

ORTHODONTICS 360 PILOT

Activate growth potentials in
clear aligner treatment.

EXECUTIVE SUMMARY.

Straumann Group Enterprise Solutions has developed Orthodontics 360 as a comprehensive end-to-end solution designed to accelerate clear aligner business growth with enterprise customers.

Our research has shown that training and support delivered over a specified period can be highly beneficial for dental service organizations (DSOs). The Enterprise Solutions team partnered with US DSO Espire Dental to launch a pilot that tested the performance of the Orthodontics 360 approach. The result is a significant acceleration of clear aligner case start growth, with pilot clinics growing case starts 2.5 times as fast as the group’s other clinics at the same time as lifting conversion rates and fostering treatment referrals.

ABOUT STRAUMANN GROUP ENTERPRISE SOLUTIONS

Straumann Group Enterprise Solutions understands the needs of enterprise customers. We are the empowering partner for success for ambitious enterprises, facilitating their journey to elevate clinical excellence, enhance operational efficiency, and activate growth potentials.

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INTRODUCING THE NEW ORTHODONTICS 360 PROGRAM

ORTHODONTICS 360 IS DESIGNED FOR DENTAL SERVICE ORGANIZATIONS (DSOS) THAT WANT TO DRIVE BUSINESS GROWTH IN CLEAR ALIGNER TREATMENTS.

It does so by:



Supporting enterprise customers to generate additional treatment opportunities



Supporting clinical capabilities through training



Supporting efficiency

Orthodontics 360 includes:

- A structured, tailored and scalable upskilling program that enhances the capabilities and confidence of the entire practice.
- An integrated tech stack which provides seamless workflows for enhanced patient and clinical experience.
- Tools and support to mine and identify relevant treatment opportunities and help drive additional demand for clear aligner treatment.

By participating in the Orthodontics 360 program, DSOs are empowered to harness the existing patient pool for clear aligner therapy to boost revenue growth and drive efficiencies.

ACCELERATE BUSINESS GROWTH BY ENHANCING CLINICAL CAPABILITIES

DENTAL PRACTICES OFTEN STRUGGLE TO POWER GROWTH.

In clear aligner case referrals especially, too many steps rely on the dentist to spot and explore potential cases with the patient. The heavy demands on dentists' time can mean that opportunities with good potential for successful treatment go unidentified and unexplored, leaving growth opportunities for the practice unmet and perpetuating an unexceptional experience for the patient.

For DSOs, this often means a high degree of workflow variation across their network as individual practices struggle to ensure optimal use of their clinical team resources, a high discrepancy in patient experience and treatment production. At the same time, DSOs face challenges common across the sector, including the high marketing costs for new patient acquisition and the difficulty of finding and retaining good staff.

Orthodontics 360 enables DSOs to address some of these challenges, targeting support and training that can elevate clinical excellence and ensure that clinics achieve their full revenue potential from clear aligner treatment opportunities.

The team is empowered to spot opportunities more readily, is poised to offer information to interested patients, is prompted to follow up with patients in a timely and engaging way, and, ultimately, convert more opportunities into successful treatments.

At the same time, a more engaged and motivated practice team, supported with a fully integrated digital workflow, helps to ensure a better experience for each clear aligner patient. The smooth, enhanced workflow – with timely follow-ups and consistent interactions with all members of the practice team – ensures that each patient feels their needs are being met.

TRUST IN A FIELD-TESTED WORKFLOW

STRAUMANN GROUP ENTERPRISE SOLUTIONS OWNS THE EXPERTISE TO PROVIDE SOLUTIONS WITH END-TO-END DIGITAL WORKFLOWS THAT INCLUDE TRAINING, EDUCATION, AND SUPPORT.

Solutions must be tested within DSO clinics to demonstrate their benefits to DSO leadership teams, practices, and patients. The Straumann Group Enterprise Solutions team launched a pilot to test the performance of the Orthodontics 360 approach.

Straumann Group Enterprise Solutions partnered with Espire Dental to test the Orthodontics 360 workflow. Espire Dental is a DSO founded in the USA in 2018. The group's activity is focused on general and cosmetic dentistry. It is headquartered in Denver, Colorado, and currently operates across the US western area.

Espire Dental has submitted and created cases for ClearCorrect clear aligners since its founding, with consistent year-over-year growth. It also uses the CareStack practice management software (PMS), which supports efficient digital workflows. Straumann Group Enterprise Solutions proposed the pilot in which five selected clinics could participate in a tailored program to support the continued growth of Espire Dental's clear aligner cases.

The sites spanned a mix of high-performing and lower-performing ClearCorrect providers in order to encompass a broad data set for the project. Initial surveys completed by the practice teams demonstrated that pilot participants had differing levels of familiarity with, interest in, and confidence with ClearCorrect aligner treatments.

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This pilot was designed to streamline the whole clear aligner workflow within our practices. The main goal was to line up our practice team members around patient identification, diagnosis, treatment planning, treatment acceptance, and follow-up.

Tim Hill, CEO, Espire Dental



TRAIN YOUR ENTIRE TEAM WITH TAILORED CONTENT

STRAUMANN GROUP ENTERPRISE SOLUTIONS UNDERSTANDS THAT EDUCATION IS THE KEY TO SUCCESS IN ORTHODONTICS.

To launch and implement the pilot, the Straumann Group Enterprise Solutions team created a series of pre-training modules.

The modules were created in Straumann’s digital training environment, Enterprise Academy. Enterprise Academy is a comprehensive collection of tools and curricula for treatment success. Webinars, live courses, and e-learning resources are all available, featuring various learning paths.






Pre-training modules which were tailored to different roles within the practice setting – dentists, clinical team, front desk, and practice manager – were shared with all staff members at the participating practices, whether or not they had preexisting experience of ClearCorrect.

Since all five participating practices were located in the Denver area, the project was launched with an in-person training event in the city. The day-long session ran with 55 Espire Dental professionals in attendance,

including practice managers, dental assistants, dental hygienists, and dentists.

The program included lectures, hands-on sessions and use-case scenario presentations.

Topics covered included:

-  Understanding the digital and ClearCorrect aligner workflows
-  Charting dental conditions
-  Leading patient discussions and education
-  Addressing common objections
-  Case discussion

The sessions were led by clinical and digital specialists from Straumann Group Enterprise Solutions in the North American team.

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The training and support provided during this pilot were crucial to the success of integrating orthodontic aligners into these practices. They not only enhanced the clinical capabilities of the team, streamlined workflows, and increased confidence in having aligner discussions, but also improved patient care outcomes.

Tina Braesch, Director of Hygiene/Clinical Operations, Espire Dental



RECEIVE ONGOING ORTHODONTICS 360 SUPPORT

AFTER A SUCCESSFUL LAUNCH, THE FOUR-MONTH PILOT PROVIDED WEEKLY SUPPORT CALLS, ALLOWING PRACTICE TEAMS TO GET ASSISTANCE AND SHARE PROGRESS.

This close collaboration enabled the Straumann Group Enterprise Solutions team to track results and endure ongoing success. Clinics received tailored support on CareStack PMS and its usage in conjunction with the ClearCorrect digital workflow. Ongoing virtual sessions with Straumann Ambassadors and specialists boosted team confidence and strengthened engagement.

Support offered through the pilot project included:



The Orthodontics 360 pilot was great. We trialled it in a variety of practices, some that were already high performers and some that were low performers. As with most high performers, their ability to implement is exceptional, and their number of cases grew far more than I was expecting! If you implement this process, you will absolutely see growth.

Dr. Jen Derse, Clinical Director, Espire Dental

ENTERPRISE SOLUTIONS CAN SUPPORT YOU ON YOUR CLEAR ALIGNER BUSINESS GROWTH

THE CLEARCORRECT CASE START GROWTH IN THE FIVE PILOT CLINICS WAS 2.5 TIMES AS HIGH AS IN THE REST OF THE NETWORK.



Indeed, pilot clinics grew their case starts by 49% whereas the rest of the network grew by 21%. Participating clinics also achieved an 80% win rate in their clear aligner case submissions during the pilot. This compares with 65% for non-participating clinics.

Furthermore, analysis of CareStack PMS use shows that clinics effectively transitioned patients from hygienists through to dentists and successfully converted them into approved cases. 80% of the approved cases were initially referred by a hygienist.

The uplift to these important KPIs clearly illustrates the positive impact of consistent, tailored and comprehensive training and support initiatives on practice performance. By focusing training and support on multiple roles within the practices, the Orthodontics

360 workflow helps to elevate staff members with little or no previous experience of clear aligner treatments and foster active participation across the orthodontic workflow.

Tailored support and role-specific training proved key in improving workflows and driving revenue growth. Success was highest in practices where engaged dentists and practice managers actively communicated goals and motivated their teams.

To maximize impact with the Orthodontics 360 program, DSOs should prioritize clinics with a clear commitment to growth. The 49% increase in case starts is strong; but with focused engagement from motivated teams, the potential is even greater.

Staff at participating clinics commented:

 DENTIST "I enjoyed the time with the team outside of the office for this fun and informative day! My team was engaged, it was helpful going through the process."	 HYGIENIST "Having the conditions in CareStack has been very helpful with treatment planning ClearCorrect."	 PRACTICE MANAGER "The Orthodontics 360 pilot has increased our production. Patients are excited about the results they are getting."
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This pilot clearly achieved enhanced patient care, service expansion and organic revenue growth.

Tim Hill, CEO, Espire Dental



**FOR MORE INFORMATION VISIT US:
[WWW.STRAUMANN.COM/GROUP/EN/ENTERPRISE-SOLUTIONS/
ORTHODONTICS-360.HTML](http://WWW.STRAUMANN.COM/GROUP/EN/ENTERPRISE-SOLUTIONS/ORTHODONTICS-360.HTML)**

REFERENCES

1 Comparison of ClearCorrect clear aligner cases submitted and approved during the four months of the pilot (September – December 2024) over the same period the previous year (September – December 2023). This compares against a 21% uplift in the number of submitted and approved cases by the Espire Dental practices not participating in the pilot. 2 The win rate is defined as the percentage of case submissions created in the pilot's timeframe (September – December 2024) that were approved in that same period of time.

DISCLAIMER

An Orthodontics 360 pilot conducted in partnership between Straumann Group Enterprise Solutions and Espire Dental. Results are based on experiences from five different practices across Denver, Colorado, in the US, gathered from September to December 2024.

International Headquarters

Institut Straumann AG
Peter Merian-Weg 12
CH-4002 Basel, Switzerland
Phone +41 (0)61 965 11 11
Fax +41 (0)61 965 11 01
www.straumann.com

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