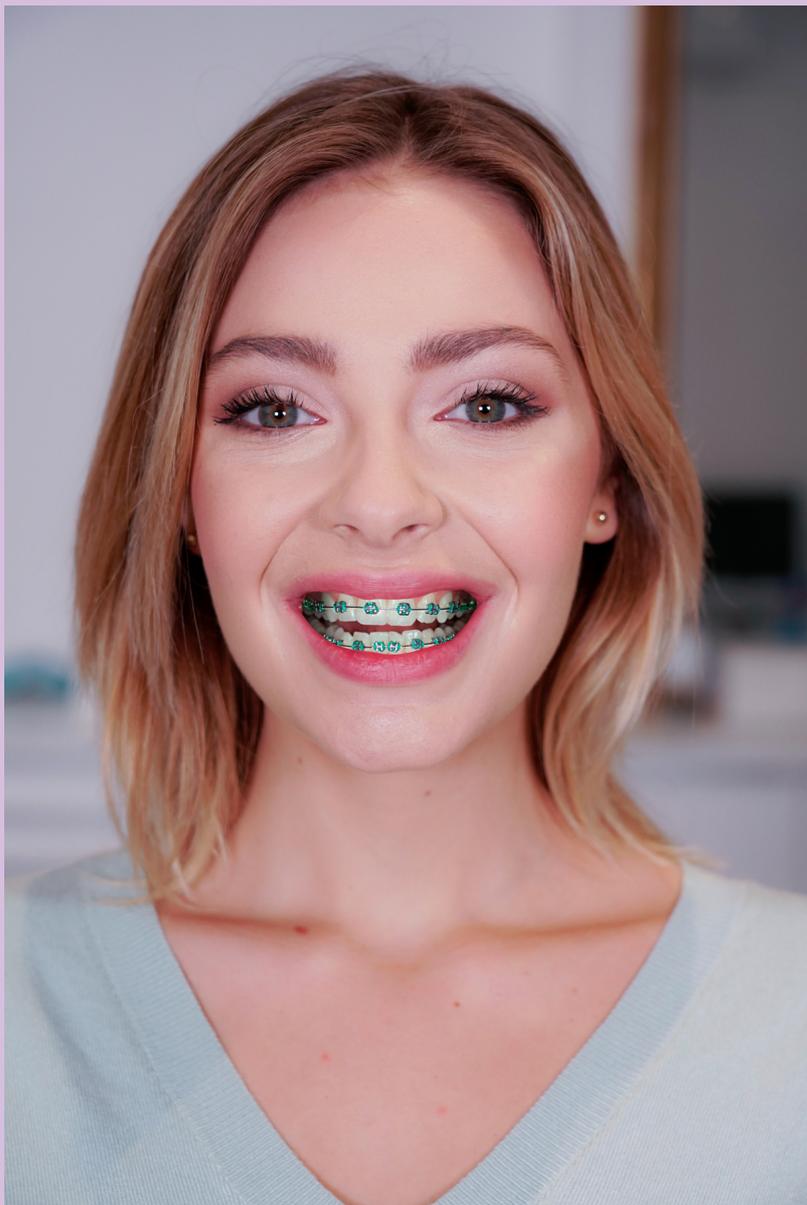




Dedicated Smile Simulation Flow



Which problems are we solving?

The need:

- Provide a simpler/shorter flow to generate more leads
- Provide more flexibility to create/manage custom patient flows

The solution:

- Provide the ability to easily edit your current flow (Smile Assessment, Smile Simulation or Full Assessment)
- Provide the ability to set up additional flows

The benefits:

- Increased conversion from lead to patient
- Reinforcement of SmileMate as a lead management tool
- Flexibility to set up your lead workflow

The context:

- SmileMate is used as a lead conversion tool. The addition of the Smile simulation in the SmileMate report reinforces this positioning
- A dedicated Smile simulation flow can also be a strong driver as a lead generation tool, since it is a “fun”/”interactive” simulation, requiring less effort from the lead (2 photos only)
- As a result, a dedicated Smile Simulation flow to your patients can act as a first touch point

Managing an existing flow

In Virtual Consultation > Integration, you can configure your flow(s)

By default, you will keep your existing flow and URL / integration script.

However you can decide to edit its content by switching to one of the following options:

- Smile Assessment - observations and treatments options
- Smile Simulation - simulation only
- Full Assessment - both assessment & simulation

The screenshot shows the 'Integration' settings page in the SmileMate dashboard. The left sidebar contains navigation options: Patients, Messaging, Reports, Virtual consultation, Integration (selected), Customisation, Video consultation, Catalogue, Practice management, Settings, My account, Centralisations, Branding, and Email template. The main content area is titled 'Integration' and features a 'Website integration' section with a 'Manage Flows' button. Below this, there are two options for website integration: 'Don't you have your own marketing site?' and 'Seamless integration in your website'. The 'Seamless integration' section includes a 'Configuration for this page' section with a 'Smile Simulation' option, which allows users to give potential patients the opportunity to see their future smile without the time commitment of visiting an appointment. Below this, there is a section to 'Choose the visualisations displayed on the 'Smile simulation' tab' with radio buttons for 'Aligners', 'Metallic braces', 'Self ligating braces', and 'Ceramic braces'. At the bottom, there is an 'Analytics integration' section with a '+ Add' button.

Step 1

You will also have the ability to set up additional flows:

- There can be up to 3 flows
- Each flow needs to be different (Smile Assessment, Smile Simulation, Full assessment)
- A URL and integration script are provided for each of them

You will be able to edit the content of an existing flow or add new flow(s) from the Manage Flows button

Integration

Website integration Manage Flows

Here's our lead generation plugin. See how it works before integrating it.

Don't you have your own marketing site?
Use our generic lead generation page

<https://us.smilemate.com/practice/d8de03aa-aa52-424e-ba26-631d...>

Seamless integration in your website
Copy and paste the following code to your site

<https://us.smilemate.com/practice/d8de03aa-aa52-424e-ba26-631d...>

Configuration for this page

Smile Simulation
Lets you give potential patients the opportunity to see their future smile without the time commitment of driving to an appointment.
Smile Simulation reports will be automatically shared with your patients

Choose the visualisations displayed on the "Smile simulation" tab

- Aligners
- Metallic braces
- Self ligating braces
- Ceramic braces

Save

Analytics integration + Add

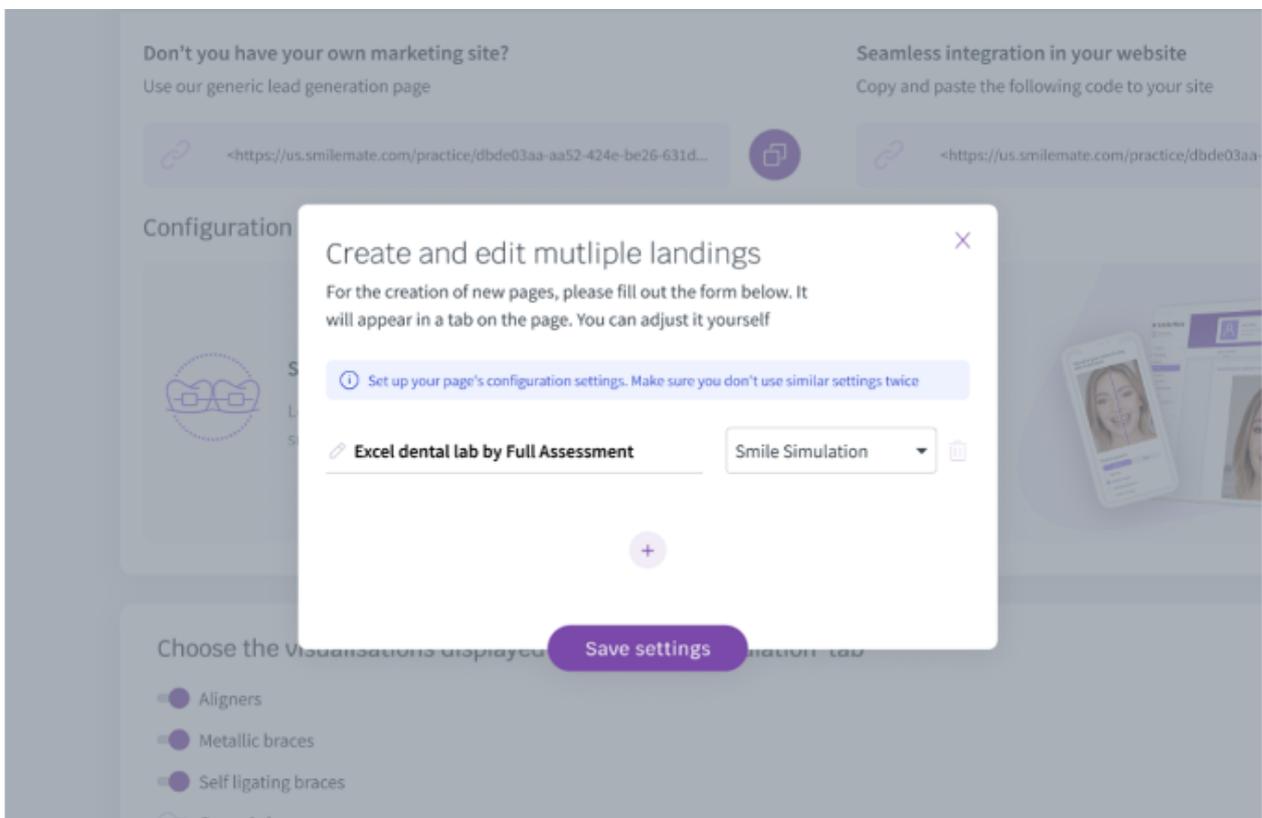
If you use a Google Analytics account to track user behaviour, you can add it here

Step 2

A pop up window will be displayed.

You will be able to:

- Select the flow configuration in the dropdown
- Choose a name for each flow
- Add/delete a flow



Step 3

- All configured flows will be displayed under Virtual consultation > Integration
- There will be as many tabs as configured flows
- A visual information will be displayed to help you quickly see the configuration of the flow

The screenshot displays the 'Integration' section of the SmileMate dashboard. On the left is a navigation sidebar with the SmileMate logo and user profile 'Robert Kelso'. The sidebar menu includes: Patients, Messaging, Reports, Virtual consultation (expanded), Integration (selected), Customisation, Video consultation, Catalogue, Practice management, Settings, My account, Centralizations, Branding, and Email template. At the bottom of the sidebar are links for Help, FAQ, Contact us, Login, Privacy policy, and Terms of use, along with a 'Log out' button and a copyright notice: '© 2021-2022 Smilemate - All rights reserved'.

The main content area is titled 'Integration' and features a 'Website integration' section. It includes a 'Manage Flows' button and a 'Delete "Dental Lab" page' link. Below this, there are two columns: 'Don't you have your own marketing site?' with a link to a generic lead generation page, and 'Seamless integration in your website' with a link to a specific SmileMate practice page. A 'Configuration for this page' section contains a 'Smile Simulation' card with a description and an image of a smartphone and tablet displaying the simulation interface. Below this is a 'Choose the visualisations displayed on the "Smile simulation" tab' section with radio buttons for 'Aligners', 'Metallic braces', 'Self ligating braces', and 'Ceramic braces', and a 'Save' button. At the bottom, there is an 'Analytics integration' section with a '+ Add' button and a note: 'If you use a Google Analytics account to track user behaviour, you can add it here'.

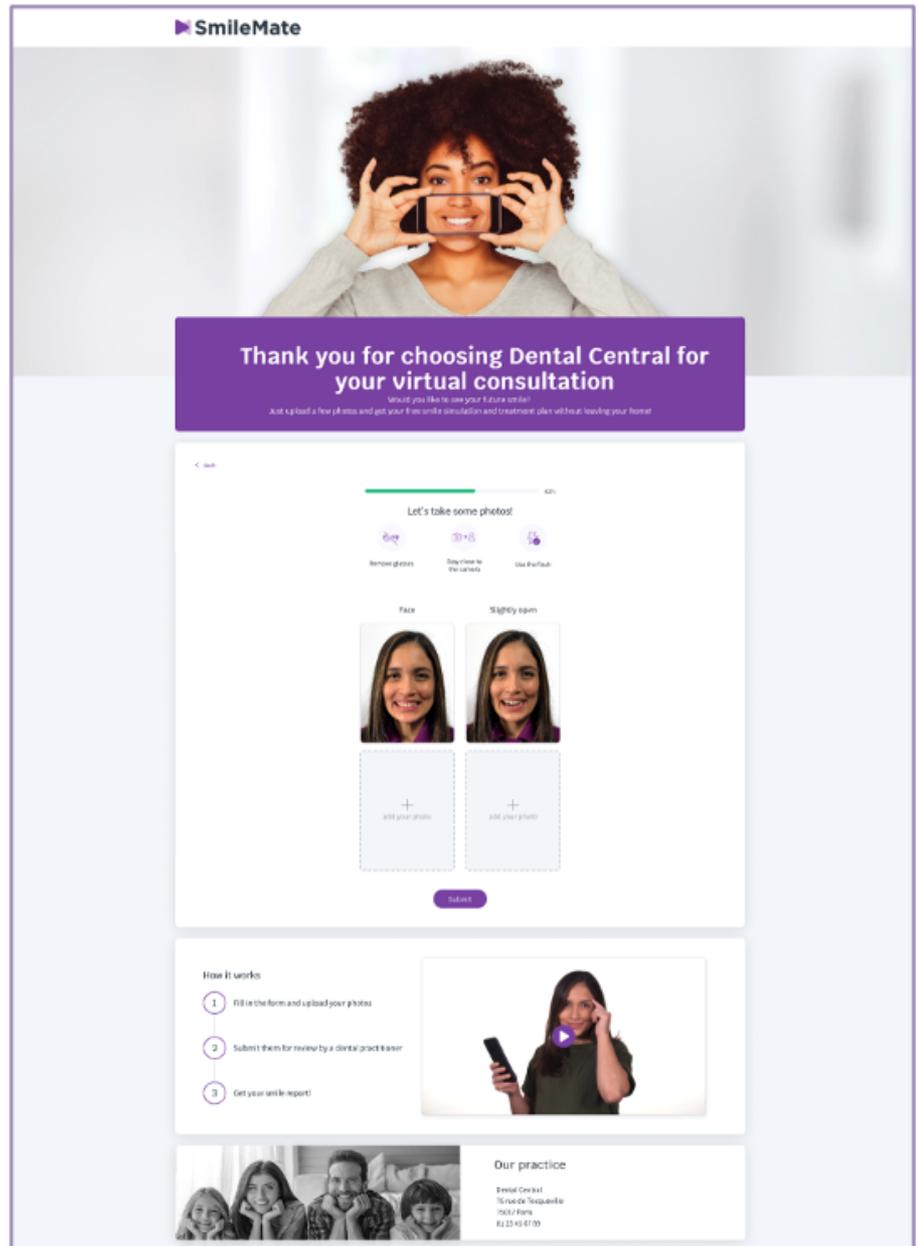
Patient experience

The generic landing page has been updated:

“how it works” section has been moved to the bottom of the form and made more generic to adapt to all possible flows.

The “tips section” has been simplified and visually lightened to highlight only the key requirements to take good profile photos (no glasses, short distance to the camera, good lighting)

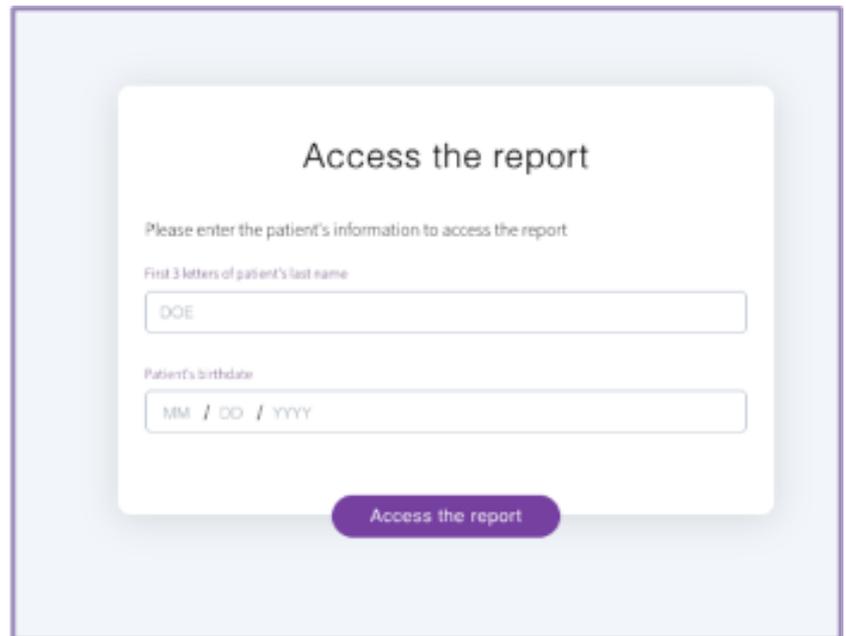
In the dedicated Smile Simulation flow, only 2 photos are required.



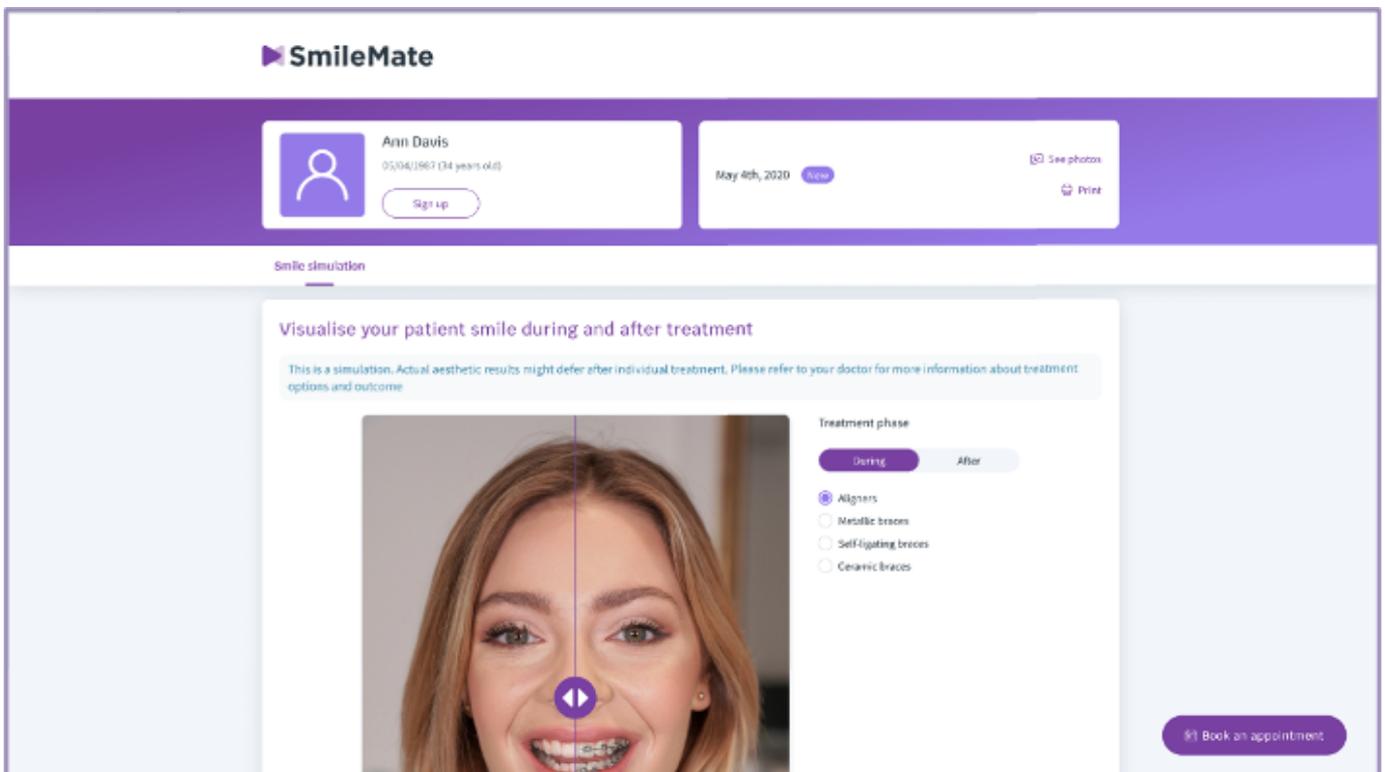
As it doesn't include any medical data, the dedicated Smile Simulation report does not need to be reviewed by you/the doctor and will be automatically shared with the patient.

Once the report is shared, patients can access it without the need to create an account.

In the dedicated Smile Simulation flow the report will have only one tab.



The screenshot shows a web form titled "Access the report". Below the title, it says "Please enter the patient's information to access the report". There are two input fields: "First 3 letters of patient's last name" with the text "DOE" entered, and "Patient's birthdate" with the format "MM / DD / YYYY". At the bottom of the form is a purple button labeled "Access the report".



The screenshot shows the SmileMate patient dashboard. At the top left is the SmileMate logo. Below it, there's a patient profile card for "Ann Davis" (05/04/1987, 34 years old) with a "Sign up" button. To the right, it shows the date "May 4th, 2020" with a "New" tag, and "See photos" and "Print" options. The main content area is titled "Smile simulation" and "Visualise your patient smile during and after treatment". It includes a disclaimer: "This is a simulation. Actual aesthetic results might defer after individual treatment. Please refer to your doctor for more information about treatment options and outcome." Below this is a photo of a woman with braces, with a vertical line and a double-headed arrow indicating a comparison point. To the right of the photo is a "Treatment phase" selector with "During" (selected) and "After" options. Below that is a list of treatment options: "Aligners" (selected), "Metallic braces", "Self-ligating braces", and "Ceramic braces". At the bottom right is a "Book an appointment" button.

Patient list

You will have the ability to filter the patient list and the report list by the type of report:

- Smile Simulation
- Smile Assessment
- Full Assessment

Note: the wording “screening” has been replaced by “report” across the dashboard

The screenshot displays the 'My Patients' dashboard in the SmileMate application. The interface includes a sidebar with navigation options like 'Patients', 'My patients', 'Shared reports', 'Archived patients', 'Messaging', 'Reports', 'Virtual consultation', 'Catalogue', 'Practice management', and 'Settings'. The main content area shows a table of patients with the following columns: Patient name, Email, Scan date, Labels, Status, and Report type. The table contains 15 rows of patient data, each with a 'New X' button and a status indicator (e.g., 'Shared with patient', 'Rejected').

Patient name	Email	Scan date	Labels	Status	Report type
Ann Davis	tranchuynto@gmail.com	03/04/2019 - 10:42	New X	Shared with patient	Smile simulation
Kristin Webb	moni-hacht00@gmail.com	03/04/2019 - 10:42	Treated X	Rejected	Smile simulation
Pat Fisher	tienlapgktd@gmail.com	03/04/2019 - 10:42	New X	Shared with patient	Smile simulation
Eleanor Alexander	trungkensplcnd@gmail.com	03/04/2019 - 10:42	New X	Rejected	Smile simulation
Savannah Robertson	vuhathuongrun@gmail.com	03/04/2019 - 10:42	New X	Rejected	Smile simulation
Dwight Murphy	binhan28@gmail.com	03/04/2019 - 10:42	Treated X	Shared with patient	Smile simulation
Max Simmonds	danghoang87h@gmail.com	03/04/2019 - 10:42	Treated X	Shared with patient	Smile simulation
Leslie Webb	mt.lisa.nute@gmail.com	03/04/2019 - 10:42	New X	Shared with patient	Smile simulation
Julie Flores	tientapgktd@gmail.com	03/04/2019 - 10:42	New X	Shared with patient	Smile simulation
Victoria Murphy	beesumma@blands.info	03/04/2019 - 10:42	New X	Rejected	Smile simulation
Cody Richards	ecormier@dibcor.com	03/04/2019 - 10:42	New X	Shared with patient	Smile simulation
Cameron Howard	rosalipes@terry.biz	03/04/2019 - 10:42	New X	Shared with patient	Smile simulation
Scarlett Cooper	fglass@vse@monisvetta.info	03/04/2019 - 10:42	New X	Rejected	Smile simulation
Kyle McKinney	janelie.champin@hotmail.com	03/04/2019 - 10:42	New X	Shared with patient	Smile simulation
Calvin Edwards	wly21@hotmail.com	03/04/2019 - 10:42	New X	Shared with patient	Smile simulation