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How our interactions with healthcare are changing

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The innovations that distinguish Invisalign from traditional wires and brackets aren't really about plastic aligners vs. metal braces – they're about an analog vs. digital approach to treatment. As digital technologies have emerged, we've leveraged them. 3D design and 3D printing, digital scanning to digitize physical forms, data mining and complex algorithms, the internet, social media – over the last 20 years we've harnessed these and other technologies to create an end-to-end digital process.

Digital imaging: iTero scanner combined with Invisalign Outcome Simulator for best digital imaging and data capture plus chairside visualization of treatment outcome for patients; Unmatched digital tools with ClinCheck Pro software Ensuring you are moving exactly what you want and helping determine best treatment path

Broad treatment applicability: Treatment options for simple to complex (limited stage and comprehensive) and for patients of every age with features designed especially for teens and kids (mandibular advancement, palatal expander);

Better predictability: Patented Smart Track aligner material is designed for optimal control of tooth movements and on average enables faster treatment than braces. Smart Force attachments and features designed into the aligners deliver the precise forces when needed to achieve more predictable tooth movements. And Smart Stage technology, programming each tooth movement in a certain sequence, at the right time to achieve optimal outcome.

Progress tracking: During and after treatment with iTero scanner apps to compare tooth movement to plan or previous scans. We've invented a digital process for orthodontics that uses clear aligners – and we believe it will be the standard for moving teeth in the future. A digital process that delivers advantages in terms of better treatment planning and visualization and great outcomes, but also a better patient experience.

The Digital Advantage

- A better appliance
- Better tools for doctors
- A better experience for patients
- A Superior Material

Biography

Julie Tay joined Align Technology as Vice President and Managing Director for Asia Pacific in March 2013. She is responsible for Align Technology's market development and operational execution of all Align Technology products and services in the Asia Pacific region. Ms. Tay has more than 20 years experience in international management of various segments including consumer healthcare, medical devices and chemical businesses across Asia. Prior to Align Technology, Ms. Tay was regional head of Bayer Healthcare (Diabetes Care) overseeing operations across Asia where she grew the business into a sustainable and profitable operation in three years. Prior to Bayer, Ms. Tay spent 15 years with Johnson & Johnson Medical where she was instrumental in establishing the LifeScan franchise and in successfully launching the SmartScan, One Touch Ultra, and One Touch Horizon brands within Asia. Ms. Tay holds an M.B.A. from Curtin University of Technology (Australia) and a B.A. degree from the National University of Singapore.

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