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## **New Study Commissioned by Align Technology Shows Increased Invisalign(R) Case Growth and ROI for Practices With iTero Scanner**

### **Study Published by The Journal of Clinical Dentistry Shows An Increase of 6 Invisalign Cases Per Practice In A 12 Month Period Post iTero Scanner Purchase**

SAN JOSE, CA -- (Marketwired) -- 11/26/17 -- Align Technology, Inc. (NASDAQ: ALGN) shared a new, peer-reviewed study published by *The Journal of Clinical Dentistry* (November 2017; Volume 28) that indicates Invisalign® practices with an iTero® digital scanner see a significant increase in Invisalign volume<sup>1</sup> after integrating an iTero scanner into their practice. The study, sponsored by Align Technology, was designed to determine the percentage increase in Invisalign treatment case submissions following the introduction of an iTero intraoral scanner into general dental and orthodontic practices.

The results of the study show that acquiring an iTero intraoral scanner as a precursor to Invisalign treatment is associated with a significant increase in Invisalign cases. When projected across the first 12 months following acquisition of an iTero scanner, the study found an increase of 5.92 Invisalign cases for the entire sample of 1,961 GP dentists and orthodontists, and an additional 3.41 Invisalign cases for the subset of 319 lower-volume, North American GP dentists. This translates to a 19.11% increase in Invisalign cases over 12 months and a sustained increase of 17.64% over 24 months. The study also reported an economic benefit to the practice of \$32,560 resulting from the increase in Invisalign cases over 12 months and a \$65,175 benefit<sup>2</sup> over 24 months-suggesting a return on investment in as little as one year.

"The results showed statistically significant growth in Invisalign cases and an economic benefit for practitioners utilizing iTero scanners with Invisalign treatment," said Dr. Michael Mackay, lead investigator of the published study.

"iTero digital scanners have been enabling digital dentistry for 10 years and the results of this new peer-reviewed study validate that iTero scanners provide an economic benefit to practices while increasing Invisalign case submissions," said Raphael Pascaud, Align Technology chief marketing, portfolio & business development officer and vice president iTero scanner and services. "Combined with digital patient communication and visualization tools, an iTero scanner offers doctors increased Invisalign case growth that can pay for the scanner in approximately 12 months."

To obtain a digital copy of the study entitled "Acquisition of a digital intraoral scanning device: An examination of practice volume changes and the economic impact via an interrupted time series analysis<sup>3</sup>", published by *The Journal of Clinical Dentistry*, [click here](#).

<sup>1</sup> Mackay MM, et al. Acquisition of a digital intraoral scanning device: An examination of practice volume changes and the economic impact via an interrupted time series analysis. *J Clin Dent* 2017;28(Suppl):S1-S5.

<sup>2</sup> Valuation based on \$5,500 Invisalign Case Fee. Case fee for Invisalign treatment often \$3,000 to \$8,000 in the United States as provided on [www.invisalign.com](http://www.invisalign.com) website. Data on file with Align Technology.

<sup>3</sup> Study sponsored by Align Technology. Retrospective data evaluation and quantitative analysis completed by Dr. MacKay, University of Memphis. 1,871 GP and Orthodontic practices worldwide. Orthodontic segment increase 18.71%/12 months and 17.26%/24 months. GP segment increase 10.6%/12 months and 0.16%/24 months. Accepted for publication *Journal of Clinical Dentistry*.

#### **About Align Technology, Inc.**

Align Technology designs and manufactures the Invisalign® system, the most advanced clear aligner system in the world, and iTero® intraoral scanners and services. Align's products help dental professionals achieve the clinical results they expect and deliver effective, cutting-edge dental options to their patients. Visit [www.aligntech.com](http://www.aligntech.com) for more information.

For additional information about the Invisalign system or to find an Invisalign provider in your area, please visit [www.invisalign.com](http://www.invisalign.com). For additional information about iTero digital scanning system, please visit [www.itero.com](http://www.itero.com).

Align Technology  
Yin Cantor  
(408) 470-1044  
[ycantor@aligntech.com](mailto:ycantor@aligntech.com)

Ethos Communication:  
Shannon Mangum Henderson  
(678) 261-7803  
[align@ethoscommunication.com](mailto:align@ethoscommunication.com)

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