

Dr. Schulhof's Top 3 Products

	Incognito	OrthoLase soft tissue diode laser	TOPS Software
When did you start using it?	2004	2006	2010
Why can you not live/work without it?	It allows me to treat every patient and any malocclusion invisibly.	It saves a lot of chair time and allows more accurate placement of brackets earlier in treatment.	It is the heart of my practice management, my schedule, treatment record and imaging.
When do you use the item?	Daily	Daily	Daily
How do you market it to your patients?	Internet, social media, in office, print ads	In office	I don't, but it markets itself as patients are wowed by the Macs and the images.
If you could change anything about it, what would it be?	Quicker lab turnaround, lower lab cost	The newer upgrades of this product have resolved any changes I'd make.	Cost