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Learning Objectives

After completion of this exercise, the participant will be able to:

1. Discuss the pros and cons of digital technology in orthodontic practice.
2. Describe new applications for digital communication with patients.
3. Compare various forms of social media in terms of outreach to potential patients.
4. Outline the advantages of digital scans as replacements for intraoral photographs.

Article 1

Keim, R.G.; Redmond, W.R.; Demas, A.; Fry, J.; Lemchen, M.S.; Shoaf, S.C.; and White, C.: *Digital Office Management* (pp. 11-26)

1. IFTTT is an acronym for:
   a) International TEFL and TESOL Training
   b) If This, Then That
   c) In This Forum Thread
   d) International Telephone and Telegraph Technical Institute

2. EasyRx Ortho is a software program for managing and tracking:
   a) doctor-patient communications
   b) online case presentations
   c) lab prescription workflow
   d) drug prescription workflow

3. Key performance indicators for evaluating practice success include all of the following except:
   a) data per life cycle
   b) marketing return on investment
   c) collected case fee per scheduled unit
   d) profit per scheduled unit

4. S-Ray scanning is based on the technology of:
   a) cone-beam computed tomography
   b) light-emitting diodes
   c) artificial intelligence
   d) ultrasound imaging

Article 2

Klempner, L.S.: *Adapt or Perish: New Digital Communication Technology Helps Disrupt the Disruptors of the Orthodontic Industry* (pp. 27-31)

5. Direct-to-consumer aligner companies have a combined annual advertising budget of about:
   a) $6 million
   b) $30 million
   c) $60 million
   d) $300 million

6. Rhinogram is a software program for managing and tracking:
   a) doctor-patient communications
   b) online case presentations
   c) lab prescription workflow
   d) drug prescription workflow

7. Rhinogram's text messaging feature can be integrated with:
   a) Google My Business
   b) Twitter
   c) Facebook Messenger
   d) FollowMyHealth.com

8. Dental Monitoring enables:
   a) three-dimensional manipulation of models
   b) virtual follow-ups by smartphone
   c) remote ClinCheck verification
   d) multimedia uploading of image files

Article 3

Kravitz, N.D.; Salins, S.; Gallagher, A.K.; Collins, G.C.; Prero, D.; and Jorgensen, G.: *Effective Use of Social Media* (pp. 32-43)

9. Of all Internet traffic in 2019, video content accounted for:
   a) 15%
   b) 29%
   c) 73%
   d) 84%

10. The most common way to get a negative review removed by Yelp is to report that it:
    a) fails to describe a personal consumer service
    b) uses inappropriate language
    c) is vastly outnumbered by positive reviews
    d) was posted in retaliation

11. The best days to post content on Facebook are:
    a) Mondays and Tuesdays
    b) Mondays and Fridays
    c) Thursdays and Fridays
    d) Saturdays and Sundays

12. In a Google local search, the list of businesses appearing within a box at the top of the results page is known as the:
    a) review screen
    b) local pack
    c) organic results
    d) citations

Article 4

Hopkins, H.S.: *How Intraoral Scanning Can Enhance the New Patient Experience in Your Office* (pp. 44-47)

13. Compared with digital scans, disadvantages of intraoral photography include all of the following except the:
    a) amount of staff training required
    b) expense of camera equipment
    c) amount of computer storage space required
    d) discomfort caused by cheek retractors and occlusal mirrors

14. The key to efficiency with intraoral scanners is to:
    a) watch the patient's mouth
    b) watch the screen
    c) instruct the patient in advance
    d) take the scans before taking extraoral photos

15. Intraoral images are exported from OrthoCAD by selecting:
    a) "Export Intraoral Images"
    b) "Save JPEG Images"
    c) "Gallery View Images"
    d) both b and c

16. At the case presentation, the author manipulates the three-dimensional model using:
    a) OrthoCAD
    b) Dolphin Aquarium
    c) EasyRx Ortho
    d) myitero.com