

# ELEVATE! WITH DR. PAYAM ATAII

## FAQs FOR SALES

### WHAT ARE THE RESULTS FOR DOCTORS WHO ATTEND ELEVATE?

Doctors who attend Elevate are growing at 70% over their prior year. Growth year-to-date is 80% as measured against all other GPs. The NPS score for Elevate is 79.

### WHO SHOULD ATTEND?

GP Invisalign Providers and up to four members of their teams. Doctors who want to grow their Invisalign practice and who have a minimum of one hygienist and four operatory rooms are ideal.

### WHAT IF THEY WANT TO BRING MORE THAN FOUR TEAM MEMBERS?

The doctors are welcome to bring more than four team members. The registration fee for each additional team member is \$49.

### CAN THEY BRING AN ASSOCIATE?

Yes. The Elevate course has the same policy for associates as similar courses (IOMP for Orthodontists). The associate doctor pays the full fee of \$995 and can bring up to 4 additional team members. All doctors whether an associate or owner, will receive the same course experience, the same course materials and post-course support.

### WHY IS THIS A TWO-DAY COURSE?

The first day is more clinical in nature and addresses the key clinical challenges as well as the business aspects of running a successful Invisalign practice from the doctor's perspective. The second day is for both the doctors and their teams and provides hands on training, emphasizing the importance of practice teamwork, identifying and assigning team members' various roles. This assures doctor has the support to run an efficient and profitable Invisalign practice.

### CAN THE DOCTOR ATTEND ONLY ON THURSDAY?

While a few doctors have chosen not to attend the Friday practice team day, it is imperative that the doctor attend on Friday to receive the full benefit of the course. Please encourage all doctors to attend the Friday part of the course to make sure they and their team have the same understanding, clinical and practice building skills, and motivation.

### HOW DOES THE 90-DAY COURSE MENTORSHIP WORK?

Doctors will have message board access at [ATAII.COM](https://ataii.com). By using the message board, doctors can obtain same day feedback about their cases directly from Dr. Ataii. In addition to providing clinical guidance, he will also answer questions about practice management, financials, and team organization and motivation.

### WHAT IS THE PURPOSE OF BOX OF SUCCESS?

The purpose of the box of success is to provide the doctors with a valuable kit of clinical and practice development tools to help increase Invisalign case starts and completions. It includes:

- Clinical supplies for taking photos, impressions, scans, placing attachments, performing IPR and teeth whitening.
- A Nikon Cool Pix camera
- “Service coupons” for **three-months of FREE** support for:
  - Clear TPS (case evaluation and ClinCheck treatment planning service)
  - Two internal and external marketing apps along with customized marketing animation – MyGPApp and Video Animate
  - SmileSwipe (a merchant savings program)
- A coupon for one **FREE** Sleep Oracle aligner sleep appliance
- A coupon for **FREE** training and support for the VPro5 Aligner Seater and an Excellerator Device
- USB drive with forms, letter templates and the course handouts

#### DO THE CASES SENT FOR CASES AND COCKTAILS HAVE TO BE COMPLETED?

No, the case does not have to be completed.

#### DO THE CASES SENT HAVE TO BE DIFFICULT OR CHALLENGING FOR THE DOCTOR?

No. If a customer’s cases are going very well, he/she would be an ideal person to share during Cases and Cocktails. The goal is to create a learning experience for all the doctors at the event. Valuable input would be provided as to WHY a particular doctor’s set ups are doing so well creating outcomes that make patients happy.

#### WHAT KIND OF CASES MAY BE SENT FOR CASES AND COCKTAILS?

- Teen or Adult cases
- Completed cases – please include “after” photos
- New cases or cases that are in progress – any case that the doctor would like to share with their peers for feedback and education
- Doctors are encouraged to bring more than one case to share
- Cases should be sent to [cdevillar@aligntech.com](mailto:cdevillar@aligntech.com) and should include the following information:
  - Patient IDs
  - Records including: photos, cephs and pans