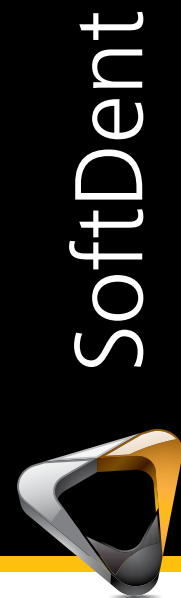


Want to learn how we can help your practice realize its fully integrated potential?



To receive further information, please contact us at 1.800.944.6365 or visit us online at www.carestreamdental.com.

The Modern Dental Practice
There's an integrated practice in your future.



Your practice's partner.

For more than 25 years, SoftDent practice management software has helped make dental practices just like yours more efficient, productive and successful. Developed, tested and refined to provide dentists and their teams with the tools they need to perform daily tasks more efficiently, the intuitive software works the way your practice does. Simplify routine tasks, improve office communication and make information more accessible throughout the office with fully automated and customizable tools. Make sure your practice is financially fit with superb financial reporting.

Full integration with digital imaging means easy access to clinical information, while eServices automate and streamline essential tasks related to insurance claims, payment processing, patient reminders, and more. With new, powerful features on the horizon, SoftDent continues to evolve to increase your practice's efficiency and productivity.

Integrated Practice

4 The Power of Together

SoftDent is the nerve center of your practice

SoftDent

6 PEARL

The real mobile solution

8 Product Innovation

SoftDent's latest innovation

Routine Tasks Simplified

9 eServices

e makes it easy

10 Money Matters

Your practice's financial health

12 Practice Administration Simplified

A smooth start to every day

14 Your Practice Runs More Smoothly

The proof is in the patient care

Digital Imaging

17 KODAK 1500 Intraoral Camera

An easy-to-use intraoral camera and ideal communication tool

17 KODAK RVG 6100 System

An award-winning intraoral sensor with the highest image resolution

18 KODAK RVG 6500 System

The only RVG sensor featuring wi-fi technology, and intelligent positioning system

19 KODAK 8000 Digital Panoramic System

An affordable solution for standard dental exams

20 KODAK 9000 and 9000 3D Extraoral Imaging System

A versatile and high-performance unit available with focused-field 3D

21 CS 9300 System

3D imaging with flexible fields of view

22 Advantage Plan

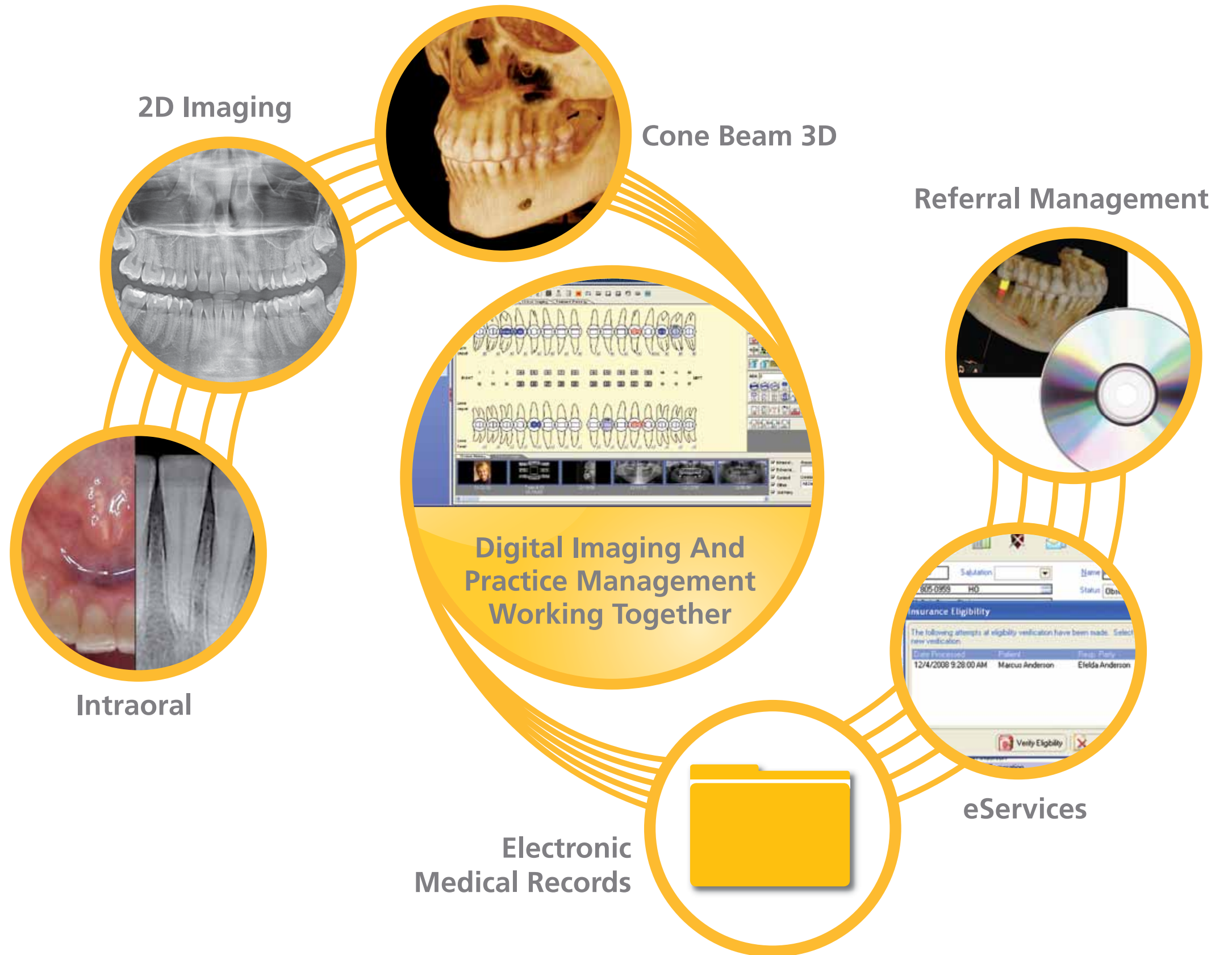
Another advantage to SoftDent

23 Timeline

A continuing tradition of innovation

Integrated practice

The power of together
SoftDent is the nerve center of your practice



PEARL: Patient care anywhere

You're on the go—but you never want to lose your connection to excellent patient care. With the PEARL mobile solution module for iPhone® or BlackBerry® devices, you can respond in real time to patient needs and improve quality of care, anytime you're away from the office. The dynamic PEARL module links your preferred mobile device to your powerful SoftDent Practice Management Software, allowing you to call, text, or email patients, then update

their patient record. View real-time critical information when you are away from your office. But don't worry about your confidential files: no data is stored on the device itself, and all data transmissions occur through secure protocols to protect patient information. Check your schedule and tap on an appointment to view that patient's clinical profile.

Access a patient's clinical profile to find essential information such as the patient's current and past medications and prescriptions, medical conditions, recent treatments, insurance, appointment history and schedule, as well as any medical alerts. You can even view radiographic images!*

Keep track of your follow-up calls to patients and record the outcome of the conversation and log notes in your patient files. Stay connected with referring doctor profiles, complete with their biographical and professional information.

*Radiological images displayed on digital handheld devices are not intended for diagnostic use.

Is your practice financially on track? Monitor production and other statistics over a variety of time periods to make sure you are meeting your financial goals. Who knew a couple hours at the driving range could be so productive?

Left: Patient radiograph
Middle: Clinical profile screen
Right: Financials screen





SoftDent innovation

We've always been close to customers like you, and these relationships have led us to better products to serve your needs. We focus on extensive research and a deep understanding of the internal functions and daily goings-on of the modern and future dental practice.

We talk with dozens of doctors and team members, learning about the features they would like to see in their software. It is with that understanding that we set forth to build a better solution—one that lets every member of your team do his or her job quickly and efficiently.



Routine tasks simplified

eServices: e makes it easy

Electronic services can save your practice money, speed reimbursements, reduce clerical errors, and free up staff time. Seamlessly integrated with your SoftDent, powerful eServices simplify and automate formerly time-consuming but essential administrative tasks. Instead of spending time collecting earned revenue, office staff can focus on generating new revenue. Find out how “e” makes it easy.

Automated Statements allow you to send professional-looking statements to your patients monthly—even daily—with a click of the mouse. Communicate with standard and custom messaging—the perfect blend of speed and flexibility. The **Online Statements Option** allows your patients to view and pay* statements online and can supplement or replace your paper statements.

Instead of manually completing different forms for different insurance companies, **eClaims** lets you submit electronic claims and their supporting documents quickly and easily. Plus, eClaims automatically sends paper claims to payers who don't accept electronic submissions.

With **ePayments**, you simply swipe and securely store patient credit card information for ongoing payment plans. ePayments automatically posts payments to a patient's ledger within SoftDent!

Instead of waiting on hold to check patient insurance eligibility, you can check it online in seconds with eVerifications. **eVerifications** is also great way for you to quickly obtain and store the most accurate insurance benefit information for every patient.

There's no longer a need to wrangle with tedious paper EOBs—**ePostings** automatically notifies you when EOBs are received and posts payments directly to the appropriate patient's account.

eReminders let you send customizable appointment reminders to reduce no-show rates. Choose from voicemail, email, and text messages to reach your patients in the most effective manner.

Protect your data in the event of hardware or system failure. **eBackup** provides secure and reliable data recovery services for your practice management and image files.



eReminders lets you send appointment reminders via email, voicemail, or text message.

Money matters

Your practice's financial health

Office expert

The **Office Expert** provides a management-level summary of your practice's recent activity, including insurance claims, treatment plans, recalls, outstanding balances, and more. These items are automatically prioritized every morning, and issues which need immediate attention are identified with suggestions for resolving them.

Insurance and benefit tracking

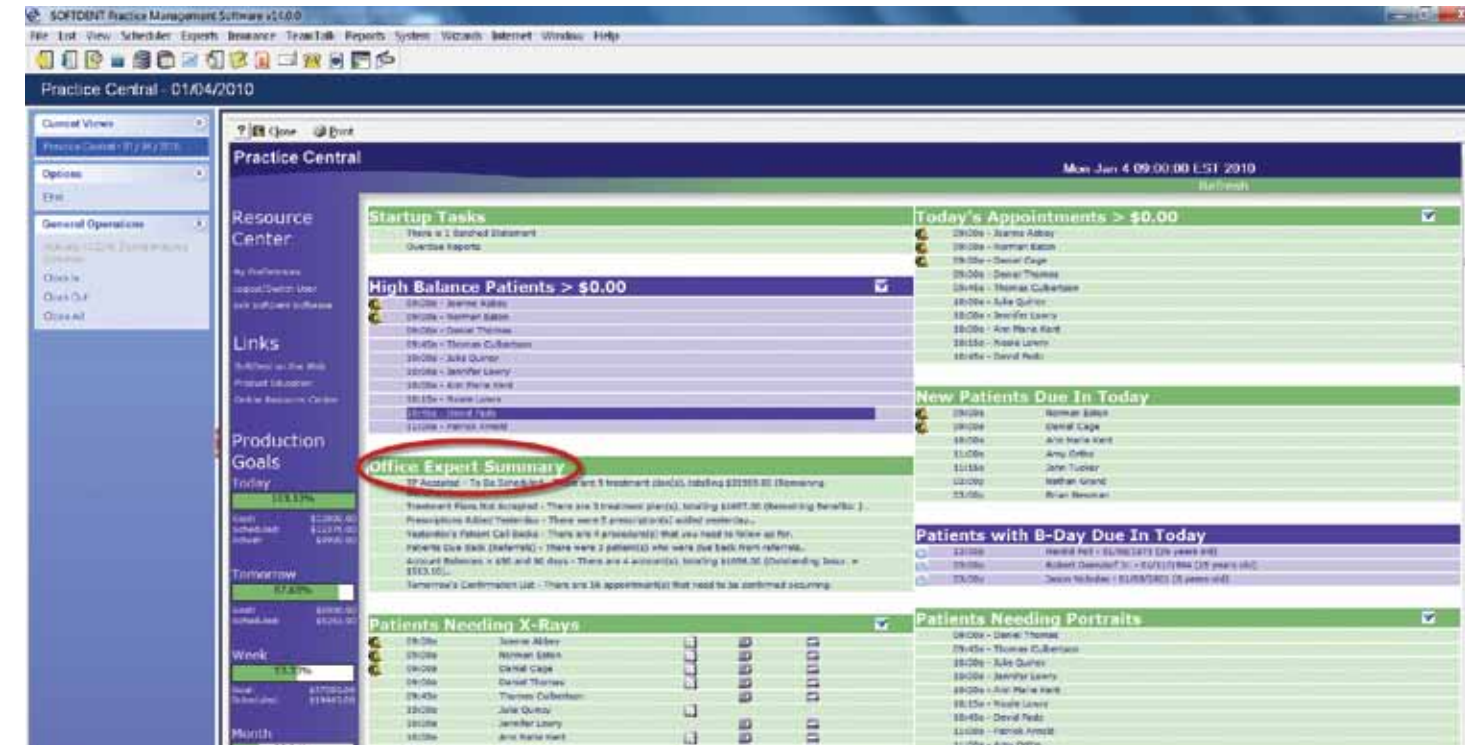
SoftDent's **Insurance and Benefit Tracking** instantly estimates billing amounts for PPO, DMO, indemnity plans, and uninsured patients. Estimates are displayed at all points of patient contact, and the collections process is greatly simplified.

Detailed financial reports

SoftDent allows you to group and automatically run **Detailed Financial Reports** on a daily, weekly or monthly basis. You can even export key financial reports directly into Microsoft Excel.

Office	Title	Priority	Total
101	Tomorrow's Confirmation List	Important	16
101	Account Balances > \$50 and 90 days	Critical	4
101	Patients Due Back (Referrals)	Normal	3
101	Yesterday's Patient Call Backs	Normal	4
101	Yesterday's Added Rx Count	Normal	5
101	Treatment Plans Not Accepted	Normal	3
101	TP Accepted - To Be Scheduled	Normal	9

There are 4 account(s), totalling \$1,056.00 (Outstanding Insur. = \$513.10), with a balance greater than \$50.00, for all providers excluding user codes CIL.



Goal tracking

SoftDent also offers **Goal Tracking**—it makes it easy to ensure a consistent cash flow. You have set certain productivity goals for the entire practice, and examine everyone's monthly progress from the simple, at-a-glance display. You smile as you see that you have again exceeded your daily financial goal, today by a full 17 percent! You review your financial goals for next month and compare them to scheduled production. SoftDent even provides net (rather than gross) scheduled reporting, so you know exactly how much revenue you can expect. You can't help but notice that SoftDent helps you end every day on a positive note.

Enhanced security

Because SoftDent features **Enhanced Security**, your sensitive financial records are safe. While your team is trustworthy, some files should only be viewable on a need-to-know basis. Your files are password-protected, and you specify user rights and use audit trail reporting to control which team members can access different types of information. Any time a user logs in and changes a file, those changes are stored with the user's electronic login.

Practice administration simplified

A smooth start to every day

Fingerprint scanning module

You step into the office an hour before the first patient is scheduled to arrive. Time to start the day. Using the **Fingerprint Scanning Module**,* your sensitive information in SoftDent is kept safe. Team members clock in and out using nothing more than a fingertip.

Practice central

It's time for the morning team huddle. **Practice Central** easily ensures everyone knows what's in store for the day. Patient information, as well as any of the day's critical tasks, is displayed on your computer monitor with no searching required. Everyone on the team can select his or her own custom view so that information is easily absorbed. For example, you can quickly see that six of nine patients due for a cleaning today are also due for new panoramic radiographs. You and the team quickly discuss the order in which the patients can be scanned to ensure that no one gets stuck waiting and the workday progresses smoothly.

Phone center

The office phone rings—it's your patient Ronald Norton. Thanks to the **Phone Center**, Ronald's patient information, along with that of his wife and two children, is displayed on the monitor. He's calling to say that he will be about five minutes late for his appointment. The receptionist also sees that Ronald will likely need a follow-up appointment, and that his wife and two children are soon due for an appointment. She'll try to schedule all those appointments for the same day, which will be convenient for Ronald and boost production. Your receptionist lets him know it's no problem and tells him to drive safely. She also asks him if he is interested in learning about getting sealants for his children's teeth. He says that he is, and she makes a note in his patient chart for the hygienist to raise the subject during his appointment. The **Phone Center** transforms any incoming patient call into an on-the-spot marketing opportunity.

eForms

Ronald's tardiness won't create too big a kink in your office's productivity, thanks to **eForms**.* With **eForms**, Ronald was able to complete his paperwork from the comfort of his home. (Your patients without Internet access are able to do the same thing from the computer in your reception area.) No one at your office has to worry about misplacing a stray page or burn hours transcribing paperwork. In fact, there is no paperwork. And since the patient data is automatically imported directly to SoftDent, it's accurate. When Ronald arrives, he'll be able to digitally sign his forms.



Your practice runs more smoothly

The proof is in the patient care

Your first patient of the day, Ronald Norton, has arrived. You know because your office has **Kiosk Check-In**,* which immediately notifies your team whenever a patient checks in from the computer in your reception area. The hygienist leads Ronald into one of the practice operator rooms and pulls up Ronald's digital patient chart onscreen. Because SoftDent features comprehensive charting, the hygienist will be able to track Ronald's existing conditions, as well as his completed and proposed treatments in an intuitive graphic interface. Ronald has recently updated his medical information—noting a new medication he takes—using **eForms**. The hygienist takes note of this in case any additional prescriptions are needed today.

This particular operator uses a touch screen, but SoftDent's charting is also compatible with a mouse, light pen, and touch pad. The hygienist is able to graphically compare Ronald's last exam to evaluate his treatment progress and review up to six periodontal exams with the numeric view. Ronald has been receiving treatment for periodontal disease, and the hygienist wants to monitor it carefully.

SoftDent enhances clinical care for your patients

SoftDent's comprehensive charting also lets the hygienist access medical information, meaning she can pull up Ronald's entire medical history from her chart. She sees that Ronald has been prescribed neutral sodium fluoride toothpaste that is almost up for renewal. Ronald does not need any lab work at this time, but if he did, the hygienist would be able to easily track it.

Using **Voice Activation**,* the hygienist can chart Ronald's periodontal conditions without assistance—SoftDent will handle that. The hygienist conducts the periodontal exam, noting the probing depths, bleeding, suppuration, gingival margins, bone loss, and more. SoftDent automatically updates Ronald's patient chart in response to the hygienist's recorded statements.

The hygienist looks at the **Clinical Notes** in Ronald's patient chart and sees that he has indicated an interest in whitening his teeth. Ronald's information—including financial and clinical information, even digital photographs and radiographs—is right there in one central location. The two review his most recent panoramic radiograph. She sees that Ronald has been under the care of an endodontist and has received root canal therapy on #8. The crown appears loose. The hygienist makes a mental note to discuss replacing his crown while the two wait for the doctor to arrive.

Ronald's endodontist uses a non-Kodak digital imaging system, but thanks to **Image Integration**, the hygienist can easily import and view Ronald's periapical radiographs. Of course, images captured on the dental practice's Kodak 9000 3D system are fully integrated into SoftDent as well.



*Optional

The practice relies on SoftDent's **Clinical Treatment Plan** to plan, manage, group and schedule Ronald's treatment. Team members regularly use it to discuss insurance coverage with patients so that patients get the most from their insurance benefits. The hygienist sees that Ronald has some unused benefits which are set to lapse within a month.

Using **Case Presentation*** in SoftDent, the hygienist is able to create a customized presentation to show proposed treatment plans, such as Ronald's new crown. **Case Presentation** combines standard educational slides with Ronald's clinical images to create a persuasive demonstration in less than a minute. Before leaving, Ronald stops to set up his next appointment. With

Family Scheduling, the front desk is able to schedule appointments for Ronald and his whole family. Ronald, his wife, and their two children will all be able to receive care on the same day.

Ronald mentions that his insurance coverage will soon be changing. Using the **Contact Expert**, the front desk is able to update his contact information and set a reminder for a future letter to Ronald about how the switch will impact his ongoing care. All the team members in the office will be able to access this updated information for future correspondences and interactions.

*Optional

KODAK 1500 Intraoral Camera

The ideal communication tool for any dental practitioner. Elegantly styled and easy to use, Carestream Dental's first wireless intraoral camera delivers stunning images with the convenience and freedom of Wi-Fi connectivity.

A single image capture button and intuitive lighting system makes it easy for anyone to generate sharp, crystal-clear images—all with the highest resolution (1024 x 768) and widest focus range (1mm to infinity) in the industry. With three configurations available, the traditional wired version, the wired USB version or the wireless version, the Kodak 1500 camera integrates smoothly with your current workflow. Regardless of the configuration you select, the Kodak 1500 camera delivers consistently clear, high resolution images that can be easily shared with patients to let them see what you see—so they're more likely to accept your treatment recommendations. With so many benefits, it's no surprise to learn that the Kodak 1500 camera was named the Best New Diagnostic Tool in 2009 by DrBicuspid.com.



Visualize the smallest details with crystal-clear views and true-to-life colors.

KODAK RVG 6100 Digital Radiography System

Take advantage of all the benefits of digital imaging without compromising image quality.

The award-winning* RVG 6100 sensor generates film-quality images in just seconds, providing the highest image resolution of any digital sensor on the market. Available

in three sizes, including one for pediatric applications, the sensor features rounded corners and precision positioners to ensure a more comfortable exam for patients and reduce the risk of retakes. Meanwhile, preset image filters such as an endodontic filter that highlights root morphology, enhance diagnostic capabilities and provide maximum ease of use. And, as the only digital radiography system that's available with Logicon caries detector software, the RVG 6100 system gives you the ability to diagnose up to 20% more interproximal caries in permanent teeth.** Put simply, it's not only the best option available in terms of image quality, but also the most user-friendly digital sensor on the market.



*In 2010, the RVG 6100 sensor was named one of the Top 50 Technology Products by Dentistry Today.

**Gakenheimer, David C., "The Efficacy of a Computerized Caries Detector in Intraoral Digital Radiography." Journal of the American Dental Association 133 (2002): 883-890.



KODAK RVG 6500 Digital Radiography System

Experience a new level of freedom with the world's first Wi-Fi enabled RVG sensor.

The RVG 6500 digital radiography sensor delivers the same exceptional image resolution (20 lp/mm) as our award-winning RVG 6100 sensor, but all while utilizing secure Wi-Fi technology to provide unprecedented mobility and ease of use by keeping your operatories cable-free. Create patient cards, adjust image brightness, add comments, and much more with this truly revolutionary device.



Add our exclusive Intelligent Positioning System (IPS) for even more abilities. The first of its kind, this innovative tool visually guides users during positioning using the paralleling technique to help ensure accurate sensor alignment and angulation—even providing real-time updates until the sensor is placed properly. In addition to eliminating guesswork, IPS also serves as a valuable education tool for your team, teaching them everything they need to capture consistently accurate images. The result: you receive the best image quality imaginable, all while virtually eliminating positioning errors and reducing the risk of retakes.



KODAK 8000 Digital Panoramic System

As one of the easiest and most affordable systems available, the Kodak 8000 digital panoramic system is a great solution for standard dental exams.

Capture crystal clear panoramic, segmented panoramic, TMJ and maxillary sinus images—all without waiting. A cephalometric option is also available.



The most common examination—the standard panoramic—lets you view the entire dental structure as well as surrounding bone and tissue.

Laser beams allow easy and accurate positioning.



KODAK 9000 and 9000 3D Extraoral Imaging System

A true high-performance digital panoramic unit, the Kodak 9000 system features an adjustable focal trough to ensure easy and precise positioning and is easily upgraded with 3D or cephalometric imaging capabilities.

The Kodak 9000 3D system adds the power of focused-field 3D, letting you capture anatomically-correct 3D images in seconds. 3D patient studies are generated at an impressive slice thickness of 0.076 microns, the highest resolution in the industry. The Kodak 9000 3D system is also available with an optional stitching program, allowing

you to combine up to 3 focused-field volumes into one extended-field volume. The unit's user-friendly design ensures precise positioning, while low-dose radiation exposure ensures the safety of your staff and patients.

Superior 3D Images: The Kodak 9000 3D system offers the highest resolution images and an intuitive interface.



Detailed panoramic images: A powerful low-dose 2D imaging system is at the heart of the Kodak 9000 3D system.



CS 9300 System

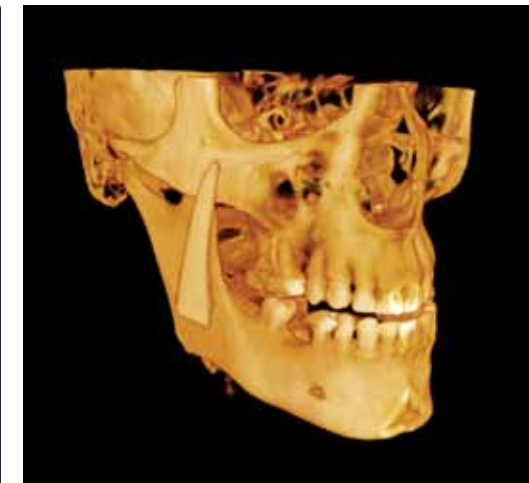
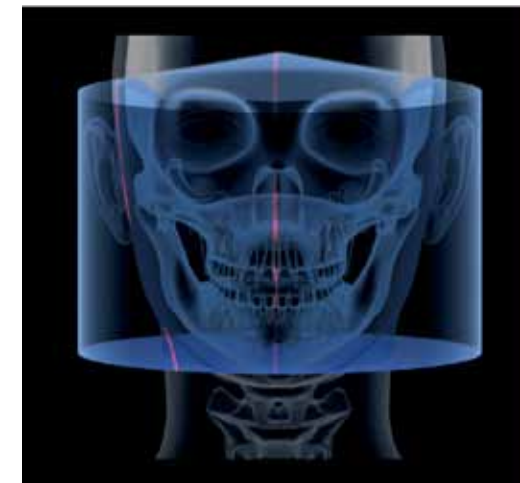
Our most flexible all-in-one system

Experience an unprecedented level of imaging capabilities. Which field of view is right for your patients? With the CS 9300, you have up to seven selectable fields of view ranging from 5 cm x 5 cm to 17 cm x 13.5 cm. This gives you greater flexibility and the ability to collimate the field of view to suit your patients' every diagnostic need.

Our industry leading imaging software has been designed by clinicians for clinicians. The CS 9300 comes installed with Carestream Dental's innovative CS 3D imaging software complimentary. Our software not only facilitates a number of functions that enhance treatment

planning, it delivers fast, accurate results for better patient communication. View images slice-by-slice in axial, coronal, sagittal, cross-sectional and oblique views for enhanced diagnostic interpretation. Our imaging software includes a sophisticated implant planning feature that comes with pre-loaded libraries from implant manufacturers, the flexibility to create custom implant sizes yourself. It also shows visual representation of the long axis, the restorative space and allows planning for customized abutments. There's also a robust TMJ analysis feature.

*Available in September 2011



Field of view: 17 cm x 13.5 cm /
17 cm x 11 cm /
17 cm x 6 cm

A great choice for dental exams, implant treatments (including those using surgical guide creation), impactions, TMJ analyses, and orthodontic cases.



Field of view: 5 cm x 5 cm
Endodontics, single implants, impactions, local exams, TAD planning, incisor bone assessments, and similar applications requiring a high level of detail (90µm).

Another advantage to SoftDent

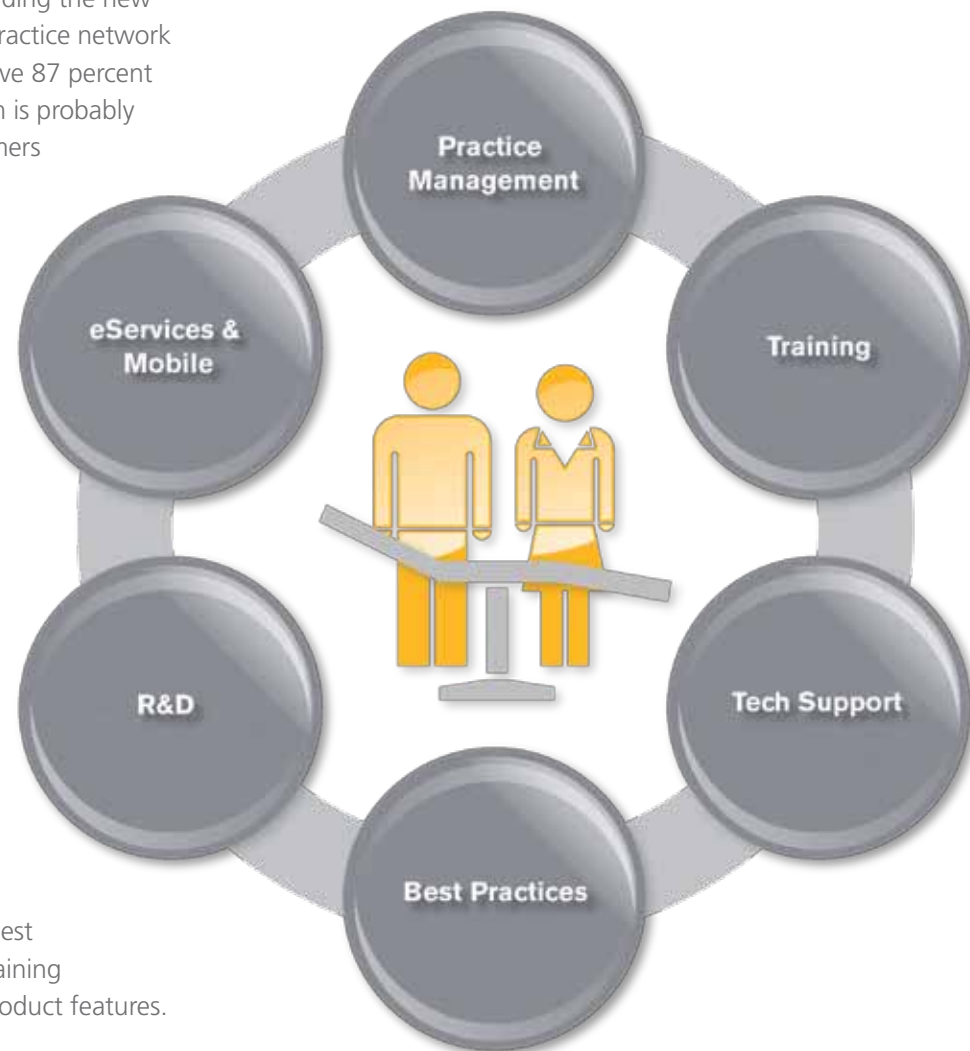
Maximize the benefits from using SoftDent. The Advantage Plan offers multi-faceted technical support, extensive options for training and education, regular upgrades to SoftDent, and much more.

Take advantage of the best support with the longest hours in the industry. The Technical Solutions Center, a 'traditional' support division, is staffed by the finest and most qualified team in the industry. Our 245 representatives have extensive, hands-on experience—including monthly training simulations—with all our products, including new releases. They are available through convenient contact options, including the new live chat option, and can even visit your practice network virtually using remote desktop! They resolve 87 percent of support calls on the first contact, which is probably why 95 percent of current support customers are more than satisfied with our team's performance. You will be too.

Advantage Plan customers also get exclusive access to regular digital imaging and practice management software upgrades, such as the Scheduler for SoftDent. Don't expect the innovation to stop any time soon—Carestream Dental invests more than \$7 million annually to push the pace of development and make sure you can wield the most sophisticated technology available.

To be sure SoftDent and other products are properly installed and maintained, the Advantage Plan provides a network of 450 National Service Providers. These skilled technicians have received Microsoft's highest certification and participate in ongoing training programs to keep up to date with new product features.

We'll teach you how to get the most from your SoftDent. From basic to advanced onsite and interactive Web-based training, including on-demand instruction, you and your team will be able to hone crucial skills at a convenient time and place. In all, the Advantage Plan offers live online classes each month! You can also take advantage of clinical tours, study clubs, and annual Users' Conferences, all of which are great ways to earn CE credits and boost core staff competencies through engaging, in-person learning.



A continuing tradition of innovation

From 1983 into the future of dentistry

