient has paid in Full in advance, but his treatment ended because he is transferring out of the practice.

- Right-Click on "Total Due" and choose "Decrease Total Due" from the drop-down menu. A dialog box will open, in the "Adjustment Amount" field input the refund amount.
- Choose an "Adjustment Type" from the drop-down menu. This should Affect Production.
- Don't forget to fill in the "Note" field with a comment.



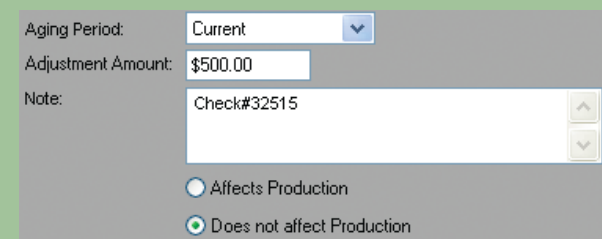
d. Click "OK."  
At this point you will be left with a credit in the "Total Due" field.

Current:	(\$500.00)	Unbilled Contracts:	\$0.00
Over 30:	\$0.00	Account Balance:	(\$500.00)
Over 60:	\$0.00		
Over 90:	\$0.00		
Total Due:	(\$500.00)		

- Right-click on "Total Due" and choose "Increase Total Due" from the drop-down menu. A dialog box will open, in the "Adjustment Amount" field input the refund amount.
- Click the "Does Not Affect Production" radio button.
- The comment in the "Note" field MUST say "Refund" and include the check number.
- Click "OK."

Remember that all adjustments are subject to change according

to a patient's fluctuating circumstances, especially if there has already been numerous adjustments on the ledger.



Michael Zazucki is Supervisor of Dolphin Management Technical Support.

## Letter to the Editor

December 18, 2006

Dear Editor,

I just finished reading your recent issue of Echoes, and I'd like to clarify a point regarding the article in Imaging Spotlight: Dental Photography Sequence. When Mr. Iwamoto describes placing the patient into centric relation, he states:

"We ask them to close on their back teeth (chewing gum is a good example) to get them in CR." This position of the jaw (back teeth together) is not "centric relation," but rather "centric occlusion." Almost all photos & x-rays are made in CO. That is okay as long as you know that it is centric occlusion jaw position, and not centric relation.

Thank you,  
Dr. R. Williams

Eric Iwamoto responds:

During intraoral photography, patients are asked to "bite down." They tend to protrude their mandible and make contact with their anterior teeth. We sometimes use the "chewing gum" instruction to provide an aid for the patient to understand that we want the mandible to be back. As Dr. Williams correctly pointed out, this position is called "centric occlusion" and the article incorrectly labeled it "centric relation."

In our imaging center, for Class III patients we will take two complete sets of photographs: one in centric occlusion and the other in centric relation.



Continued from **What's New** (p.1)

### •Flex Your Doctor Time

Adjust your Doctor Time as your day is happening, helping to track and manage your time in tandem with each appointment. Shifting time in real time helps prevent impromptu patient demands from upsetting your schedule. All changes are reflected in any Doctor Time reports.

### •Multiple Treatment Card Formats

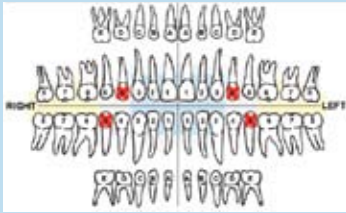
Create a treatment card specific to the patient's fluctuating treatment status, streamlining both your records and your work-day. Scenario-specific formats include Observation; Retention; and TMJ. Each layout is customized, including columns, lookup items, treatment comments, etc. All information flows smoothly through CheckOut Wizard. ■

## Electronic ABO Submission in 2008



The ABO will be officially accepting electronic submissions in Spring 2008. For more information visit [www.dolphinimaging.com](http://www.dolphinimaging.com). In the meantime, Dolphin ABO Electronic Case Organizer software can be used to help streamline the creation of case documentations. For more information on electronic board case submissions, please contact the ABO at [www.americanboardortho.com](http://www.americanboardortho.com). ■

## Anywhere, Anytime — is NOW!



AnywhereDolphin.com moved out of its preview status and became official on January 25! See Product Highlight (page 1) for details on this secure, online communication tool. ■

## Chemawa Indian Installs Dolphin Imaging

The Chemawa Indian Health Care Center in Salem, Oregon, recently installed Dolphin Imaging in its brand new, state-of-the-art dental/orthodontic clinic. Part of the Indian Health Service program of the U.S. Department of Health and Human Services, the clinic is the only government-run dental health facility for Native American people in the United States. Orthodontic patients are selected through an annual screening process, and then travel hundreds of miles for treatment. ■



## Dr. Gulland Helps Build Dental Clinic in El Salvador

In the September issue of Echoes, we reported on Dr. Charles Gulland's charitable work in El Salvador. He has since informed us of the completion of a fully equipped, modern dental clinic in the local community of Nueva Esperanza. Registered with the American Dental Association, the clinic is designed specifically for American-trained dentists who will come to serve on a short-term basis. Once again we express our thanks to Dr. Gulland for his selfless giving to those in need. ■



Dolphin customer Charles E. Gulland, DMD, of PA, provides free dental care to a needy patient at the new clinic in the Salvadorian community of Nueva Esperanza.

For technical support call 800.548.7241 (USA & Canada) or 818.435-1368. Remember, our hours are 5:00 a.m. to 6:00 p.m. Pacific Time. For after-hour, emergency phone calls dial 818.687.6327. You may also e-mail [support@dolphinimaging.com](mailto:support@dolphinimaging.com).

Come join Dolphin at the following Industry Events:

### March

- 1-3** University of Tennessee Pediatric Dental Alumni Meeting  
Memphis, Tennessee, United States
- 1-3** 2007 Dolphin Meeting  
Destin, Florida, United States
- 2-4** Florida Association of Orthodontists Annual Session  
Tampa, Florida, United States
- 11-17** Foundation for Advanced Craniofacial Education Seminars  
Big Sky, Montana, United States
- 15-17** Roth Memorial Meeting  
Madrid, Spain
- 28-4** AMO  
Mexico
- 30-2** California Society of Pediatric Dentistry  
Seattle, Washington, United States

### April

- 11-15** International Association for Orthodontics Annual Meeting  
Tucson, Arizona, United States
- 16-23** Australian Foundation Meeting  
Melbourne, Australia
- 20-21** MBT Course - Dr. McLaughlin Course  
Genova, Italy
- 26-29** MBT Summit - Dr. McLaughlin Course  
Budapest, Hungary
- 28** AADMRT Spring Meeting  
Oakland, California, United States
- 30-2** ACOMS 28th Annual Scientific Conference and Exhibition  
Orlando, Florida, United States

### May

- 1-4** 3rd Asia Pacific Congress Craniofacial & Distraction Osteogenesis  
North Male Atoll, Republic of Maldives

- 18-22** AAO 107th Annual Session  
Seattle, Washington, United States
- 24-27** AAPD  
San Antonio, Texas, United States
- 24-27** Congreso Odontológico Metropolitano  
Caracas, Venezuela
- 30-2** CAOMS  
Jasper, Alberta, United States

Continued from **A Match Made in Cyberspace** (p.1)

the professional community. "AnywhereDolphin is our preferred way of communicating with our referral dentists, including the ones who are not Dolphin users because they don't need to have Dolphin software in order to receive, copy and print patient data. I go to their offices and teach them how to login and access the account. They love it." She adds that 98% of Marcel Orthodontics' A- and B-list referral doctors are using AnywhereDolphin.com.



Romina Concha, Professional Relations Coordinator, Marcel Orthodontics in Livermore, CA.

The AnywhereDolphin server can also generate reports that let the sending doctor know which of his referrals has reviewed the records, and when.

Imaging labs like AnywhereDolphin because of the speed it offers when transferring records to clients. "We put every one of our patients on AnywhereDolphin," says Travis Harrison, Wilson Radiographic Center, Houston, Texas. "We set up an account for each practice, put the records on AnywhereDolphin the same day they are captured, and download them into the system. Our customers can upload and view them immediately."

## Sharing with Patients

"All our patients are excited about AnywhereDolphin because they can open it up anywhere and show Grandma—or whoever is paying the bills. And, they can print it out," says Concha. "Our protocol is to make records available to patients only after they start treatment with our office. The reason for this is that we don't want them using our records to go get treatment with another orthodontist." Marcel Orthodontics has a printed informational handout explaining AnywhereDolphin that each patient receives upon starting treatment. "Security is always the first concern, and I assure them that all communication is secured." Data transmission is secured by using a 128-bit encryption through Secure Sockets Layer (SSL), the industry standard of encrypting data for transmitting private documents. "An access code for patients is automatically created by the AnywhereDolphin server and sent to the patient as part of the initial email from the doctor," explains Phillips.

## Portability

Concha discovered, rather inadvertently, the dollars-and-cents value AnywhereDolphin can offer patients. "When we first started using AnywhereDolphin, it really helped me and my husband," she says. "I had recently uploaded my husband's records, and then we took a trip to Canada. While we were away he needed a root canal. We had no insurance, and the dentist wanted to take x-rays. I said, 'Wait! We have the x-rays stored on AnywhereDolphin.' The dentist had Internet access in his office, so he was able to retrieve and view the existing x-rays. It saved me a lot of money." ■

### A Dolphin Rescue

Barry Parker, DDS, MS, recently discovered the value of great software backed by stellar service. When a medical emergency landed him in the hospital for 10 days, he panicked for about a minute—and then summoned his laptop. "AnywhereDolphin saved my life when I had my stroke last May," he tells us. "If it wasn't for Dolphin, my practice would have gone down the tubes." Here's how he did it: "I asked my staff to bring me a laptop with my current database and a safe backup utility. I had at my fingertips photos, past appointments and treatment plans, allowing me to make informed decisions while prioritizing patient appointments. I made notes for the substituting doctors and, with less confusion, we were able to keep things from turning into a disaster." All consultations were put off during another two weeks of recovery. "We generated a list of future consults, and called the patients to verify their email addresses and schedule consultation times after 7:00 p.m. Then I uploaded my patient records to AnywhereDolphin. I was then able to sit in front of my laptop, in the comfort of my living room, and give the parents a phone consultation. It worked so smoothly that I still use this method when appropriate. I also use AnywhereDolphin when asked by a parent in a split family, or when a parent or patient misses their appointment consultation and we can't get them back in for weeks."



Barrett Parker, DDS, MS  
Alameda, CA

"Office hours are really precious between 8:00 a.m. and 5:00 p.m., so being able to conduct consultations with parents after hours is extremely valuable. Dolphin allows me to do that."

## Straightening Out the Military

Dolphin Training Team members Phyllis Leeper, Ana Trillo and Robert Lisenko recently concluded a massive install project at the Tri-Service Orthodontic Residency Program at Wilford Hall Medical Center, Lackland Air Force Base, in San Antonio, Texas. The project marked the first of many Imaging/Management military installations across the country. Tri-Service is unique in that it is the only program to train selected military dentists from three services—Army, Air Force and Navy. ■



Ana Trillo and Phyllis Leeper (2nd and 3rd from left, second row), with the Tri-Service Orthodontic Residency group.

## Dolphin Around the World



Top picture: The lecture room where Chester gave his full-day course in front of the MBT Study Club in Tokyo, Japan, in February.

Left picture: Chester Wang, left, with Dr. Masatada Koga outside his office in Tokyo.

Otto Colette, vice president, took a side trip to beautiful Bergamo, Italy, to represent Dolphin at the X Congresso Odontoiatrico in January. The idyllic city sits at the foothills of the Alps, and consists of Città Alta and Città, Bassa which are connected by cable cars.

"Italians say Bergamo has the most beautiful plaza in all of Italy," Otto tells us. "This is impressive given that there are so many beautiful plazas in Italy." ■



Bergamo, Italy, was destroyed by Attila in the 5th Century.

Ken Gladstone, Manager of Imaging Software Development, traveled to Chennai, India, to represent Dolphin at the 41st Indian Orthodontic Conference in November. After hours, he was shown around town by Snehlata Oberoi, MDS, Assistant Clinical Professor at the Center for Craniofacial Anomalies, University of California San Francisco and a native of Chennai. ■



Clockwise: Ken at the 41st Indian Orthodontic Conference in Chennai in November. The 500-year-old (Hindu) Kapalishvara temple. Sneha Oberoi and Ken at Le Flame nightclub in Le Royal Méridien Chennai Hotel.

We're eager to know your thoughts about our Echoes newsletter! Please send comments and suggestions to [editor@dolphinimaging.com](mailto:editor@dolphinimaging.com).

# Calendar

Visit [www.dolphinimaging.com](http://www.dolphinimaging.com) for more events