



# **Elegance Lab Inc.**

## PIM – BI Web Tool Screens





elegance  
LAB INC.

1

## UI Design

- Home screen
- Login screen
- Admin screen
- PIM calculator screen

2

## My Project Role

- User interview
- Application roadmap
- Wireframe & FSD
- UI design

3

## Proposed Solution

- Website
- Web based BI tool
- Reports
- Web admin





## CAPTURING INSIGHTS TO DRIVE BUSINESS BEHAVIORS

Provide your customers with insights and recommendations for practice profitability with Invisalign® clear aligner therapy.

[START ASSESSMENT](#)

Today, practice owners are caregivers as well as business professionals. With your assistance, Align Technology, Inc. is committed to supporting orthodontists not only as a provider of high-quality chairside technologies but also in development of their business acumen. The Practice Insight Modeling tool is a resource created expressly for this purpose. It allows you to interact with your customer, conduct a helpful practice assessment, and generate in real-time a host of recommendations to drive their bottom line. It's simple to get started!

### FEATURES



#### SIMPLE DATA INPUT

Use industry standards or customize each data field to personalize results for your customer.



#### REAL-TIME MODELING

Run reports in real time to show customers how modifications to the practice can improve profitability.



#### INTUITIVE NAVIGATION

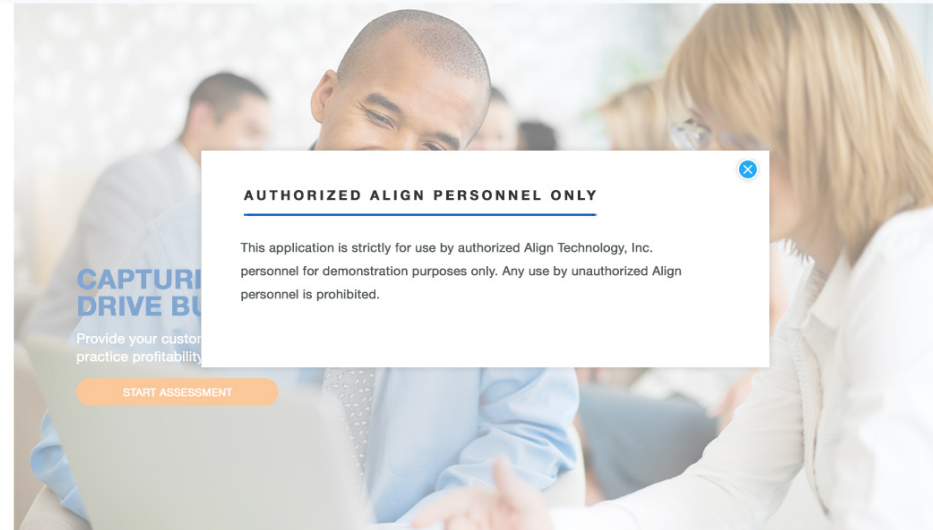
User prompts and interactive tools provide a seamless navigation experience.



#### CONVENIENT SHARING

Send reports directly to the customer right from the Practice Insight Modeling tool.





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### Already a registered user?

#### Login to Practice Insight Model tool

Align Technology, Inc. Email \*

Password \*

[Forgot Password?](#)

☐

Remember Me

**Log In**

### Register for Practice Insight Model

#### Become a member for Practice Insight Model tool

Full Name \*

Align Technology, Inc. Email \*

Password \*

? Create password with  
6 - 8 digits

Confirm Password \*

Contact Number \*

? What is your business  
contact number?

☐

Remember Me

**Register**



[Home](#) > Dashboard

Practice Name	Email	Increased Estimated Profit	Actions
Dr. John Clinic	john@gmail.com	\$ 30,000	
Berglunds Clinic for Orthodontist	berglunds@admin.com	\$ 43,000	
Dr. Haroon Siddikey	hs@gmail.com	\$ 3,20,000	
Dr Koniglich Wilson's Clinic	wilsonclinic@gmail.com	\$ 25,000	



[Home](#) > Calculator

Desired Practice Growth as a % of Total Starts:  %

Invisalign % of Overall Orthodontic Starts:  %

Forecasted Invisalign Lab Expense:

### Current Scenario

	Total Starts	Brackets	Invisalign	%SOC
	<input type="text" value="350"/>	290	60	17%
Adult	110	<input type="text" value="70"/>	<input type="text" value="40"/>	
Teen	240	220	<input type="text" value="20"/>	
Total Collections				\$2,100,000

Overhead	Industry Averages	Current	Current
Staff Expense	25%	<input type="text" value="25.0%"/>	\$ 525,000
Orthodontic Supplies & Lab	12%	12.0%	\$ 252,200
Lab Expenses		<input type="text" value="2.2%"/>	\$ 46,200
Brackets and Wires		5.5%	\$ 116,000
Invisalign		4.3%	\$ 90,000
Business Management	10%	<input type="text" value="10.0%"/>	\$210,000
Occupancy	10%	<input type="text" value="10.0%"/>	\$210,000
Total Practice Expense	57%	57.0%	\$ 1,197,200
Total Practice Income		43.0%	\$902,800

### New Scenario

	Total Starts	Brackets	Invisalign	%SOC
	403	282	121	30%
Adult	80		<input type="text" value="80"/>	
Teen	41		41	
Total Collections				\$2,415,000

Overhead	Industry Averages	New	New	Adjusted
Staff Expense	25%	21.7%	\$ 525,000	<input type="text" value="\$"/>
Orthodontic Supplies & Lab	12%	12.1%	\$ 291,900	
Lab Expenses		2.2%	\$ 46,200	
Brackets and Wires		5.4%	\$ 112,600	
Invisalign		5.5%	\$ 133,100	
Business Management	10%	8.7%	\$210,000	<input type="text" value="\$"/>
Occupancy	10%	8.7%	\$210,000	
Total Practice Expense	57%	51.2%	\$ 1,236,900	
Total Practice Income		48.8%	\$1,178,100	

Increased Profit ( estimate) \$ 275,300

Cancel

Clear

Calculate

Export



Thank you!



Thank you!

