

## Align Technology (ALGN) - Invisalign Teen: Market Assessment

Understanding treatment practices, potential product growth, and financial issues

### A survey among 79 Dentists and 35 Orthodontists

#### Study Description

Methodology	Online survey
Data collection period	June 20-24, 2008
Survey audience	Dentists (n=79); Orthodontists (n=35)

#### Study Objectives

Decision Metrics surveyed dentists and orthodontists to understand current treatment practices, gauge Invisalign product growth, investigate issues of pricing/financing/insurance coverage, and probe likelihood of adoption of Invisalign Teen once it is introduced into the marketplace.

- Conduct a thorough Invisalign Teen market assessment, including:
  - Current usage rates of Invisalign among teens
  - Forecasted rate of adoption and size of market opportunity based on severity of orthodontic cases
  - Gauge overall level of interest in Invisalign Teen concept among practitioners
  - Likelihood of parents to select Invisalign Teen
  - Compare market potential in GP dentist versus orthodontic markets
- Understand trends in the volume of Invisalign patients, including:
  - Number of cases treated with Invisalign in the past year
  - Forecasted number of cases to be treated with Invisalign in the coming year
  - Impact of severity of correction on number new case starts among adults and teenagers
- Investigate issues of pricing/financing/insurance coverage, including:
  - Cost to patient for mild/moderate/complex severity orthodontic corrections
  - Role of pricing and access to insurance/financing in likelihood to undergo Invisalign treatment
  - Potential issues of price resistance for Invisalign Teen
- Importance of Invisalign in overall profitability of practice
- Impact of macroeconomic environment, including:
  - Impact on current Invisalign and elective cosmetic procedure patient volumes
  - Potential impact on receptivity to Invisalign Teen

#### Companies and Products Mentioned in This Report

Company	Ticker Symbol	Product
Align Technology, Inc.	ALGN	Invisalign & Invisalign Teen

For additional information on this study or to purchase this report, please contact:

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