

IMS SPECIALTY SERVICES INC



Specialty Services Inc.

IMS Specialty Services began selling orthodontic practice-management software in 1988. With more than 19 years of service, IMS is one of the most experienced companies in the orthodontic practice-management software arena. IMS is a privately held corporation with ownership participation from employees and orthodontists. At the onset, IMS offered not only software but other services, including orthodontic billing, practice management, and practice transition. Years of experience and a wide area of expertise have resulted in one of the most stable, feature-rich, sophisticated systems available for orthodontic practices, with the ability to handle any size and number of locations.

IMS takes pride in maintaining state-of-the-art technological features in its Digital Office Software. It is one of the fastest, most stable systems in the industry, but is still offered at a very affordable price. Some of the latest features added to IMS's cutting-edge practice-management software are e-commerce and customized HTML-based patient sign-in screens. IMS seamlessly integrates with OrthoBanc for automatic payment processing, Televox's T-Link for accessing patient information, and Emdeon for electronic claims processing. IMS Digital Office also now offers a customizable Web-based check-in system, giving your office a more state-of-the-art, personalized look for your patients.



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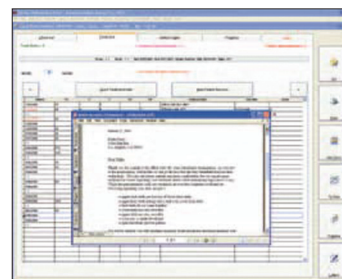
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SYSTEM HIGHLIGHTS

Electronic Patient Charting: Digital Letters Launched from the Patient Chart

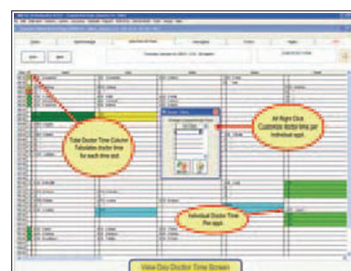
Digital Office Treatment Chart contains a notepad with a mini word processor, allowing notes of any length to be attached to the chart and highlighted in color. This lets the orthodontist and staff see, at a glance, whether the patient is ahead or behind in treatment and why (missed appointments, broken appliances, etc). Each line of the note is automatically date-stamped after entry for future legal documentation. To speed entry, Digital Office allows customization of all phrases accessed by the mouse from a drop-down menu to describe any clinical procedure or appointment. This feature virtually eliminates custom-typed entries, streamlining the charting process and standardizing all entries. A compelling new feature allows patient letters to be saved as portable document files (PDFs) as a line item in the treatment chart. Letters can be launched and viewed with a single mouse click at chairside from the patient's chart or the financial-history screen. This eliminates the need to utilize a paper chart during appointment visits. The lost or misplaced patient chart is now an event of the past with IMS Digital Office Complete.



Patient Scheduling: True Doctor-Time Schedule

Model days are designed with the times, procedures, and chairs customized for your office. Color coding for procedures is provided in both the View Day and the View Week screens, and color may be reversed with a mouse click. All available times for an entire week will then be shown.

Digital Office Complete features the only true doctor-time schedule available in orthodontics, allowing adjustment of doctor time per individual appointment. Many times, adult patients or other special-needs patients may require more doctor time than a particular procedure takes. From the View Day/Doctor Time screen, you can Alt-right click to access and modify the individual doctor time required for any appointment in the schedule. This powerful, unique tool allows you to meet patient needs and run the daily schedule on time, increasing patient satisfaction. In the far left-hand column, total doctor time per time slot is automatically calculated as patient appointments are scheduled. The color-coded entries let the staff know about approaching doctor-time overruns, which promotes efficient, on-time daily schedules.



Imaging, Imaging Systems, 3D Study Models, and Patient-Education Software

Integration of imaging and patient-education software is extremely effective in enhancing patient/parent communication and increasing the probability of treatment acceptance. IMS recommends the use of a full-featured imaging system, such as VistaDent™, from the inception of a new practice. If the purchase of an imaging system is not an option, IMS' basic imaging system makes possible acquisition, manipulation, and storage of digital images. IMS' basic integrated imaging system enables an orthodontist to leverage digital technology immediately, add patient records to the chart, and include any correspondence without purchasing a separate imaging program. Also, a patient's smiling photo may be used on the check-in screen. OrthoMation™ patient-education software features hundreds of video animations and images promoting concise communication through visual media. The IMS Select Code screen is used to gather all clinical exam information and generate a multimedia patient presentation instantaneously, complete with animations and images of the problems and possible solutions. A complete exam diagnosis letter (in Microsoft Word), including digital records and diagnosis, is presented to the patient at the conclusion of the exam. IMS software also integrates with OrthoCAD™, the leading 3D model program. OrthoCAD models, complete with pretreatment, progress, and post-treatment scenarios (including bracket systems and archwires), can be integrated into a PowerPoint multimedia presentation.

