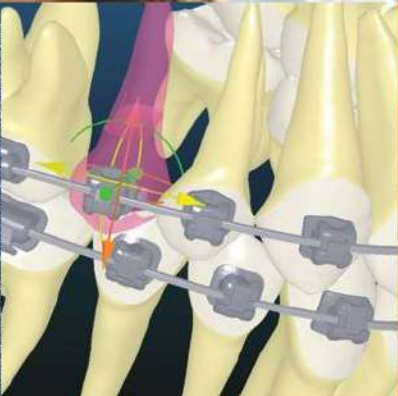
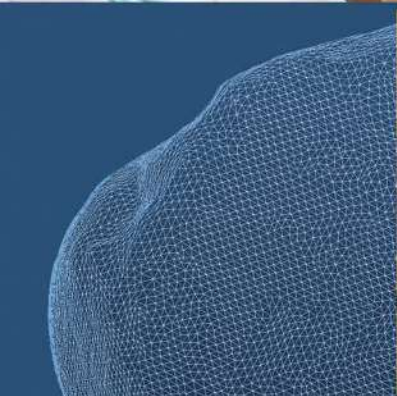


 **INSIGNIA™**

Advanced Digital Orthodontic Solution



**Ormco™**

Can doctors spend less time and effort detailing cases to achieve the ideal finish?

## THE INSIGNIA SOLUTION:

Combining the efficiency of digital smile design and the precision of patient-specific appliances.

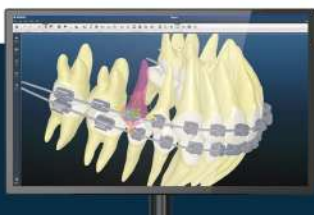
**Insignia** offers a comprehensive digital design and customized appliance treatment system that empowers you to achieve your ideal finishes efficiently and consistently.

### A straight line between your design and your ideal finish.

Insignia is designed to minimize the many complex variables that come into play in each orthodontic case.



Based on a powerful algorithm, Insignia takes much of the guesswork out of treatment planning.



#### Invented by an orthodontist for the expert

Insignia goes beyond, but does not dismiss, traditional cephalometric analysis by adding accurate 3D visualization of the desired result and then providing the specific appliances that encourage that result.

#### Dr. Craig Andreiko

ORTHODONTIST, ENGINEER, INSIGNIA INVENTOR



A high-tech solution, representing all philosophies, grounded in straight-wire tradition.

Insignia provides the right prescription for a more direct means of achieving your smile design, regardless of your preferred treatment philosophy.

#### TRADITIONAL APPROACH

**1**  
SIZE FITS ALL

VERSUS

#### INSIGNIA APPROACH

**MILLIONS**  
OF TREATMENT OPTIONS  
**PER TOOTH**

DOCTOR'S  
PREFERRED  
PHILOSOPHY



HUMAN  
VARIABILITY

APPROVER'S  
ALGORITHM



With conventional treatment, we put brackets on crooked teeth and in the end sort it out. Insignia allows me to see the teeth straightened in the virtual setup with brackets, then custom designs appliances to be placed on 'straight teeth' in the desired final relationship with a 'straight' wire."

**Dr. David Sarver**  
VESTAVIA HILLS, ALABAMA, USA

“

Insignia is the ultimate straight-wire appliance that represents all orthodontic philosophies. I sleep better knowing that every patient's problem is going to get corrected on time with a consistently delivered beautiful result.

**Dr. Sonia Palleck**  
WOODSTOCK, ONTARIO, CANADA



## HOW INSIGNIA WORKS

### 1. SCAN

Patient data is digitized and prepared for 3D design.

### 2. DESIGN

Case specialists provide a setup that you are able to review and manipulate using Insignia's Approver software.

### 3. BUILD

Custom brackets, wires and placement guides (jigs) are fabricated based on your approved design.

### 4. BOND

Custom brackets are accurately positioned with precision indirect bonding jigs.

## YOUR INSIGNIA ADVANTAGE



PREDICTABILITY



PRECISION



EFFICIENCY



CONSISTENCY



PRACTICE  
MANAGEMENT



PATIENT  
EXPERIENCE

## PREDICTABILITY



### Begin with the end in sight.

The digital tools in Insignia's Approver software enable you to simulate the final desired result at the beginning of treatment. Easy manipulation of the dentition and occlusion takes much of the guesswork out of treatment planning for greater predictability and consistency.

### Your smile design, your finish, enhanced with TruRoot.

The newly launched TruRoot feature combines CBCT root data with crown data from intraoral scanners or impressions for uncompromising accuracy in the representation of patients' root positions.



87.5% OF INSIGNIA TRUROOT USERS INTERVIEWED FOUND THE FEATURE SIGNIFICANTLY IMPROVED THEIR ABILITY TO VISUALIZE AND PREDICT ROOT AND TOOTH MOVEMENT.<sup>1</sup>



Insignia's incorporation of CBCT root data is the next step forward in integrating all patient 3D data into orthodontic treatment. It is now easier to predict movements and choose the best treatment plan because I have a clearer picture of potential limitations based on true root anatomy.

**Dr. Leon Verhagen**  
LICHTENVOORDE, NETHERLANDS



## PRECISION

### Design Precision

Insignia's unique visual tools allow you to plan smile design details precisely.

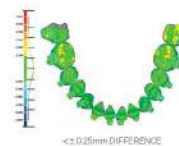


Torque values measured in **TENTHS** of a degree



### Bonding Precision

Insignia's customized placement jigs help ensure brackets are accurately transferred to the correct positions.



COMPARISON OF DIGITAL BRACKET PLACEMENT DESIGN VERSUS ACTUAL POST-BONDING BRACKET PLACEMENT



BRACKET TRANSFER ACCURACY<sup>2</sup>



## EFFICIENCY

**Minimizes detailing effort. Maximizes the possibilities of smile design.**

Insignia's custom, per-patient system controls and minimizes treatment variables, reducing the time and effort you spend on detailing.

37%



37% REDUCTION IN  
TREATMENT TIME <sup>1</sup>

15%



15% FEWER VISITS  
PER PATIENT <sup>1</sup>



PERCENTAGE OF DOCTORS INTERVIEWED WHO  
EXPERIENCED SIGNIFICANTLY FEWER TORQUE BENDS



PERCENTAGE OF DOCTORS INTERVIEWED WHO  
EXPERIENCED TORQUE BENDS OF LESS MAGNITUDE

TRADITIONAL APPROACH

VERSUS

INSIGNIA APPROACH



PATIENTS WHO FINISHED TREATMENT  
WITHOUT BRACKET REPOSITIONING <sup>2</sup>



Insignia is the shortest distance between the  
start and the finish of a case.

**Dr. Timothy Bandeen**  
BATTLE CREEK, MICHIGAN, USA



<sup>1</sup> Data based on AJO-DO article published in December 2015

<sup>2</sup> Data based on 2017 Insignia customer satisfaction survey

<sup>3</sup> Data collected through case review research conducted by Dr. Timothy Bandeen comparing cases treated with Insignia to cases from 2009 to 2015 via video review with Clinformatics software 2016



## CONSISTENCY

Consistent quality results achieved across a wide spectrum of case types.

### SKELETAL CLASS I



Skeletal Class I: Treatment time - 11.5 months, 9 appointments.

Case treated by Dr. Jamie Reynolds  
Novi, Michigan, USA

### SKELETAL CLASS III



Skeletal Class III: Severely crowded maxilla. Treated without extraction.

Case treated by Dr. Ashley Smith,  
Toowoomba, QLD, Australia

### SKELETAL CLASS III



Skeletal Class III: With complete cross bite and open bite. Treatment time - 21 months, 18 appointments.

Case treated by Dr. David González Zamora  
Madrid, Spain

### SKELETAL CLASS II



Skeletal Class II: Significant mandibular retrognathia. Surgical case treated without rebonds or torque adjustments.

Case treated by Dr. Chris Turnock  
Toowoomba, QLD, Australia



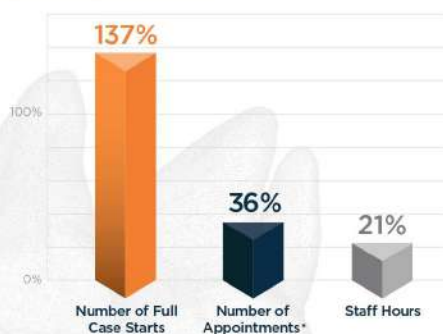
## PRACTICE MANAGEMENT

### Streamlines workflow. Fosters delegation.

With improved efficiency, Insignia can reduce the number of treatment appointments, and decrease fixed costs per visit.

Insignia standardizes workflow across multiple locations, even with multiple doctors, for consistent results. It also fosters increased opportunity for staff delegation.

### Impact of Insignia on key practice metrics<sup>1</sup>



\* Number of appointments increased due to new patients acquired.



With Insignia, we're not just busier, we're more productive.

**Dr. Timothy Bandeen**  
BATTLE CREEK, MICHIGAN, USA



<sup>1</sup> Data collected by Dr. Timothy Bandeen, Battle Creek, Michigan, comparing cases treated with Insignia® SL, from 2018 to 2019 vs. cases treated with Insignia® SL, prior to 2018.

## PATIENT EXPERIENCE



By using Insignia, your patients can experience the excitement of seeing what their smile will look like before treatment starts, the greater comfort that comes from fewer wire bends and overall shorter treatment times.



**Annushya Mahendran**  
Age 15

My overall treatment experience with Insignia has been really good. My new smile is such a confidence booster and I know the result will be life-changing. The customized approach makes me feel very special. I know that the process was designed just for me and my teeth will look great when I get my braces removed.



**Matthew Murphy**  
Age 17

A lot of my friends who wear conventional braces complained about how much it hurt when doctors changed the wires. I've never experienced that with Insignia. I am on my way to becoming a professional rugby player and my braces do not hold me back. Insignia does its work so that I can focus on mine!



**Keely Mooney**  
Age 20

My smile defines me because I am always smiling. With Insignia clear brackets, I feel comfortable continuing to show my big smile even with braces. The treatment process feels fast. After 6 months, my teeth started to come together and they are getting better and better every day. People always ask me about where I got my treatment done and I always recommended Insignia!



## PATIENT EXPERIENCE



**John Yun**  
Age 18

When I thought about getting orthodontic treatment, I felt insecure and uncertain. The fact that Insignia allowed me to see my final result at the beginning of treatment gave me a lot of confidence. I trusted Insignia and understood how it would help me achieve my perfect smile every step of the way in this journey.



**Mia Rennick**  
Age 16

Being treated with Insignia was one of the best things that ever happened to me. I had a lot of crowding in my front teeth prior to treatment, which made me feel really self-conscious. Now I get a lot of compliments about how naturally perfect my new smile looks. Each appointment was quick and I didn't need to see the doctor that often. Insignia was comfortable and easy to wear.

## APPLIANCE OPTIONS

A selection of self-ligating and conventional brackets and molar tubes are available for use in the Insignia system.\*



### Brackets

- Custom, self-ligating  
- Insignia SL (metal)
- Custom, conventional  
- Insignia Twin (metal)
- Stock, self-ligating  
- Damon™ Clear (clear)  
- Damon™ Q (metal)
- Stock, conventional  
- Inspire ICE™ (clear)



### Wires

- Copper Ni-Ti™
- Ni-Ti™
- TMA™
- Stainless Steel



### Molar Tubes

- Custom  
- TIB
- Stock  
- SnapLink™  
- Accent Mini™  
- Peerless™

## INTERESTED?

A dedicated team will help you integrate Insignia into your practice with ease.

## INSIGNIA SUPPORT

Learn more or get started with Ormco's comprehensive doctor and staff support.



### Startup Case Review Program

Approver training specialists will guide you through your initial cases setups.



### In-Office Training

Comprehensive hands-on support from case submission to bonding for doctors and staff.



### Active Approver Support

Receive ongoing support at your convenience.



### Insignia Academy

VIP training events for doctors and staff (1.5 days) at Ormco HQ in California.



### Insignia Global Users Meeting

Annual, high-energy meeting bringing together Insignia users from around the world.



#### United States and Canada

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insignia.support@ormco.com  
Call: 800.854.1741

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#### Europe and the Middle East

ormcoeurope.com  
Call: 00800 3032 3032 (toll free) or  
0031 33 453 61 61

## ABOUT ORMCO

Ormco has a distinguished 50+ year history of providing the orthodontic profession with high quality, innovative products backed by attentive customer service and educational support. Our pledge to you, our valued customers, is to continue to provide you with the products and services that you need and want—products that make the orthodontic experience a great one for you, your staff and your patients. Drs. Bandeen, Palleck, Sarver and Verhagen are paid speakers or consultants of Ormco.

Visit [ormco.com](http://ormco.com) for more product information, clinical case studies, treatment procedures and educational events.

**Ormco**<sup>™</sup>  
Your Practice. Our Priority.

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