



BRACKET REP CHEAT SHEET

(Compiled by Ryan Williams 8/28/23)

How do I refer a Doctor to DIBS AI?

A few different ways:

1. Send an email to Ryan Williams introducing the doctor
(ryanwilliams@myorthoselect.com)
2. Send the doctor to dibsai.com and have them schedule an appointment for a demo.
3. Send them the following link to schedule an appointment with Ryan directly:
<https://meetings.hubspot.com/ryanwilliams>

How do I explain the benefits of using my brackets together with DIBS AI?

Stock brackets have a huge advantage over a custom bracket in todays market:

The big differences between Lightforce vs. and a combination of DIBS AI + your brackets are:

- 1) Lightforce produces a "custom case setup" based on doctor preferences vs. DIBS AI's highly automated "ABO Standard" case setup.
- 2) Custom 3D printed brackets vs. stock metal/ceramic brackets

The difference in price is tremendous: Between \$800 to \$1,200 for Lightforce vs. \$165 + your bracket price...a difference of about \$400 to \$800 per case!

Taking a Standard Setup in DIBS AI to a Custom Setup based on Dr. preferences rarely takes more than 20 minutes.

Are custom brackets + 20 minutes of an assistants time on a case worth the cost difference to the doctor?

Other Benefits include:

- Turnaround time with DIBS AI = 5 business days vs. 6 weeks
- Time from Submission to case available to Approve is a couple of hours with DIBS AI vs. 3 to 4 days.

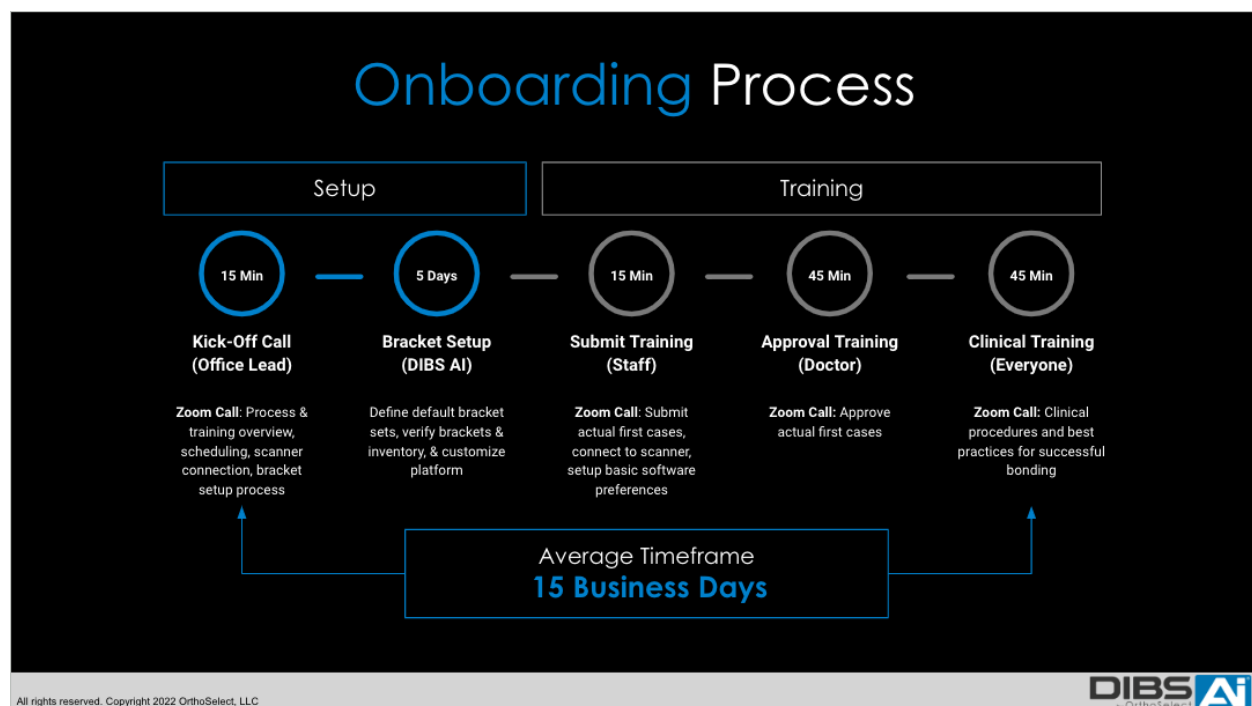
- Case Control in DIBS AI software is superior with more advanced tools in DIBS AI (tooth root integration, uniform occlusal contact tools, true torque expression that calculates the slop and wires of stock brackets which reflects in the predictions, case overlays, and real-time case adjustments).
- Patented Trays - that include accurate bracket placement, reusable trays for use on future debonds, and non-stick trays for better clinical outcomes.

How can the doctor see a demo?

They can go to dibsai.com and request an email with a short Video Demo, or schedule a personal demo over a Zoom call.

What does training and onboarding look like for a doctor?

Here is a graphic that gives you an idea of the process and time required:



What prices does DIBS AI charge?

Here are our fees, and services that are included (pricing in USD\$ for the Continental USA):

What Is The Cost?

One-Time Onboarding Fee \$995 (Onboarding & Unlimited Support)	Full-Service Case \$165 (Includes 3D Printed Trays, Inserted brackets, & Shipping)	In-Office 3D-Printed Case \$130 (Must have an In-Office 3D Printer)
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Why is there an Onboarding Fee if the doctor has done IDB in the past?

There are 2 elements to the Onboarding Fee.

Element #1:

IDB doesn't have a good track record, so doctors that already "know", already know how to fail! The doctor and their staff need to be prepared and trained in new processes in order to get through the learning curve and be successful.

At a high level, DIBS AI has changed 3 things in order to create an efficient process:

1. New software, using AI to automate and simplify, as well as new tools to deliver greater case planning control and precision to doctors.
2. New clinical processes, with recommendations and best practices that don't follow old ways
3. New tray materials, that make the clinical experience different and best practices for patient experience, reusing trays, flash avoidance are taught.

Element #2:

DIBS AI is customized to the doctor's brackets. This is done before we ever do a case together. This allows a doctor to use the brackets they love with full control over placement - including

mixing and matching, inverting, and creating custom based on stock brackets. This control requires the platform to be set up properly - and that requires time from our staff.

Doesn't OrthoSelect already have our brackets in their digital library?

Maybe...but it doesn't matter!

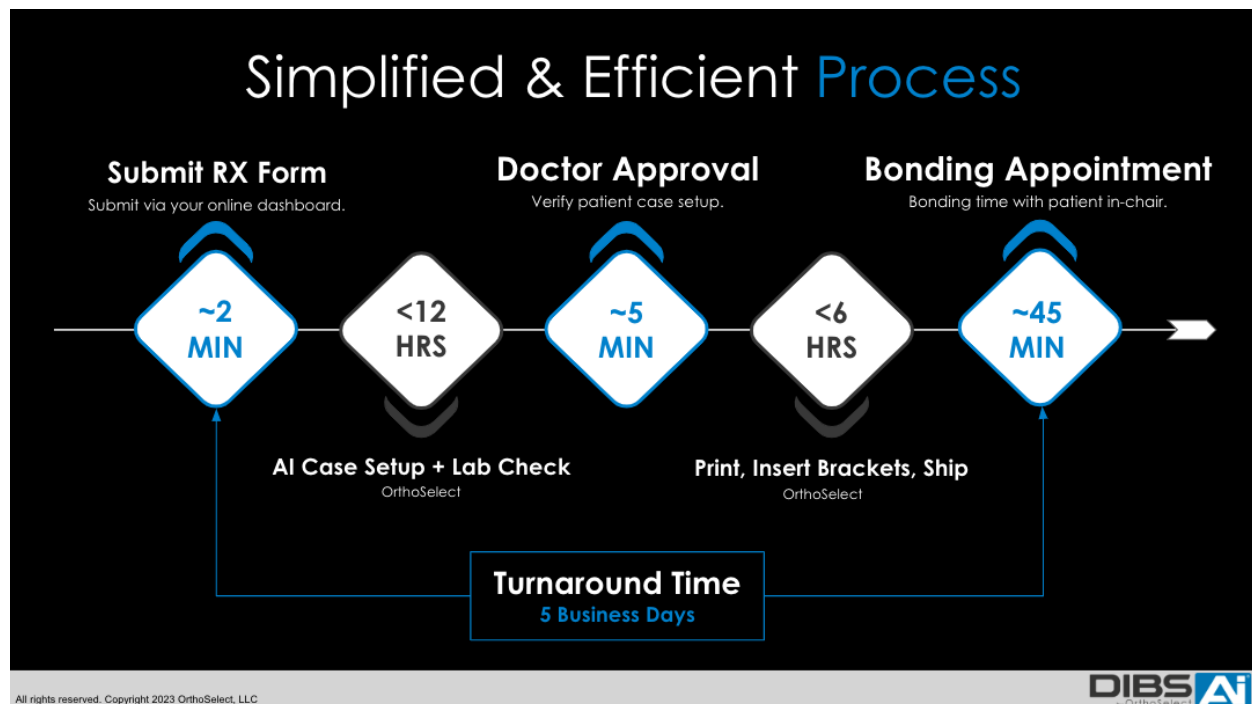
Both the predicted outcome in the software that is used to identify bracket positioning as well as the trays themselves are customized to the exact bracket part number. If the bracket used doesn't perfectly match the part number both of these will be wrong - and the doctor will fault DIBS AI. *This has to be 100% correct!*

We verify every bracket part number matches physical brackets to ensure correct configuration of the system for the doctor. We digitize ourselves any brackets that have changed manufacturing, or we have never seen before. We communicate to identify brackets that don't match part numbers to get this right.

What is the Case Turnaround Time?

Overall: 5 Days from Submission to Arrival on the doctor's doorstep. From Submission to Approval Ready is usually couple of hours, but guaranteed in less than 12 business hours. Shipping is 2-day as a standard.

The following chart may help:



Does the Doctor's office have to insert brackets into the trays?

This is doctor's preference: DIBS AI inserts brackets in the trays 3D printed at OrthoSelect's Utah office complimentary. But doctors can always elect to do it themselves.

Often there are local labs that work with DIBS AI to print trays locally - those partners will also insert brackets for the doctor's office upon request.

Could a doctor 3D print the trays themselves in-office?

Absolutely. This ability is unique to DIBS AI. We will share our processes and best practices after they do a few cases with us first to prove out the system.

3D Printing IDB trays is harder than models and retainers, but about 25% of DIBS AI clients today do it.

What does DIBS AI do differently from other IDB?

Overall, DIBS AI has simplified and automated a complicated, time-consuming, and technique sensitive process. In the past, digital IDB represented an additional cost doctors paid for enhancing the patient experience and treatment outcomes.

Today, with DIBS AI, doctors are more efficient as they can start, treat, and manage more active cases without any money out of pocket than they could in the past.

How do I submit brackets in behalf of my client after they sign up?

There is a streamlined process for bracket reps. Login to the Partner Support website by clicking this link: <https://myorthoselect.com/bracket-submission-choice/>

Use the password *dibs1234* to log in and follow the steps outlined.

What does it look like to use DIBS AI trays on a patient?

You can click this link to see a video featuring non-stick trays produced by OrthoSelect's Utah Lab: <https://myorthoselect.com/nonstick/>

DIBS AI is PC-Based, can I use it on a Mac?

Yes. While most offices have PC's that are used for scanning and other functions, some doctors demand to use only Mac computers. Those offices have 2 options:

1. They can use Parallels on their Mac. But some don't like that...so there is also:
2. A full featured online option is available with a license to a technology called Whitehat (which is a remote desktop technology). This requires a two step login, but otherwise the look and feel is exactly the same to the PC version on the Mac.

Both options require Internet, with option #2 (Whitehat) requiring the better WIFI and Internet connection to avoid jerky movements of the models on screen.

We are also working to have a native online version available by end of 2023.