Dolphin moves its cloud to SaaS model with Cloud Subscription

By Matt Yamamoto, Director of Sales, Dolphin

Dolphin’s reputation is marked by our eagerness to embrace new technologies and use them to develop cutting-edge solutions for our customers. Back in 2012, we were excited to introduce Dolphin Cloud Sessions — joining the call of “cloud computing” and leading orthodontics into the newest trend.

In this same spirit, and to better serve the needs and preferences of our customers, we are now happy to announce a new SaaS (software as a service) model for our cloud product. We are calling it Cloud Subscription, which essentially means that customers can “subscribe” to the software rather than “buy” it.

Dolphin Subscription will be offered in two three-tiered packages to accommodate the different needs and size of a practice. Customers will have the choice of an Imaging and Imaging & Management package.

All updates, backups and support are included in the subscription price, with plans starting at $180 per month.

Here are some frequently asked questions about the service.

**Tell me again what Dolphin Cloud is?**

Cloud Subscription lets you enjoy full-featured Dolphin Imaging and Management programs in the cloud. It eliminates the need for a local server to handle your Dolphin database, thereby eliminating costly server purchases and the fees associated with configuration and maintenance.

We automatically update your software and perform the necessary, regular data backups. You run the latest version of Dolphin software, every time. And, Cloud Subscription seamlessly supports multiple offices.

**Sounds cool. How does it do all that?**

Cloud Subscription utilizes industry-standard technologies such as remote desktop connection, remote apps and virtual workstations. An appropriate combination of these technologies is used to create a virtual server environment to deliver the Dolphin software and data to your practice.

**Will my data be secure?**

Cloud Subscription is hosted in an “SSAE-16 Type II certified” hosting facility, which adheres to all the latest security and network requirements for professional hosting of data and applications. The Type II Certification measures and evaluates security over time.

**OK, OK. What does ‘Cloud computing’ mean anyway?**

Cloud computing is the practice of using a network of remote servers hosted on the internet to store, manage and process data, rather than a local server or a personal computer.

**What are the compatible devices of Dolphin Cloud Subscription?**

You can connect to Dolphin Cloud Subscription using most desktop and mobile devices, including:

- Windows PCs
- Macs
- Smartphones (iOS and Android)
- Tablets (such as iPads and even the Microsoft Surface)

Finally, Dolphin Cloud Subscription is backed by the same solid team that has spent more than 30 years developing and supporting software solutions for the dental specialty industry.

Added stability is provided by Patterson Dental, the organization that owns Dolphin, and a company with 140-year history serving the dental community.

**Got more questions?**

Contact Matt Yamamoto, at left, Director of Sales, Dolphin, at (800) 548-7241 or visit www.dolphinimaging.com/cloud.

Here in Los Angeles

To learn even more about the new Dolphin Subscription, stop by the booth, No. 1025.
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By Mark S. Sanchez, DDS, founder, CEO and chief developer at tops Software

In today’s competitive orthodontic landscape, it’s important to offer speed and convenience. The tops teleOrthodontic Platform™ — powered by Rhinogram — brings the ultimate in patient convenience to any orthodontic practice.

We have created a way for new and existing patients to almost literally put an orthodontist’s practice in the palm of the patients’ phones. It’s the phones they look at for hours a day — with their social media presence tied to directly to topsOrtho.

Rhinogram reports that four out of five patients want the ability to text with their orthodontist. Texting is fast, easy and convenient. It gives the patient and the practice their time to choose and engage.

Patients can tap to send a Facebook Messenger text directly to the inbox in topsOrtho. From there, your staff can respond and answer initial patient questions. In fact, your staff can handle five times as many inquiries via topsOrtho messaging than by incoming patient phone calls.

Rhinogram users have seen amazing results, such as:

• 25 percent increase in new business.
• An additional $80,000 of new patient revenue per month.
• And phone call reduction of 50 percent.

With templated responses, practice staff can direct patients to send photos of their teeth that allow you — the practitioner — to do a preliminary consult before the patient ever arrives at your office. This is the kind of convenience that patients today demand.

The tops teleOrthodontic platform puts a practice on prospective patients’ phones. Whether they’re at home or at work, any time of day, patients can reach you without sitting on hold for 10 minutes, and those same patients can begin to interact with a practice before they drive by another practice down the road or walk by a storefront in the mall.

Now orthodontists can bring their practice to the patient instead of waiting for the patient to come to them. TeleOrthodontics is the future for orthodontics. It gives patients better control and options for communicating with a practice, and topsOrtho puts that convenience at their fingertips.
At-Home | VPro™ Series
First and only product to support both active treatment and retention in just 5 minutes per day.

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First and only product cleared by the FDA to create Micro-Osteoperforations (MOPs).

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DR. BELLA SHEN GARNETT
11am | May 4th
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DR. DONNA GALANTE
12pm | May 4th
Improving the Patient Experience with VPro

DR. REGINA BLEWIN
1:15pm | May 4th
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DR. BRUCE MCFARLANE
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Narrow Maxillae and Deep Bites: Propel ‘Em!

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Are you evaluating sleep, breathing and airway issues in your practice?

By Leslie Stevens, HealthyStart

How are we treating children who exhibit sleep, breathing or airway issues? In many instances, we look to remove tonsils and adenoids, tape a child’s mouth, provide myofunctional therapy or possibly even expand the arches. Is this enough?

The answer lies in a uniquely multidimensional treatment system called the HealthyStart®, which addresses the underlying root causes by expanding the arches, promoting growth and development, and addressing improper habits while creating proper habits simultaneously. The HealthyStart system uses a series of oral appliances typically worn at night while sleeping.

Research involving 501 children showed that nine out of 10 children exhibit one or more outward symptoms of sleep disordered breathing (SDB). These outward symptoms can be identified through the HealthyStart questionnaire, where parents indicate their child’s applicable symptoms and provides the degree of prevalence. On average, children will have four outward symptoms, which can include:

- ADD/ADHD
- Headaches
- Nightmares
- Teeth grinding
- Bed wetting
- Difficulty in school
- Chronic allergies
- Restless sleep
- Dark circles under eyes
- Mouth breathing
- Daytime drowsiness
- Snoring instances
- Swollen tonsils/adenoids
- Delayed growth
- Defiance/aggression

Some habits are expressed as behaviors that are either repetitive or patterns that are instigated by sleep. Examples of repetitive habits are thumb sucking, tongue thrust, mouth breathing, etc., which can be addressed with myofunctional therapy. Each HealthyStart Habit Corrector design has myofunctional therapy built into each appliance and is activated by a swallow.

During sleep, we swallow two times a minute. When a child wears the HealthyStart appliance at night, 500 corrective repetitions occur to create a proper swallow, eliminate mouth breathing, create nasal breathing and eliminate tongue thrusts. This assures myofunctional therapy occurs with wear and guarantees constant reinforcement, even during sleep when it’s most needed.

Other habits instigated by sleep include bruxism, fidgeting, headaches, bed wetting, allergies, asthma, etc., which HealthyStart addresses by influencing positive changes in sleep, breathing and the airway.

The HealthyStart System promotes growth and development by influencing jaw growth in a forward direction while eliminating detrimental malocclusions and deficiencies in jaw development and growth. HealthyStart treats any overbite, overjet, open-bite, crossbite, gummy smile, Class III and deficiencies in both the upper and lower arches.

The HealthyStart system will promote 54 percent growth in the mandible as compared to the control sample. The HealthyStart treatment allows maximum airway development. The System expands arches to gain greater nasal breathing and provides an area for the tongue to position in the upper palate.

The proprietary HealthyStart technique incorporates built-in myofunctional therapy with a ramp to lift tongue and expansion tabs to flatten tongue and add pressure for expansion of the arches. Additional expansion is gained with the eruption of teeth. The HealthyStart system utilizes natural eruptive forces of the teeth to gain approximately 4 mm of expansion. Typically the expansion that is gained with use of the HealthyStart system represents 77 percent of the needed expansion of pediatric patients.

Learn more about the HealthyStart technique, which addresses the underlying root causes of SDB, creates dramatic changes in occlusions, promotes jaw growth, creates proper habits and eliminates poor habits all while expanding the arches. Complimentary educational webinars are available at www.healthystartwebinar.com, and 1 C.E. credit is provided. Make a more permanent change for your sleep patient by treating early and treating for life.

Are you evaluating sleep, breathing and airway issues in your practice?

A comprehensive HealthyStart System provides the tools and methods for treatment.

Photos/Provided by Ortho-Tain

Here in Los Angeles
To learn more about the HealthyStart System, visit the HealthyStart booth, No. 1819, or online to www.thehealthystart.com, email info@thehealthystart.com or call (844) KID-HEALTHY.

During sleep, we swallow one time a minute, and during the day, we swallow two times a minute. When a child wears the HealthyStart appliance at night, 500 corrective repetitions occur to create a proper swallow, eliminate mouth breathing, create nasal breathing and eliminate tongue thrusts. This assures myofunctional therapy occurs with wear and guarantees constant reinforcement, even during sleep when it’s most needed.

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