

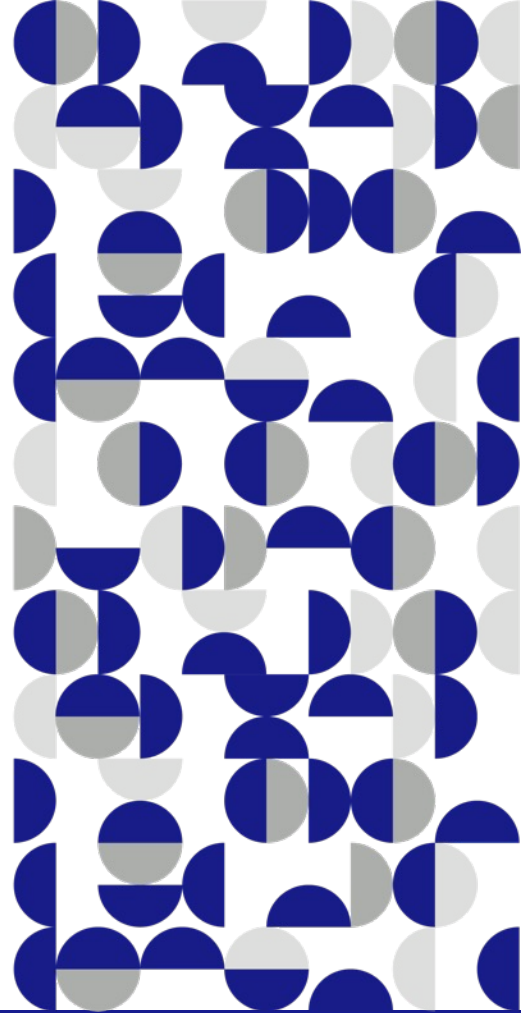
ADAPT by align

The ADAPT Service



Our agenda for today

- + Why might your practice need to change?
- + How efficient is your practice?
- + What is the ADAPT service?
- + How could you benefit?
- + How to get started?



- 01 -

Why change?



The landscape has changed

The dental industry keeps transforming

Patients have lots of treatment options to choose from

Digitalisation has increased, especially since COVID-19¹

1. <https://www.consultancy.uk/news/26372/covid-19-has-accelerated-digital-transformation-by-seven-years>

Patient expectations have changed



An analogue service may not meet their demands

Patients demand always-on services

5-10
mins

The maximum time most
customers are prepared to wait
around to be served¹



Digital services are the norm

58%

The average share of
customer interactions that
are online²



40%

The increase in perceived
quality reported when digital
tech was used in
dental workflows³



- <https://www.irisys.net/blog/how-long-will-retail-customers-wait-and-what-you-can-do-to-help>
- <https://www.consultancy.uk/news/26372/covid-19-has-accelerated-digital-transformation-by-seven-years>
- rolandberger.com/en/Insights/Publications/The-Future-of-Dentistry-is-Digital.html

- 02 -

How efficient is your practice?

Based on data from the ADAPT service, the average dental practitioner typically records the following:

52%

Patient conversion rate*



~18

Days per year spent on unplanned appointments†



2.5

Emergency visits per patient per treatment course†



*Result based on an average of 29 ADAPT service projects in EMEA. Data shared is pre the ADAPT service.

†Result based on an average of 54 ADAPT service projects in EMEA. A day is equal to 8 working hours. Results based on practice performing on average 328 W&B treatments per year. Data shared is pre the ADAPT service.

**What impact
would this have
on you, your
patients and
your staff?**



- 03 -

What is the ADAPT service?

The ADAPT journey is an end-to-end process

Our team of business optimisation specialists will guide you every step of the way



OBSERVATION

The team will review every aspect of your practice

- Financial performance
- Capacity utilisation
- Marketing activities and results
- Front desk activities and experience
- Patient journey and experience
- Workflows and admin processes



STRATEGY

Create a roadmap, for you to achieve your personal and professional goals

- Personalised roadmap to transform your practice



COLLABORATION

Support you with every change you make

- Coaching and training
- Implementation support and planning
- Continuous evaluation and adjustment



Our ADAPT business optimisation specialists blend individual expertise with Align Technology's insights and industry experience.



<Name & Position>

Brief career summary

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Specialism

Lorem ipsum dolor sit amet.

One fact about me

Curabitur pretium nibh in maximus auctor.

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**‘Quote about consultant
support.’**

Lorem Ipsum

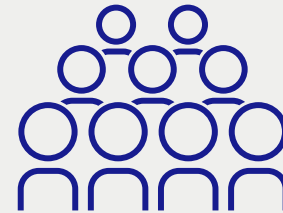
- 04 -

What results could you see?

We've helped clients
across Europe drive
growth and efficiency in
their practice.



24+
COUNTRIES



100+
CLIENTS

Our ADAPT service clients have seen great results

**Increased
number of
patient cases**

+11%



Results based on an average of 29 ADAPT service projects in EMEA.

**Total revenue
increase**

+20%



Results based on an average of 27 ADAPT service projects in EMEA.

**Total gross
profit increase**

+11%



Results based on an average of 25 ADAPT service projects in EMEA.

**Relative
increase in
patient
conversions**

+31%



Results based on an average of 29 ADAPT service projects in EMEA.

Final data gathered end of June 2021 from ADAPT projects. Variation in project sizes due to inconsistent sample sizes.

They gained more time and freedom

69%

Less demand on the
orthodontists' time

Based on in-practice post-ADAPT results recorded in a Belgian dental practice.



**‘Quote about practice
transformation.’**

Lorem Ipsum



A true partnership



The ADAPT process is two-way. We will create a **dedicated** action plan and will **guide** you through **change** every step of the way.



All that we ask is for you to fully **engage** and **participate**. This helps us work together to create the best results for your practice.

A man with short brown hair, wearing a brown sweater over a light blue collared shirt and a watch, is sitting on a black office chair in a dental office. He is smiling and looking towards the camera. His hands are clasped in his lap. Behind him is a white desk with a computer monitor, keyboard, mouse, and various dental tools. A dental chair is visible in the background. A large blue circle is overlaid on the left side of the image, containing white text.

If you're ready to ADAPT
**Start building
the future of your
business with
us today**



The ADAPT Essential Service

€12k

Learnings and outcomes

Optimise practice and become part of the ADAPT community

Areas we cover

- Patient conversion
- Process optimisation
- Digital workflow
- Practice organization & structure
- Revenue & profit analysis
- Webinars & community events



The ADAPT Enhanced Service

€18k

Learnings and outcomes

Optimise practice and become part of the ADAPT community

Grow your business and enhance your management skills

Areas we cover

- Patient conversion
 - Process optimisation
 - Digital workflow
 - Practice organization & structure
 - Revenue & profit analysis
 - Webinars & community events
-
- Cash flow analysis
 - Patient experience
 - Benchmarking
 - Online marketing strategy



The ADAPT Extra Service

€24k

Learnings and outcomes

Optimise practice and become part of the ADAPT community

Grow your business and enhance your management skills

Scale for the future and continue improving

Areas we cover

- Patient conversion
 - Process optimisation
 - Digital workflow
 - Practice organization & structure
 - Revenue & profit analysis
 - Webinars & community events
-
- Cash flow analysis
 - Patient experience
 - Benchmarking
 - Online marketing strategy
-
- Extended implementation support
 - Performance dashboard
 - Patient base management
 - ADAPT business coaching

The logo features the word "ADAPT" in a white, uppercase, sans-serif font. To its right, the word "by align" is displayed in a smaller, lowercase, sans-serif font. The "by" is in white, and "align" is in a light blue color. The letter "i" in "align" has a small blue dot above it. The entire logo is centered on a dark blue background that has a pattern of overlapping circles and semi-circles in white, black, and light blue. A large, dark blue, irregular shape is positioned behind the text, resembling a stylized tooth or a bracket.

ADAPT by align