Congratulations on your acquisition of a new and powerful marketing tool for your practice:

**The Look Who’s Smiling™ Interactive Touch-screen Display**

This guide is designed to provide a simple overview of your new system, and a bit about why we believe it will work for you. Please take a few moments to read it, and kindly pay particular attention to the important guidelines shown at right.

Your system is designed to operate as a stand alone unit. This assures simple and dependable program operation.

Unauthorized changes can and will affect the SQL data path and initiate security measures that will render your Look Who’s Smiling™ database inoperative.

Please follow these important guidelines listed below.

- Do not add your Look Who’s Smiling™ PC onto your practice Windows Network Domain. It is designed to stand alone.

- Do not change the name of the PC or any user account names or passwords to log into the Look Who’s Smiling™ PC.

- To log onto the Admin page, the username is “admin” (lower case, no quotes) and password is “password” (lower case, no quotes).

- When logging onto the computer, the password for the user account is “user” (lower case, no quotes) The password for the Administrator account is “osc” (lower case, no quotes).

- Always use the “user” account to run your system unless instructed otherwise by our support staff.

- Do not install other applications onto the Look Who’s Smiling™ PC. This may cause your system to become inoperative.

- Do not copy any folders on your Look Who’s Smiling™ PC to another PC in your office. To do so is a copyright violation and will cause a security issue.

- We strongly recommend implementing a Windows System Image backup and corresponding boot DVD for your system once you have all photos loaded and are ready to go live.

Please address any questions or concerns to us at:

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A marketing tool to help build your practice

Peer influence can dramatically affect your practice’s patient acceptance rate. It is important, then, that your prospective patients see their peers as part of your office; once they make this connection they are easily persuaded that they should be there, too.

The Look Who’s Smiling™ Interactive Touch-screen Display enables prospective patients and their parents to scroll through a seemingly endless list of your best cases, presented as Starting Smiles, and Finishing Smiles. They can search for friends by school and town, and seeing familiar faces pop up on the screen, they’ll want to be a patient of yours, too.

Your new system will prove to be more than mere entertainment in the reception area. By reading the following instructions, learning about the features, and following a few simple tips, you will be engaging new patients, promoting your great work and building your practice.
INSTALLATION/WIRING

Select the location for your screen in the reception area allowing for good visibility and easy access for patients. When hanging the screen, be sure that the top of the unit is no higher than 68” from the ground. This way most of your patients, including young children, can reach the entire screen. A professional installer can make this task fast and dependable. Remember, too, that you will be working on the CPU and smaller monitor to edit the system so the large touchscreen must be located in such a way that it can be easily wired to the CPU.

The touch screen and the tower must be hard wired together with an HDMI cable and a USB cable. The “touch” aspect of the screen will not work otherwise. The optimal length for the USB cable is 15 - 20’ to ensure good performance. Keep this in mind when placing the screen and the tower/monitor combo. Although having the CPU and monitor connected with a short cable is advantageous, longer distances up to 50’ can be accommodated. See Step 2 below under SETTING UP THE SYSTEM.

We strongly recommend that you use an experienced IT professional to deploy and configure your system. Using an IT professional is usually the most cost effective way to get up and running quickly. However if you feel this is not necessary because you have the skills to “do it yourself” — below are some helpful steps.

SETTING UP THE SYSTEM:

1. Set Up the Work Station. Unpack the LWS PC and attach all the accessories— using the 22” LCD display. Configure the LWS PC to your internet connection. At this point do not install the 42” touch screen. (That will be addressed in step 2.) Power up the PC. At the Windows login screen, click on “user”. The password for this account is user. This user account is where you input your photos and content. (The “administrator” account is for use by the LWS support staff and should not be used unless instructed to do so by our support techs.)

2. Set Up the 42” Touch Screen. To connect the touch screen, you must run a USB cable and HDMI video cable from the touch screen to the ports on the LWS PC. The touch screen feature will not work without a USB cable attached. Optimum performance for both the USB connection and the HDMI connection is 15 to 25 feet. However, distances up to 50 feet or more can be achieved with the use of a USB active cable and an HDMI extender cable. Without these cables, touch screen response will fail and HDMI video quality will be greatly degraded. If your installation falls into this distance requirement, please contact the LWS support desk and we will be able to provide you with the proper cables and extenders. (Please note that the active and extender cables are not included in the package price.) At this point, you can power up the 42” display with the remote provided. On the upper right hand corner of the remote you will see the Input button. Press the input button and arrow down to source. At the source selection, choose HDMI/DVI. If you do not follow this step, you will not get a picture on the 42” display. Further instructions on this step are detailed in the HP Touch Screen user guide. Many of the set up tips given here for the 42” touch screen are detailed in the booklet. (Please be aware that it may take a minute or two for the LWS PC to sync with the 42” touch screen and a reboot or two may be needed also.)

3. Cloning the Screens. After you have used the proper cabling to attach the 42” touch screen to the LWS PC and the PC recognizes both displays, place the mouse cursor in the center of the screen and RIGHT click the mouse. At this point a dialogue box will open and give you some command selections. Select the SCREEN RESOLUTION command, once opened you should see two monitor icons. To the left of this dialogue box you will also notice four selections. Choose selection 4, use the drop down box and select “Duplicate these Screens”. That’s all there is to it and at this point you have cloned the screens. This will also be a good time to check and make certain both monitor resolutions are set to 1920 X 1080.
**Navigation Buttons**
Touch a button to be directed to the different sections of the application.

**Section Heading**
This identifies what page you are currently viewing.

**Scroll Buttons**
Touch these buttons to scroll through the entire list of patients’ photos—forward or backward.

**Practice Logo**
Your graphic identity appears here on every page.

**Patient Testimonials**
A rotating list of your patients’ testimonials appears here on every page.

**Patient Information**
Each patient is identified here. Special treatment modalities, specifically Invisalign; Invisalign Teen* and SureSmile® are indicated with their relative logos.

**Patient Photos**
Select a photo by touching it, and it will pop-up enlarged. Touch again to close, or allow the pop-up window to scroll through the entire list of patient photos in this section.
FEATURING & PAGES; how they work and why

“Starting Smiles” This defines any patient who recently entered treatment with your practice. These photos are taken the day that the braces go on and ideally you should include the doctor in the photo (see “TIPS & TRICKS FOR TAKING GREAT PHOTOS”). If you do not have photos with the doctor, you can use photos of the patient alone, taken the day that braces (or Invisalign®) are placed. If you do not have either of these types, use head shots of the initial records, but these will be without braces and not recommended.

It is important to note that you will not have a “Finishing Smiles” photo to correspond to your “Starting Smiles” patient. The “Before & After” section is where you will show completed cases and where prospective patients and their parents can compare and be impressed with your work. The huge benefit of having “Starting Smiles” photos (and you can upload dozens) is that someone considering treatment with you is much more likely to find a friend pictured there. This sort of peer influence is powerful, and comforting. Knowing someone like themselves has committed to treatment, makes the decision to choose your practice much easier, and much more probable.

“Finishing Smiles” These photos are taken the day that braces (or Invisalign) are removed. Again, it is ideal to have the doctor in the photo (see “TIPS & TRICKS FOR TAKING GREAT PHOTOS”). If you do not have photos with the doctor, you can use photos taken the day that braces (or Invisalign®) are removed with just the patient showing off their new smile. If you have neither of these types, use head shots of the final records, although this is not recommended. Like “Starting Smiles” photos, prospective patients can find friends here, too.

“Before & After” These are your “brag” cases and should reflect dramatic changes. Think of this as your portfolio. You will have a before head shot of the patient (no braces!), and an after head shot, as well as before and after intraoral photos. There are four separate photos in this category for every patient, and they can all be taken from your initial and final records. Be sure that they are presentable photos and show only your most successful cases. The Admin area will allow you to upload and crop each of these images.

Invisalign®, Invisalign Teen® & SureSmile® logos The Look Who's Smiling™ application allows you to feature the Invisalign® logo, Invisalign Teen® logo as well as the SureSmile® logo on photos of all of your patients who have started or finished with this treatment modality. This is accomplished easily in the Admin area by simply checking the appropriate box when adding patient information and uploading photos. The logo will appear on the respective patient’s inset photo and will indicate that your practice is up-to-date on the latest treatment options.

“Search by School” Don’t forget to list the schools and the towns for each school for every patient! This enables the “Search by School” function, which we have found to be one of the most popular features of the system. First-time visitors especially like to search for their classmates on this page, and upon recognition, feel a sense of confidence in knowing others like themselves have chosen to begin treatment with your practice. This and other sections are clearly titled in the Admin area where data is easily uploaded.

“Community & Events” This page is a great way to show both your prospective and current patients the community outreach programs and events sponsored by your practice. Upload as many as seven images with each event, and provide a headline, and brief description. Events are displayed chronologically, so viewers see your most recent activities first, and can scroll back to see all. Include news about contests and promotions here, as well. It's a great way to create your practice’s public profile and support your brand.

“Kids Club” Many practices are creating relationships with the younger siblings of current patients, and young future patients even before treatment is determined or scheduled. It provides parents with the peace of mind that an orthodontic specialist is keeping a watchful eye on their child’s health, and will inform them if and when treatment is warranted. Your practice benefits by having kids join and by uploading their photos to this section, you will begin to build a relationship of confidence and trust with them. Images are uploaded in the same easy fashion as Starting and Finishing Smiles.
TIPS AND TRICKS FOR TAKING GREAT PHOTOS

The Look Who’s Smiling™ Interactive Display is more than entertainment for your reception area. It’s a potent marketing tool that promotes your practice’s excellent work, increases your patient acceptance rate and persuades current patients to recommend you. Prospective patients particularly, are activated by the evidence that others like themselves have chosen your practice, especially when they see many others, and most especially, when they recognize their friends who have chosen you.

Taking good quality photos is an important and achievable part of the process. For Starting Smiles and Finishing Smiles images, we suggest taking the photos with the doctor at the chair. This is not a requirement, but it can be helpful in promoting the doctor’s friendly and caring relationship with each patient. Establishing this connection is extremely influential to prospective patients. They will recognize friends in this context, and feel much more comfortable trusting their care to you. Have the doctor close behind the patient’s right shoulder, just behind the chair.

Refer to the diagram below, and follow these simple steps:

1. Have a stiff background board, approx. 30”x40” which can be bought at frame shops. This should be light to medium in color and can be a color related to your logo or office walls. Have a staff member hold this behind doctor and patient.

2. Center the two on the background, keeping heads close together and at even height. Stand at a distance to fill the camera frame taking in all of the background.

3. Remember, when taking the photo, that your final image will be cropped to a square, so visually determine in your viewfinder that you have as much height as width.

4. Most digital cameras have an AUTO exposure mode. Use this feature if you’re uncertain about the lighting. When in doubt, take more than one photo to assure that you’ll have a usable image later on.

The example to the right depicts a good quality shot, properly filling the frame, and cropped effectively (red frame).

If you choose to depict the patient without the doctor, using the background and the steps above will also help produce good quality images for your display.

Store all of your photos in folders on the CPU designated by dates (either the month, week, etc.). Designate separate folders for Starting Smiles, Finishing Smiles, Before & After, Intraoral shots, and Kids Club. This makes it easier when browsing for images to upload to your pages. Be sure to begin by downloading your own individual camera software onto the CPU to edit and download your photos.

We hope the information provided here brings you and your practice much success. Good luck with your new system.
Please address any questions or concerns to us at:

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