

On-Line Orthodontic Communications Study

March 14, 2006

Background

In February 2006, 66 orthodontists participated in a research study designed to assess the usage of on-line communications software at their practices. Study participants completed a brief telephone survey and reported usage data directly from their on-line communication systems.

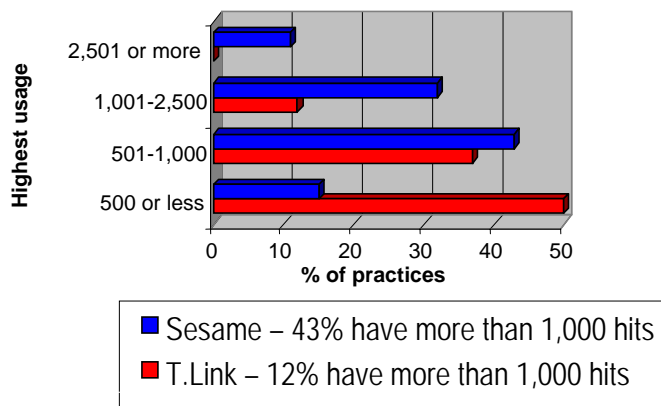
The survey was completed by a total of 66 respondents, including 31 Ortho Sesame™ customers and 35 T.LINK® customers. Usage statistics of on-line communications for the full year of 2005 were obtained for 28 Ortho Sesame customers and 24 T.LINK customers. Usage statistics of on-line communications during January 2006 were obtained for 31 Ortho Sesame customers and 35 T.LINK customers. Additional current data regarding active accounts was obtained for 31 Ortho Sesame customers and 35 T.LINK customers.

Capsule Summary

Screenshot information

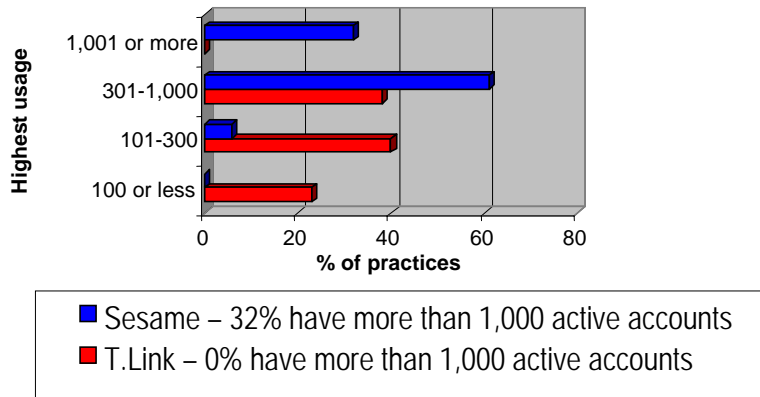
A comparison of total hits on patient information pages from the screenshots of the Ortho Sesame and T.LINK reports illustrates relative usage between customers of these two on-line communications systems. In 2005, the mean number of total patient information page hits among Ortho Sesame respondents (1,164) was significantly higher than the mean total patient information page hits among T.LINK respondents (606). The mean number of total hits among Ortho Sesame respondents was approximately 192% higher than that among T.LINK respondents. See Figure 1 (below) for a display of usage statistics for 2005.

**Fig. 1 Total Patient Hits 2005
Appointment & Account Information**



In addition to usage statistics, current account-related data was obtained for both Ortho Sesame and T.LINK respondents. The mean number of active accounts among Ortho Sesame respondents (782) was significantly higher than that among T.LINK respondents (304). Sixty-three percent of T.LINK respondents reported having 300 or fewer active accounts, while only 6% of Ortho Sesame respondents reported a similar number of active accounts. Conversely, 32% of Ortho Sesame respondents reported having more than 1,000 active accounts, and no T.LINK respondents reported having this many active accounts.

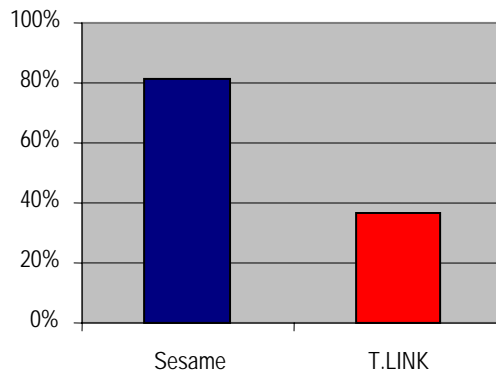
Fig. 2 Active Patient Accounts



Newsletter usage

Eighty-one percent of Ortho Sesame respondents send an electronic newsletter through their on-line communications system, a significantly higher proportion than the 37% of T.LINK respondents who do so.

Fig. 3 Newsletter Usage



Methodology

Chamberlain Research Consultants Inc. was contracted by Sesame Communications to conduct this comparative study. Orthodontists from Sesame and TeleVox customer lists were recruited to participate in the study. Names of study participants were not disclosed to Sesame Communications.

Study participants first completed a brief telephone survey about their on-line communications system. Upon completion of the survey, respondents were asked to print screenshots of pages from their on-line communications software and fax them to Chamberlain for further analysis. An incentive of \$50 was offered to respondents who completed both portions of the study. No private patient information was released during this study.

The reported numbers of patient visits during an average day were not significantly different between Ortho Sesame and T.LINK respondents.

T.Link® is a registered trademark of TeleVox Software, Inc. Ortho Sesame™ is a registered trademark of Sesame Communications, inc.



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