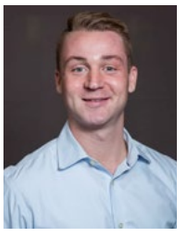

STEVE CABANSKI
Senior Strategic Accounts Manager, Henry Schein Orthodontics

As part of the Special Markets team at Henry Schein Orthodontics, Steve's current role involves supporting multisite and emerging group practices nationwide. With a focus on Reveal Clear Aligners, Steve helps dental support organizations and practices succeed with a solution that fulfills patients' wishes for better smiles and efficient treatment while boosting practice growth.

Charting a Clear Path to Aligner Success

WITH STEVE CABANSKI, SENIOR STRATEGIC ACCOUNTS MANAGER, HENRY SCHEIN ORTHODONTICS

Q: For the general dental practice, what are the greatest advantages of providing Reveal Clear Aligners by Henry Schein Orthodontics?

A: From the clinical perspective, we have a very unique manufacturing process that truly provides a precision-fit aligner that is crystal clear and stain resistant. So, from an esthetic standpoint, especially if you're a GP and have a hygiene-focused or esthetic-focused practice, it's really a great thing to be able to offer such an esthetic alternative that improves your patient's smile. And because of that precision-fit aligner, we require far fewer attachments than other leading aligner products on the market, and this helps to reduce the number of clinical treatment refinements that are needed. We help ensure cases are treated effectively and efficiently so that they finish on time, which is a huge benefit to the doctor.

Another advantage is the fact that Reveal is an open-source platform. Digital scans are accepted from any scanner on the market. On the other hand, for those that don't have a digital scanner, we accept PVS impressions. So, we provide a lot of flexibility to practices.

We're also very competitive when it comes to lab fees. Compared to some of the leading providers in the market, our lab fee is typically a substantial savings for the practice. And that can help to increase their margin on their treatment fee or they can pass the savings along to the patient so that there's less of a barrier to entry and they can increase patient acceptance.

Q: How easy is it for a practice to ramp up with Reveal to the point where it becomes a successful treatment offering and a driver of practice revenue?

A: It's as easy as they want to make it. It does require dedication to fully implement clear aligner treatment, and the most important step is training your staff, such as your hygienist or treatment coordinator, to be confident when presenting clear aligner treatment to help drive the most incremental revenue for the practice. Team member communication is a key to success, and Henry Schein Orthodontics has training and consultants who can help with this training content specifically geared towards teams.

From the logistical side, Reveal is pretty seamless. Our team will come in and make sure that everything is set up for success. Our web portal, DDX Dental, which is cloud-based, with no software needed, features a simple, 1-page case submission to upload the photos and scans. After uploading a case, the practice receives a treatment plan to review, and they're on their way. It's pretty self-explanatory, but our team makes sure to provide all the guidance and support that a practice might need.

Q: Having worked with many practices, especially group practices and DSOs, can you describe a Reveal success story?

A: One that comes to mind immediately is a new emerging group practice in Dallas, TX, with a strong hygiene focus. We spent time early on getting their team trained and educated on Reveal, and we worked with them on marketing and promotion initiatives, as well as on patient communication with their hygiene team. Now, we're seeing a steady ramp-up where they're submitting 10 to 15 new aligner patients per week out of one location. So, you're talking about a quick ramp in aligner volume, and it's been great to be able to help them succeed.

Q: Are there any concerns that dentists have when selecting a clear aligner service that Henry Schein Orthodontics and Reveal help to resolve?

A: One would be the high-priced lab fees charged by some of the other companies, which might have a doctor thinking, "I don't want to do clear aligners because I don't want to be in the hole $2,000 to get started." But we're much more financially flexible with our lab fee. A second concern would be the scanner, but, again, we are an open-source platform, and you don't have to buy a scanner to offer our clear aligner. However, if you are in the market for a scanner, one of our Henry Schein team members can work with you to find the right one for your practice, and we also have bundle opportunities that are very attractive for the practice.

Q: From a service and support standpoint, what differentiates Henry Schein Orthodontics from other companies in the clear aligner market?

A: We're really invested in helping practices grow and succeed, so we are doing everything we can to work with our practices both at a clinical level and from a marketing perspective. Every customer is important to us. Whether you're doing 200 aligner starts today or 2 aligner starts, our team is going to make sure that we're putting forth the same effort to really work with you and hold your hand throughout the process.