



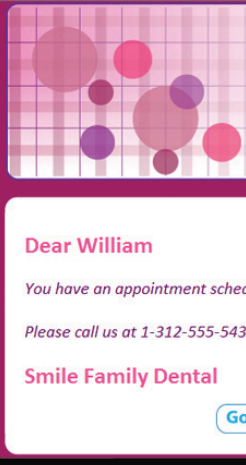
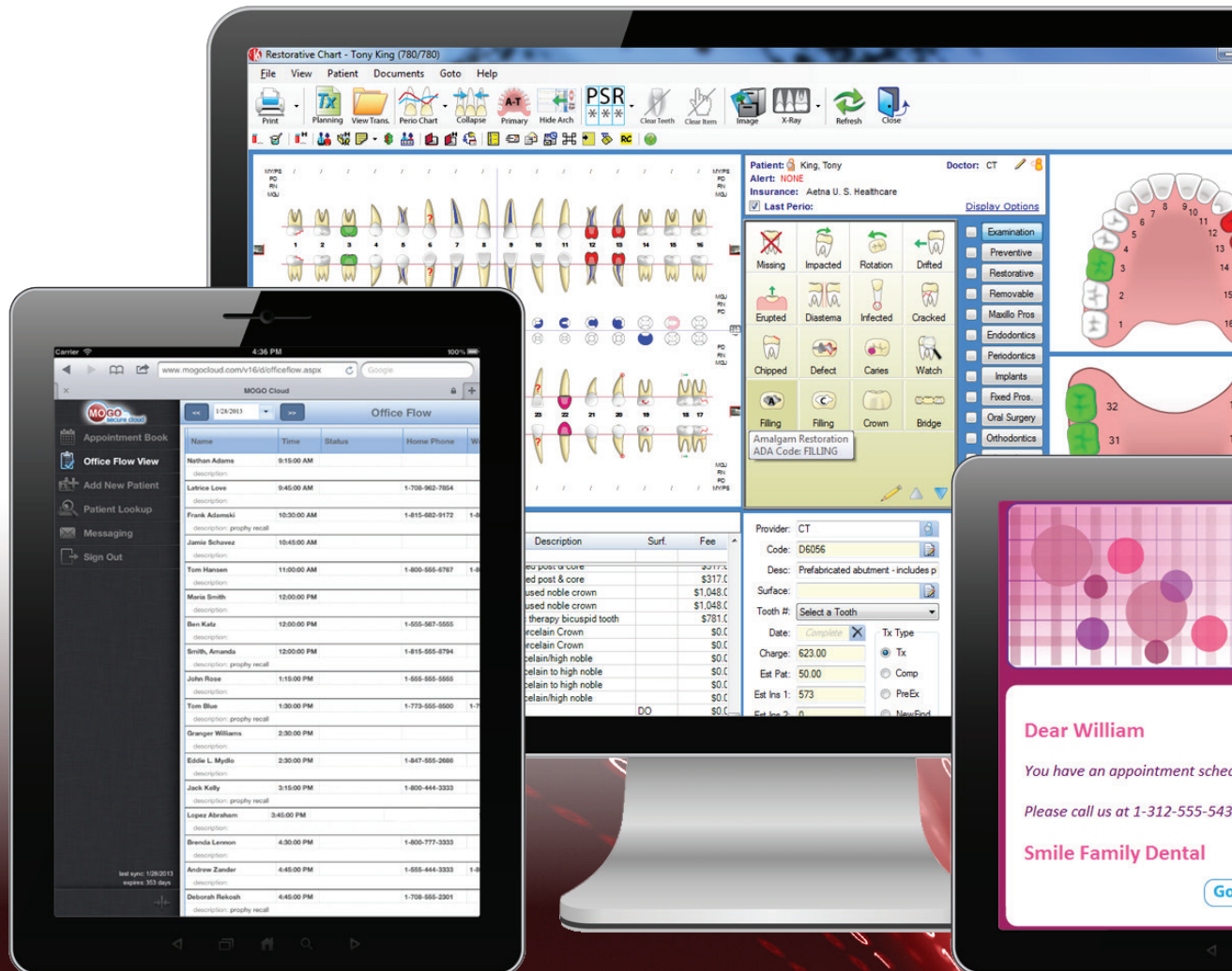
COMPLETE DENTAL PRACTICE  
MANAGEMENT SOFTWARE  
SINCE 1983



## 30 Years as “The Professional’s Choice”

In an era of corporate buyouts and sell offs, MOGO remains an independent and privately owned entity with the original owner. MOGO has stood the test of time by staying on the cutting edge of technology. According to a Clinicians Report Survey, MOGO’s customer service has the highest percentage rate for very satisfied clients in the dental software industry.

MOGO uses the power of Microsoft SQL Server to provide you with the ultimate security and protection for your office and your patient records. SQL also allows MOGO to offer the most complete Cloud system available on the market. Data is backed up in real-time as changes are made and the data is available online safely and securely.

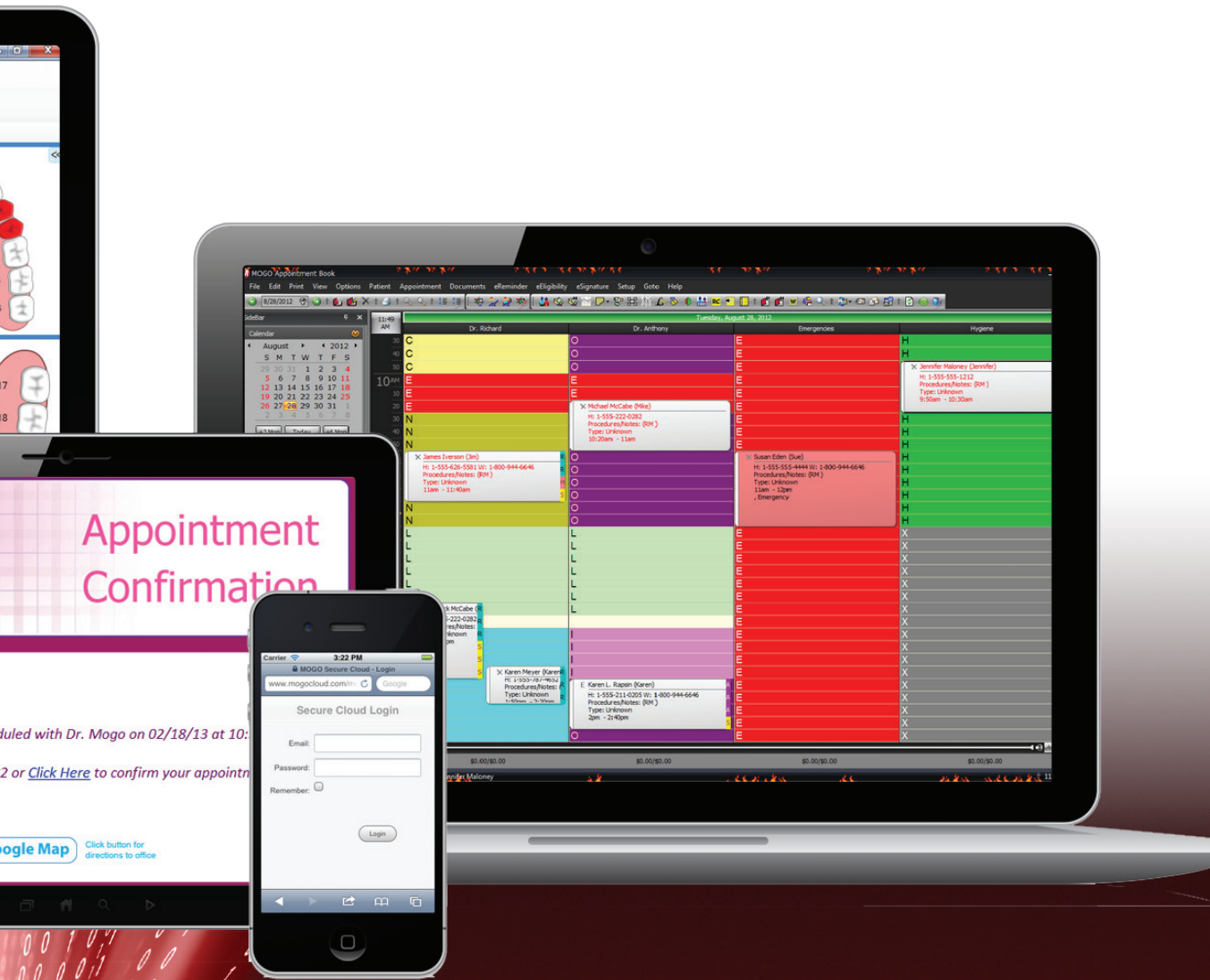


## What sets MOGO apart?

The first thing you need to know about MOGO is that we do business a little differently. You want Imaging? It's built-in and included. Chairside Documentation? Built-in and included. With MOGO, what you see is what you get. Once you become part of the MOGO family, every feature of the program is available to you. There are no add-ons or extra modules to buy. When you want it, it's there.

At MOGO, we're willing to work with anyone, even our own competitors, to provide the solutions you need. When someone finds a great product that helps grow their practice, we work with the manufacturer to find ways to integrate it and help the rest of the MOGO family too. From X-rays and imaging to credit cards and online prescriptions, if we can find a way to make your life easier, we will.

But what about features? eReminders, email, fax, imaging, voice commands, line-item billing, employee tracking, office messaging, clinical documentation, eSignatures, diagnostic reports, mail merging, and word processing are just a few of the features you'll enjoy with MOGO, and they're all built in - no extra modules or interfaces as with other programs. We also provide the stability and security of a true enterprise database engine. Did we mention you'll have secure online access to your data through our website, mogocloud.com?



## MOGO Mobile (Cloud) Stand Alone

*Stay connected to your office even while you're out.*

MOGO is the only dental software on the market to offer full access to your information online. When we say “full access”, we actually mean it. It’s not just a read-only list. Everything you do in your office is automatically saved to MOGO’s Secure Cloud so you can access it online anytime, from anywhere. Whether you’re using a computer, an iPad or even a smart phone, everything you do online is automatically saved to your office too. The possibilities are endless. What if you have to close the office because you just got 5 feet of snow? No worries. Log in to the secure cloud, and call your patients for today to let them know you’re closed. And while you’re at it, why not go ahead and reschedule their appointments? As we said before, you have full access. So when an emergency call comes in, just grab your iPad and head over to mogocloud.com. Your patient records are at your fingertips. Literally.

*“Thank you for saving my practice!!! I was lucky when my data crashed; MOGO recovered every bit of information right up to the last minute, completely and accurately without interrupting my schedule. Having an offsite continual backup system is the only way to maintain integrity of all the important patient data.”*

-Page Barden, DDS, MSD, FICOI, GA



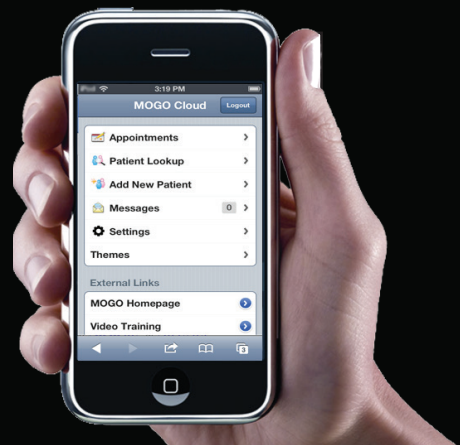
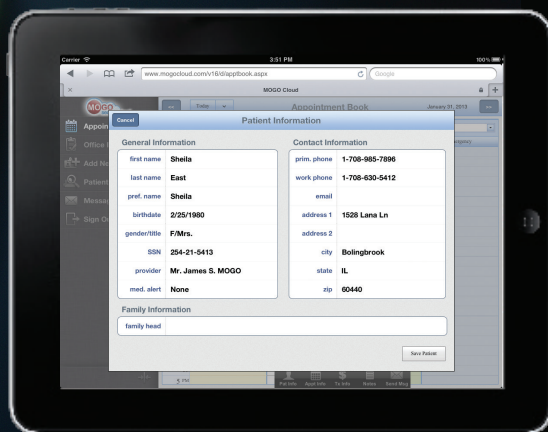
### *What happens when things go wrong?*

Has your server ever crashed? Have you been the victim of a theft? Have you experienced a natural disaster or had a fire at your office? No problem. You're still up and running with MOGO Mobile. Enter new patients, schedule or reschedule appointments, enter treatment, and print receipts from your iPad.

You can even view your deposit slip from your smart phone. Because MOGO Windows and MOGO Mobile share the same data in real time, anything you enter or change in MOGO Mobile will automatically appear in MOGO Windows once your office is up and running.

### *Online access for your patients too*

When your patient walks in the door and you hand them a clipboard, how many of them actually look happy? Wouldn't it be nice if they could fill out that information from home, where they have access to all of the information you need and time to fill it out at their own pace? With MOGO, you can. MOGO's online patient registration, appointment requests and medical history forms add convenience to your practice. Your patients can give you the information you need at their own pace, anytime day or night. Now, when you hand them the dreaded clipboard, everything's already filled out and all they have to do is sign it. Thinking that your patients will ever be happy to see the clipboard is a stretch. With MOGO's eSignatures, you can hand them a tablet or direct them to a kiosk instead. No more clipboards.



Practice management software. It's a term that gets used all of the time, but what does it really mean? At its core, practice management software allows you to store information about your patients in a computer. But that's not enough. It also has to make retrieving that information easier and more efficient than using a filing cabinet. It has to provide enough benefits to make you want to use the software instead of jotting a note on a piece of paper.

By combining various types of information that offices traditionally track separately, like ledgers, charts and appointment schedules, practice management software easily proves its worth over manual tracking.

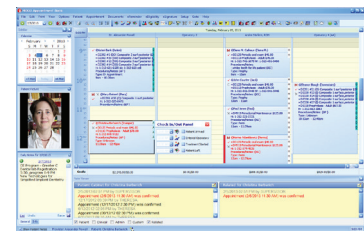
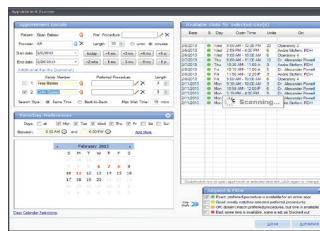
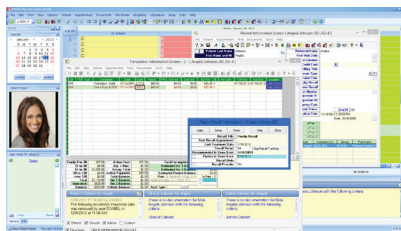
So here's the truth: Every dental software package on the market today will let you enter patients, treatment and appointments. They all keep track of balances, print receipts and statements, and submit insurance claims. Each has some form of graphical dental chart and all of them provide a way to track when a patient should return for a cleaning. If they couldn't do these basic tasks, they wouldn't be around. Over the last 30 years, hundreds of dental software companies have come and gone. Most of them failed because they either couldn't handle the basics or because they couldn't handle the basics well.

## Patient Information

MOGO provides the maximum amount of information, logically arranged, on a single screen. From basic demographic information to medical alerts and insurance coverage, everything you need is available at a glance.

## Appointment Book

When a patient walks into your office, how they're greeted sets the tone for the entire appointment. Some front desk staff can remember names and faces with unerring accuracy, but most need a little help. MOGO makes it easy to snap patient pictures with a simple webcam. Not sure how to pronounce that name? Record it and let MOGO play it back for you. Is there something that the patient is particularly proud of or a topic that should be avoided? Set a silent popup to display whenever that patient record is accessed. Whatever the situation, MOGO is there to help you provide the best experience to your patients.



The help doesn't stop there. As soon your patient walks in for an appointment, one click lets the entire office know they've arrived. You can even choose to have alerts display in the operatories, either audible or silent, to let people know that their next patient is waiting.

## Treatment and Payment History

Families are dynamic. Forget about divorce for a minute. Children eventually grow up and start their own families. What do you do when that time comes? At MOGO, we treat families the same way life does. Families are dynamic and MOGO understands this. When family dynamics change, MOGO lets you quickly and easily update the family to reflect reality, without losing any history or forcing you to create new accounts.

How is this possible? MOGO combines dynamic family linking with live balances, eliminating the need for a traditional "family ledger". When we redesigned our accounts receivable almost 20 years ago, we chose to leave the old ways behind and head in the same direction as various accounts payable programs. Every balance in MOGO is calculated in real time, based on the treatment entered for each patient and any payments applied to that individual or their family.

## Accounts Receivable

Let's take a step back. Do you remember the good old days of ledgers and pegboards? Someone had to make sure all of the numbers added up at the end of the day. Each and every day. Most of the time, everything balanced and everyone went home on time. But sometimes, the numbers just refused to add up and finding the issue could take hours. That's why it was so important to close out your day. When things went wrong, you had a clear starting point. The problem had to be something entered after the last day that was closed.

Unfortunately, there are problems with this approach. First, it's massively time-consuming. Even with computers, you're generating unnecessary work that has to be done every day. Second, you'll always need to change something. A check could have bounced. You may have to give a refund to a very unhappy patient. Back then, your only option was to adjust the balance until the account "looked" right. Last, everything had to stop at the end of each month so you could close out the month and send out statements.

All of this work was necessary for one reason: humans make mistakes. Miss a decimal point or skip a number while you're adding things up, and everything is wrong. Computers, on the other hand, don't make "human errors" so why would you want to continue doing all of that extra work?

Patient Name	PH ID	Fam Total	Ins Bal	Fam Bal	B/Balab	Act. Type	Pst Test	Zpc Code	L.V.D.	F.H. Prov	Current (C)	First (F)	Sst
Adams, Ireneth	000762	\$553.15	\$0.00	\$553.15	\$553.15								
Ajakla, Gregory	002485	\$52.50	\$0.00	\$52.50	\$52.50 N								
Albrecht, Susan D.	000489	\$179.00	\$0.00	\$179.00	\$179.00 N								
Ali, Hamad	001596	-\$22.60	\$0.00	-\$22.60	-\$22.60 I=18								
Allen, Sharnae	002840	\$7.15	\$0.00	\$7.15	\$7.15 I=18								
Ahli, Cheryl	002566	\$169.80	\$171.00	-\$1.20	\$169.80								
Arnold, Arnetta	002516	\$88.00	\$0.00	\$88.00	\$88.00								
Backus, Pamela	001918	\$2.00	\$0.00	\$2.00	\$2.00 I=18								
Beard, Carol Jean	000749	\$175.90	\$0.00	\$175.90	\$175.90								
Baldick, Dal	002856	\$46.75	\$0.00	\$46.75	\$46.75 I=18								
Baldwin, William	000705	-\$25.00	\$0.00	-\$25.00	-\$25.00 I=18								
Balinger, Karen	002531	-\$108.60	\$0.00	-\$108.60	-\$108.60 I=18								
Baldley, Anne C.	000331	\$424.00	\$424.00	\$0.00	\$424.00								
Baltes, Steve	002059	\$793.80	\$0.00	\$793.80	\$793.80								
Bago, Laura	002055	-\$7.20	\$0.00	-\$7.20	-\$7.20 I=18								
Bamette, LaMer Rl	001031	-\$50.00	\$0.00	-\$50.00	-\$50.00 I=18								
Banet, Russell	002112	\$64.80	\$0.00	\$64.80	\$64.80 N								
Bassif, Colin	002702	-\$15.00	\$0.00	-\$15.00	-\$15.00 I=18								
Becker, Peggy J.	000424	-\$8.50	\$0.00	-\$8.50	-\$8.50								
Beckman, Hubert J.	000263	-\$22.00	\$0.00	-\$22.00	-\$22.00								
Beckner, William	002420	-\$25.20	\$0.00	-\$25.20	-\$25.20								
Becker, John	002028	\$50.00	\$0.00	\$50.00	\$50.00								
Bedemeyer, Timothy W.	002323	\$124.00	\$124.00	\$0.00	\$124.00 I=18								
Bentley, BRYAN D	002235	\$156.36	\$0.00	\$156.36	\$156.36 N								
Bielen, Gary	000020	\$19.00	\$0.00	\$19.00	\$19.00								
Blitzer, Alan	001529	-\$30.00	\$0.00	-\$30.00	-\$30.00								
Black, Sambo	002427	\$166.43	\$0.00	\$166.43	\$166.43 N								
Bonnet, Jeanne	000515	\$62.90	\$530.00	\$162.90	\$62.90								

Some systems still maintain balances this way, even though it's no longer an issue. Balances, even for entire families with decades of history, can be accurately calculated in the blink of an eye. When a check bounces, mark it as NSF and let the program do the work for you. What about that patient who wanted a refund? Let the program tell you how much they actually paid for the service in question.

With MOGO, you're not stuck sending statements out once each month. You can distribute that workload however you choose: monthly, daily, or anything in between. MOGO automatically tracks when the last statement was sent and when the next statement is due so you don't need to worry about duplicates. Account balances are always calculated in real-time, so even if someone else is entering insurance payments while you're sending, the information on the statement will be accurate and up-to-date. As an added benefit, weekly or daily billing evens out your cash-flow and makes everyone's job more manageable.

Save even more time and money by signing up for eStatements. Let someone else handle all of the printing, folding and envelope stuffing so you can get back to what really matters: your patients.

ID	Account ST	Last Name	First Name	Preferred No	Band Title	DOB	Prof. Name	Cont. Prof.	Work Cont.	Address 1	Address 2	City
00377		Collamore	John	M		10/28/1980	1-312-542-2038			407 Chest Avenue		Chicago, IL
00420		Colman	Cheryl	F		6/29/1970	1-373-464-467			807 Oak Avenue		Park Ridge, IL
00819		Colman	Cheryl	F		6/29/1970	1-373-464-467			807 Oak Avenue		Chicago, IL
00226		Collins	Cheryl	F						4611 Avenue		Chicago, IL
00697		Connelly	Cheryl	F						624 Drive		Chicago, IL
00228		Conley	Cheryl	F						624 Drive		Chicago, IL
00231		Conte	Cheryl	F						624 Drive		Chicago, IL
00232		Conte	Cheryl	F						624 Drive		Chicago, IL
00233		Conte	Cheryl	F						624 Drive		Chicago, IL
00234		Conte	Cheryl	F						624 Drive		Chicago, IL
00235		Conte	Cheryl	F						624 Drive		Chicago, IL
00236		Conte	Cheryl	F						624 Drive		Chicago, IL
00237		Conte	Cheryl	F						624 Drive		Chicago, IL
00238		Conte	Cheryl	F						624 Drive		Chicago, IL
00239		Conte	Cheryl	F						624 Drive		Chicago, IL
00240		Conte	Cheryl	F						624 Drive		Chicago, IL
00241		Conte	Cheryl	F						624 Drive		Chicago, IL
00242		Conte	Cheryl	F						624 Drive		Chicago, IL
00243		Conte	Cheryl	F						624 Drive		Chicago, IL
00244		Conte	Cheryl	F						624 Drive		Chicago, IL
00245		Conte	Cheryl	F						624 Drive		Chicago, IL
00246		Conte	Cheryl	F						624 Drive		Chicago, IL
00247		Conte	Cheryl	F						624 Drive		Chicago, IL
00248		Conte	Cheryl	F						624 Drive		Chicago, IL
00249		Conte	Cheryl	F						624 Drive		Chicago, IL
00250		Conte	Cheryl	F						624 Drive		Chicago, IL
00251		Conte	Cheryl	F						624 Drive		Chicago, IL
00252		Conte	Cheryl	F						624 Drive		Chicago, IL
00253		Conte	Cheryl	F						624 Drive		Chicago, IL
00254		Conte	Cheryl	F						624 Drive		Chicago, IL
00255		Conte	Cheryl	F						624 Drive		Chicago, IL
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00257		Conte	Cheryl	F						624 Drive		Chicago, IL
00258		Conte	Cheryl	F						624 Drive		Chicago, IL
00259		Conte	Cheryl	F						624 Drive		Chicago, IL
00260		Conte	Cheryl	F						624 Drive		Chicago, IL
00261		Conte	Cheryl	F						624 Drive		Chicago, IL
00262		Conte	Cheryl	F						624 Drive		Chicago, IL
00263		Conte	Cheryl	F						624 Drive		Chicago, IL
00264		Conte	Cheryl	F						624 Drive		Chicago, IL
00265		Conte	Cheryl	F						624 Drive		Chicago, IL
00266		Conte	Cheryl	F						624 Drive		Chicago, IL
00267		Conte	Cheryl	F						624 Drive		Chicago, IL
00268		Conte	Cheryl	F						624 Drive		Chicago, IL
00269		Conte	Cheryl	F						624 Drive		Chicago, IL
00270		Conte	Cheryl	F						624 Drive		Chicago, IL
00271		Conte	Cheryl	F						624 Drive		Chicago, IL
00272		Conte	Cheryl	F						624 Drive		Chicago, IL
00273		Conte	Cheryl	F						624 Drive		Chicago, IL
00274		Conte	Cheryl	F						624 Drive		Chicago, IL
00275		Conte	Cheryl	F						624 Drive		Chicago, IL
00276		Conte	Cheryl	F						624 Drive		Chicago, IL
00277		Conte	Cheryl	F						624 Drive		Chicago, IL
00278		Conte	Cheryl	F						624 Drive		Chicago, IL
00279		Conte	Cheryl	F						624 Drive		Chicago, IL
00280		Conte	Cheryl	F						624 Drive		Chicago, IL
00281		Conte	Cheryl	F						624 Drive		Chicago, IL
00282		Conte	Cheryl	F						624 Drive		Chicago, IL
00283		Conte	Cheryl	F						624 Drive		Chicago, IL
00284		Conte	Cheryl	F						624 Drive		Chicago, IL
00285		Conte	Cheryl	F						624 Drive		Chicago, IL
00286		Conte	Cheryl	F						624 Drive		Chicago, IL
00287		Conte	Cheryl	F						624 Drive		Chicago, IL
00288		Conte	Cheryl	F						624 Drive		Chicago, IL
00289		Conte	Cheryl	F						624 Drive		Chicago, IL
00290		Conte	Cheryl	F						624 Drive		Chicago, IL
00291		Conte	Cheryl	F						624 Drive		Chicago, IL
00292		Conte	Cheryl	F						624 Drive		Chicago, IL
00293		Conte	Cheryl	F						624 Drive		Chicago, IL
00294		Conte	Cheryl	F						624 Drive		Chicago, IL
00295		Conte	Cheryl	F						624 Drive		Chicago, IL
00296		Conte	Cheryl	F						624 Drive		Chicago, IL
00297		Conte	Cheryl	F						624 Drive		Chicago, IL
00298		Conte	Cheryl	F						624 Drive		Chicago, IL
00299		Conte	Cheryl	F						624 Drive		Chicago, IL
00300		Conte	Cheryl	F						624 Drive		Chicago, IL

## Message System

Never miss a patient information notification. If the patient mentions a payment or a need in the operator, send a message to the front desk to make sure they are aware of the patients' needs.

Office messaging allows you to send messages throughout the office. Keep staff informed of meetings and other important reminders. Now with Global messaging, if someone is out of the office you can have messages go to their cell phone or e-mail.

## eReminders

Getting your patients to come back is the essential to maintaining a healthy practice. Seeing your patients at regular intervals keeps them healthy and helps prevent minor issues from becoming major ones. Happy, healthy patients are the backbone of a happy, healthy practice. This is why so many offices are willing to spend so much money on post cards and mailers. But with today's technology, many people don't want to deal with "snail-mail". Email is much more convenient. It arrives where you want it and you can read it when you have time.

The power of email and text messaging can not be ignored. It is essentially free communication with your patients. As long as you have an internet connection, it doesn't matter if you send 50 or 50,000 emails; your cost is the same. MOGO's eReminder service helps you maximize the potential of electronic communications by handling your daily contacts in the background and notifying you when something needs personal attention.

The eReminder system takes some of your most time-consuming office tasks and rolls them into one simple automated process. Recall cards, appointment confirmations, birthday cards and appointment reminders are automatically sent to patients with email addresses or mobile phone numbers. And even though eReminders are fully automated, you can completely customize the process to fit the needs of your office. You can even disable the full-blown automation if you want fine control over when or how many of each type of eReminder is sent. Are you short-staffed today? Appointment confirmations and reminders aren't a problem, but Recall cards generate more calls than you can handle as patients try to schedule appointments. You can send some out in the morning, send some more out in the afternoon, and leave the rest for tomorrow.

Every day, MOGO provides a list of patients who need to be contacted through traditional methods. Each patient is clearly labeled so you know at a glance why they're on the list. If they're missing an email address or cell phone number, you can get that information while you have them on the phone. If eReminders were sent and the patient never responded, you know that too so you can confirm the information you have on file. Of course, patients who opt-out of eReminders are also displayed on this list.

Best of all, everything you need is built into the program so there are no extra modules to buy, no monthly fees, and no 3rdparties accessing your data.

*"I can't believe there is any other software for dentistry that is as comprehensive in a real, day to day manner as MOGO. The Best? Probably."*

-Ross E. Rubino, DDS / Park Ridge, IL



Dear William

You have an appointment scheduled with

Smile Family Dental

[Google Map](#)



Dear William

You have an appointment scheduled with

Please call us at 1-312-555-5432 or [Click H](#)

Smile Family Dental

[Google Map](#)

# Appointment Reminder

Dr. Mogo on 01/25/13 at 10:30 AM.

Click button for  
directions to office

# Appointment Confirmation

Dr. Mogo on 02/18/13 at 10:30 AM.

[Click here](#) to confirm your appointment.

Click button for  
directions to office

### Savings

Other companies charge \$3,000.00 to \$5,000.00 annually to send reminders and greetings electronically, which cuts into your profit margin. You also have to leave both your database and internet firewall wide open to allow outside access making your data vulnerable

There are NO EXTRA FEES or third-party companies to deal with, patient communication at its best with MOGO's integrated eReminders.

### Flexibility

With a customized setup, you may automatically send your reminders any time of the day. eReminders are now completely automated, so you have time to tend to your patients.

Choose from texting, email, letters, postcards, or even voice reminders, everything is automatically tracked and individually saved to the patient record. Patients' confirmations are automatically retrieved and marked so you can see at a glance which patients have confirmed their appointments before the beginning of the day.

The new automated Voice Reminders will call patients to remind them of appointments and when it's time for a cleaning! Just set up your script and let Voice Reminders make the calls for you!

### Continuous flow

eReminders help to keep a continuous flow of patients into your office. This feature is great for recall, appointment reminders, appointment confirmations, and birthday cards.

After the appointment is scheduled, you can setup eReminders to automatically send out a reminder e-mail or text message regarding the date and time of the appointment and to make sure that the patient is still available. Once the patient confirms the appointment by clicking on the CONFIRM button, it is automatically updated in your appointment.

Birthday cards are a simple way to maintain contact with your patients and show that you appreciate them. They will feel special because you remembered that important day in their lives.

**Happy Birthday!**



Dear William

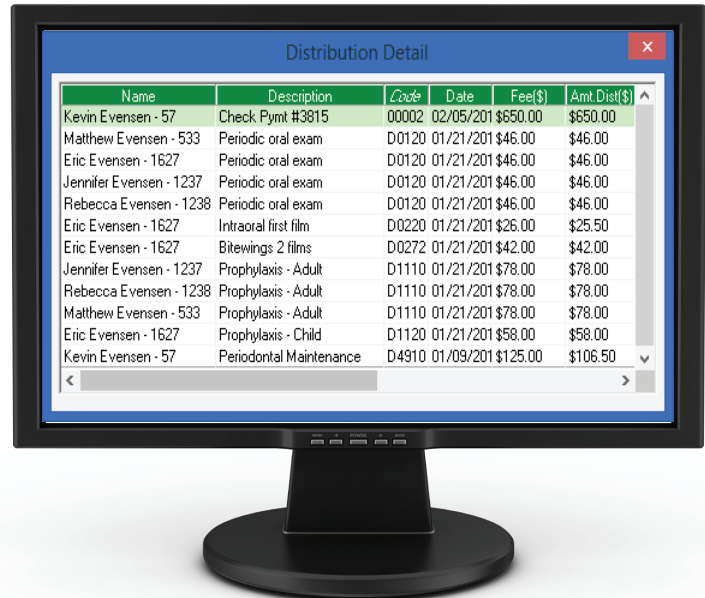
On behalf of everyone at our office we want to wish you a very HAPPY BIRTHDAY!!  
Have a wonderful day.

Smile Family Dental

Google Map Click button for  
directions to office

## Check Distribution

When a parent and 2 children arrive and all three have appointments, do you expect one payment or three? It seems like a silly question, but many programs expect you to split the payment and enter it three times if you want it applied to all three accounts. Not MOGO. We expect you to enter it one time under the account of the person who actually made the payment. Once the payment is entered, you can either specify which treatments are being paid as well as how much is being paid on each treatment or you can do nothing. MOGO will automatically use it to pay off the oldest outstanding family balance.



Name	Description	Code	Date	Fee(\$)	Amt.Dist(\$)
Kevin Evensen - 57	Check Pymt #3815	00002	02/05/201	\$650.00	\$650.00
Matthew Evensen - 533	Periodic oral exam	D0120	01/21/201	\$46.00	\$46.00
Eric Evensen - 1627	Periodic oral exam	D0120	01/21/201	\$46.00	\$46.00
Jennifer Evensen - 1237	Periodic oral exam	D0120	01/21/201	\$46.00	\$46.00
Rebecca Evensen - 1238	Periodic oral exam	D0120	01/21/201	\$46.00	\$46.00
Eric Evensen - 1627	Intraoral first film	D0220	01/21/201	\$26.00	\$25.50
Eric Evensen - 1627	Bitewings 2 films	D0272	01/21/201	\$42.00	\$42.00
Jennifer Evensen - 1237	Prophylaxis - Adult	D1110	01/21/201	\$78.00	\$78.00
Rebecca Evensen - 1238	Prophylaxis - Adult	D1110	01/21/201	\$78.00	\$78.00
Matthew Evensen - 533	Prophylaxis - Adult	D1110	01/21/201	\$78.00	\$78.00
Eric Evensen - 1627	Prophylaxis - Child	D1120	01/21/201	\$58.00	\$58.00
Kevin Evensen - 57	Periodontal Maintenance	D4910	01/09/201	\$125.00	\$106.50

MOGO was designed from the ground up with line-item billing built-in. If you pay by collection, you already know that this is an absolute must-have feature. Even if you don't, it's nice to have. How many times have you been asked how much insurance actually paid for a filling or crown? With MOGO, you simply locate the treatment and view its payments, quickly and easily.

MOGO's line-item billing makes paying service providers by collection quick and painless, too. When you're setup to pay by collection, all of your payments are automatically entered under the practice. As the payments are used to pay off various treatments, collection automatically moves from the practice to the service provider on the current date. That last bit was important so we'll say it again: collection automatically moves from the practice to the service provider on the current date. If a patient has a credit balance, it sits in the practice. One of 2 things will happen. You'll either send the credit back to the patient or apply it to their next visit. If you send it back, the money comes out of the practice totals. The collection hasn't been applied to anyone so no one is losing any collection. All you have to do is cut a check. If you apply it to the next visit, the collection shifts from the practice to a service provider on that date and is automatically displayed in the collection totals for the current pay period, regardless of the original payment date. All you have to do is run your normal collection reports and the money is there.

## Office Flow

One of the most important tools in MOGO is the Office Flow. This screen summarizes everything you need to know about what's happening with the patients in your office. At a glance, you know exactly who is here, whether they've been seated, and how long they've been waiting.

Office Flow works with and expands upon the information in your Appointment Book to provide a crystal clear view of what's happening in your office at any moment of the day. Your appointment book is just a schedule; it's your plan for the day, your goal. When you look at it, you instantly know what is supposed to happen. But when that day arrives and reality sets in, Office Flow is there to show you what's really going on.

It also serves as a central hub for everything you need to know about a specific patient and helps drive patient care by providing helpful prompts and reminders in response to various events. For instance, when a patient arrives, a number of things automatically occur in the background: insurance eligibility is checked, documents that need to be signed are processed, announcements are sent to the operatories, and any messages that you've set up for this patient are automatically displayed. No one has to remember that the patient promised to pay a certain amount today or that they haven't signed the treatment plan they accepted three weeks ago over the phone; MOGO remembers it for you.

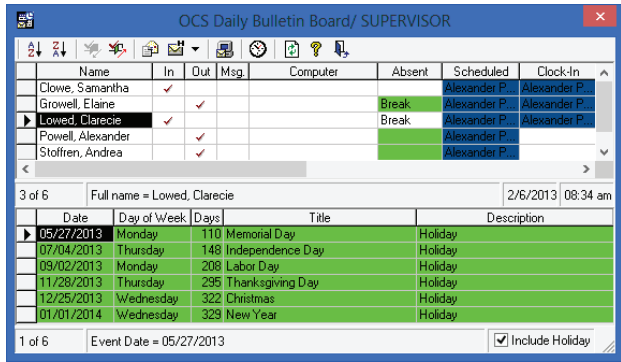
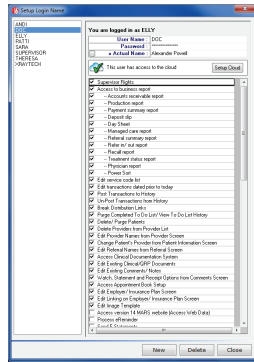
## Security and Auditing

MOGO takes the security of your data very seriously. Even before there were things like HIPAA regulations, we worked hard to ensure our customers' data was safe and secure.

Security isn't just about having a pretty password screen. Security starts with actually storing your patient records in a secure manner. What good is a password in your program if anyone can use notepad to open your data files and read off names and social security numbers? How hard is it to figure out where your patient records are when there's a file named patient.dat? Many systems claim to protect your data, but only MOGO uses a truly secure, enterprise-level relational database, Microsoft SQL.

Securing your database is just the first step. MOGO works with Windows security and various firewalls instead of working against them. All of MOGO's communications occur on approved secure channels. We even talk directly with Windows to reduce the number of security warnings and User Account Control prompts you'll see during the day. This lets you leave your Windows security settings alone, which keeps your computers safe and secure. Now that your data and computers are secure, we can start talking about pretty password screens. MOGO hasn't used them in over 20 years. We have a pretty login screen instead. It seems like a small difference, but it's actually huge.

Login security is incredibly flexible. Instead of setting up hard boundaries, where one password grants access to some areas of the program and another password lets you access others, login security lets you pick and choose what a specific individual is and is not allowed to do or see. It also allows MOGO to track who is doing what. Without login security, an audit trail is completely useless. Any software can tell you that something changed. Most can even tell you what the change was and when it occurred. But what good is that information if you don't know who changed it?



## Time Clock

It's 2:37 in the afternoon. Do you know who's in your office right now? Not just who came to work today, but who is actually in the office right now. How many times have you looked all over the office for someone, just to find out that they took a break between patients, ran out for a late lunch, or left to run a quick errand? With MOGO's built in time clock, you always know.

The Daily Bulletin Board lists all of your employees and whether they are clocked in or out. It also shows the reason they're gone so you can easily decide if you should wait, go find them, or get someone else.

The Time Clock also integrates with the office messaging system. By turning on the "Follow Me" option, employees can have their office messages delivered via text message or email when they're out of the office. All they have to do is clock out.

From a management standpoint, the time clock is a huge time-saver. Open one report and you have everything you need to know before doing payroll. Do you need to know how much vacation time someone has left? Open the employee benefit summary and in addition to how much vacation they have left, you'll also see what they started with, how much they've taken, and how much they have scheduled.



## Prior Visit

Save front desk time and attract more patients with MOGO's online forms. Patients can register, request appointments, and even fill out a medical history form. This can be done from your website or via email from home, or in the office using a kiosk or tablet. Once the patient fills out a medical history form and submits it to the office, MOGO provides you the opportunity to capture the patient's signature when they arrive using MOGO's biometric eSignature feature and save their medical history digitally to the patient notes in MOGO – no more wasting paper printing out forms.



## Online Appointment Request

You won't have to play phone tag with your patients when it's time to set up an appointment. Even when your office is closed, patients can log on and request an appointment.

The screenshot shows a web browser displaying the 'Online Appointment Request' form for Dr. Alexander Powell. The form includes fields for Patient Information (First Name, Last Name, Birth Date, Gender, Address, City, State, Zip, Email, Phone) and an Appointment Request section with checkboxes for various appointment types (e.g., New Patient, Follow-up, etc.). A 'Submit' button is visible at the bottom right.

## Online Patient Registration

This highly requested feature will save time for both you and your patients. It will eliminate paperwork, illegible handwriting, and cut down patient traffic at the front desk. Best of all, the patient info is automatically imported into MOGO so you won't have to manually enter registration data into the system.

The screenshot shows the 'Online Patient Registration' form for Dr. Alexander Powell. It includes fields for Patient Information (Name, Birth Date, Gender, Address, City, State, Zip, Email, Phone) and Insurance Information (Subscriber, Insurance, Employer, Group ID). A 'Submit' button is located at the bottom right.

## Online Medical Form

Online Medical History Forms will make your patients happy! They won't have to come in earlier than their appointment time to fill out medical forms. Patients will also avoid feeling rushed as they recall past medical conditions. The most time consuming process will be done when they arrive!

The screenshot shows the 'Online Medical History Form' for Dr. Alexander Powell. It includes fields for Patient Information (Name, Birth Date, Gender, Address, City, State, Zip, Email, Phone) and a section for Medical History with checkboxes for various conditions (e.g., Allergies, Diabetes, etc.). A 'Submit' button is at the bottom right.



## eReminder

Quickly send recall reminders and appointment confirmations to hundreds of patients at a time via text message or email and receive patient responses instantly.



## Check In (front desk)

## Insurance Eligibility

Save time! Verify insurance eligibility online! We know that verifying your patients' insurance eligibility is an important part of your practice. MOGO's eEligibility feature allows you to link electronic insurance companies to your Insurance Company list by simply clicking on a link icon. The Eligibility column in the Appointment Monitor provides quick access to "real time" eligibility verification! Accurate insurance estimates for treatment plans and patient portions collected at the time of service provides an immediate solution for cash flow productivity.

## Key Benefits of eEligibility

- Instantly verify insurance eligibility for your patients via the internet directly through MOGO
- Save time by checking eligibility before your patients arrive
- Direct integration within MOGO provides the added benefit of visually seeing which patients are covered, which will help you properly collect
- Data is transmitted using the HIPAA Compliant, EDI 270/271 format

## Patient Information Confirmation

### Patient information

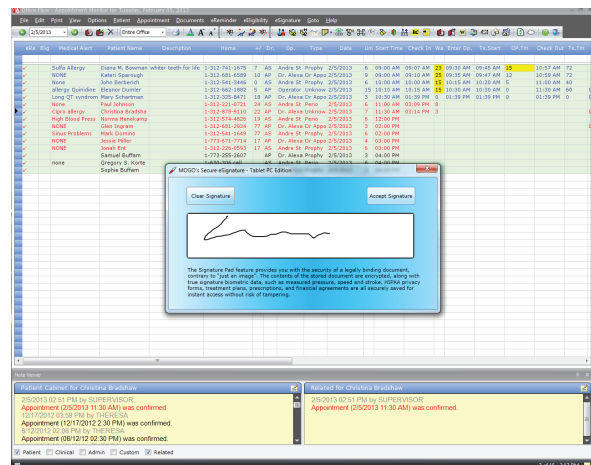
Simply review and confirm received online patient registration forms and they are automatically imported into the patient records so you won't have to manually copy registration data into the system.

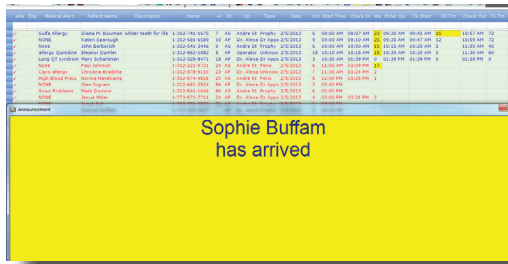
### Medical history

Assess and save vital information automatically to the patient record and set any patient's medical alerts.

## Patient eSignature

Most other practice management systems do not have a legally binding signature. MOGO's eSignature feature stores and encrypts the contents of any document. We use biometric data methods, such as measured pressure, speed, and stroke, making the document legally binding. Best of all, you can setup a timeframe to remind you to obtain an updated signed form.



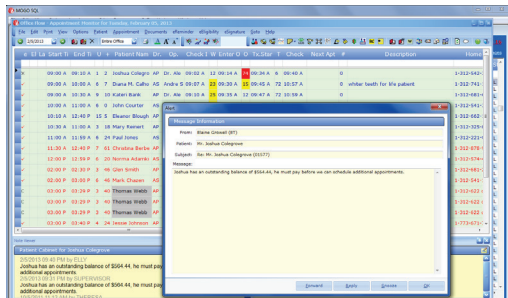


## Announcement

Send either audible or silent messages to operatories when patients have arrived with their current location within the office. Keep an eye on patient wait times and let the program remind you if they have been waiting too long for their appointment.

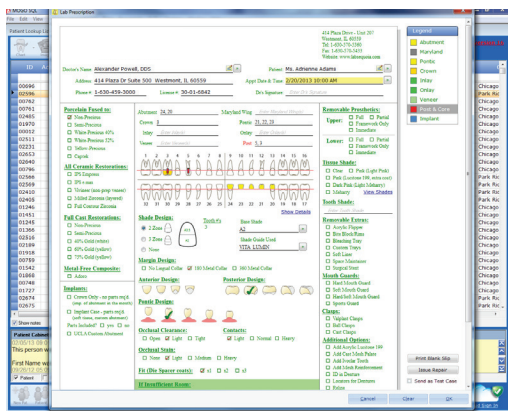
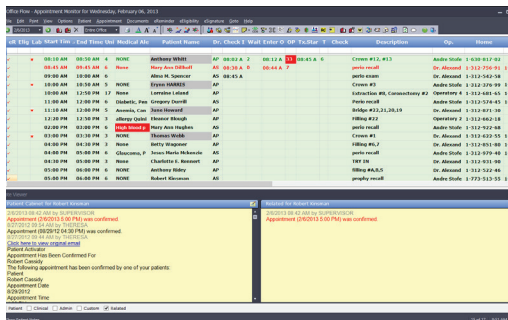
## Message display

Intraoffice messaging prevents missed patient care. Receive instant notification while in the operatory from the front desk regarding the patients. Insure that you address important issues before the patient leaves your office such as missed payments or follow up appointments.



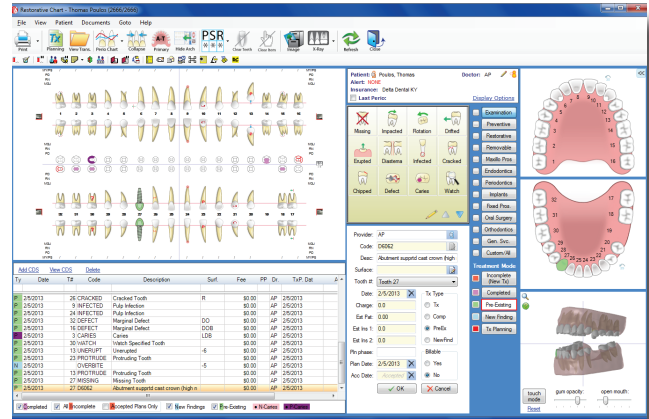
## Lablink case status indicators

Color coded alerts indicate if your case has arrived prior to your patients' appointments. A green crown shows the case has arrived and red indicates that you may need to reschedule a patient's crown seating.



## Restorative Charting

The MOGO program includes a highly powerful Restorative Chart. Features include enhanced graphical user interface, 3D models, customizable codes, and multiple treatment modes. Treatment Planning has never been easier, using the Restorative Chart to create plans by simply pointing and clicking. MOGO is also the only Dental software that allows you to chart partials and dentures!

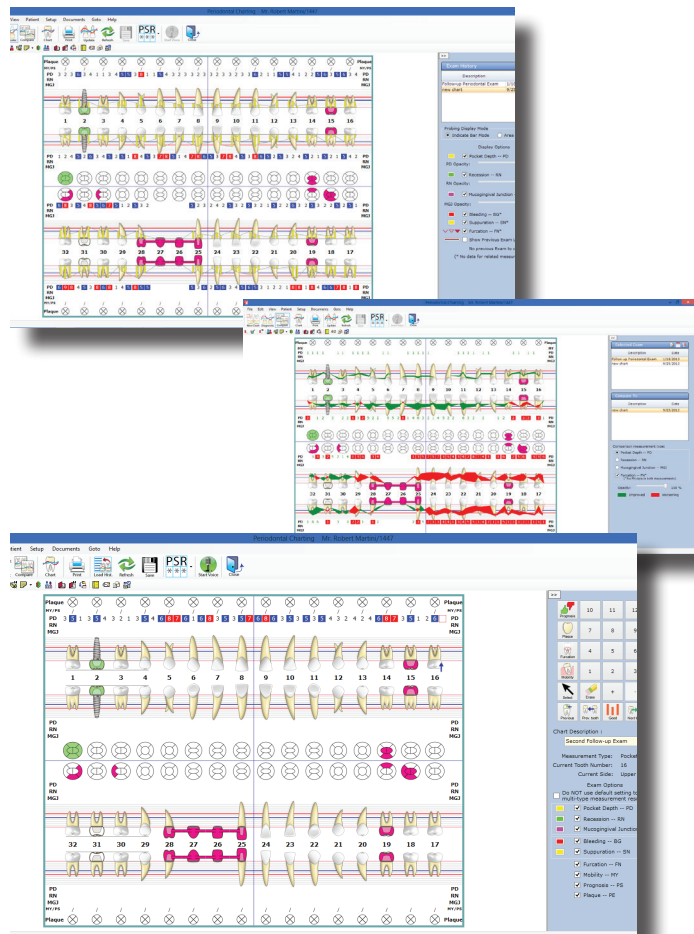


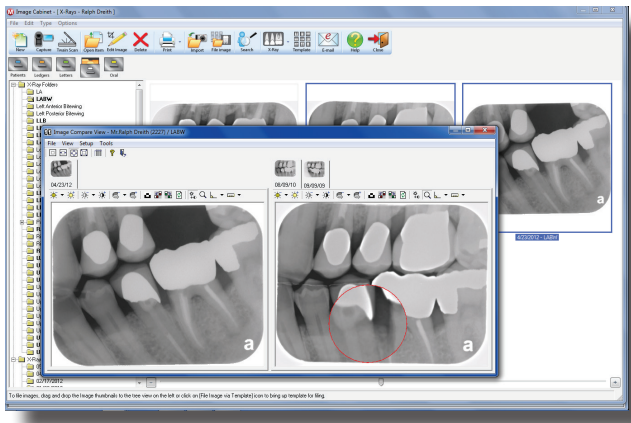
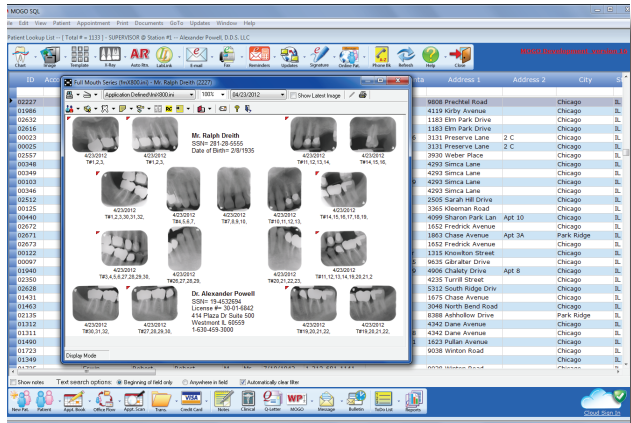
## Periodontal Charting

With MOGO's easy to read periodontal chart, patients can view and understand pocket depth measurement as you probe and enter data. The periodontal chart will automatically graph as you mark pocket depths, recession, bleeding, mobility, plaque, furcation, and MGJ with minimal clicks.

Utilizing the windows integrated Speech Recognition, MOGO users can even chart measurements using a headset, making charting fast and easy.

The periodontal chart even offers patient tools, such as the diagnostic and comparison charts so you can show patients their areas of improvement.





## Digital Imaging Suite

Digital Imaging is extremely convenient with MOGO. All of your images are organized and stored in the image cabinet and neatly displayed in a customized template.

MOGO makes it easy to plug & play your new or existing digital x-ray hardware system. Simply plug it in and select one of the direct interfaces or bridges that are included in the MOGO Imaging System.

Setup templates to display photos and x-rays stored in the image cabinet or from other sources including digital cameras, scanner, or email.

Use MOGO's imaging tools to magnify your images for improved viewing and diagnosis, measure angles and canal lengths on the X-ray screen, adjust brightness and gamma settings, and much more.

View two images at the same time in comparison mode.

Merge photos and x-rays into other documents, both within and outside of MOGO.

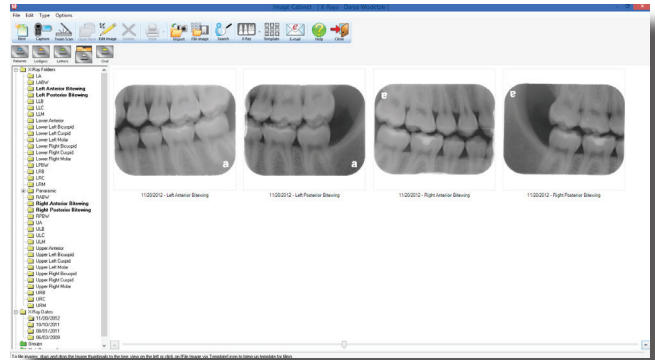
Store patient portraits for easy patient identification.

## Digital X-Ray

MOGO offers the most complete selection of interfaces for utilizing Digital Imaging. With our open-architecture design, you have the freedom to choose your direct interface or bridge. You may use multiple brand names and change your mind at anytime. With six directly integrated interfaces and over twenty bridges, MOGO continually adds the tools you need as the market grows.

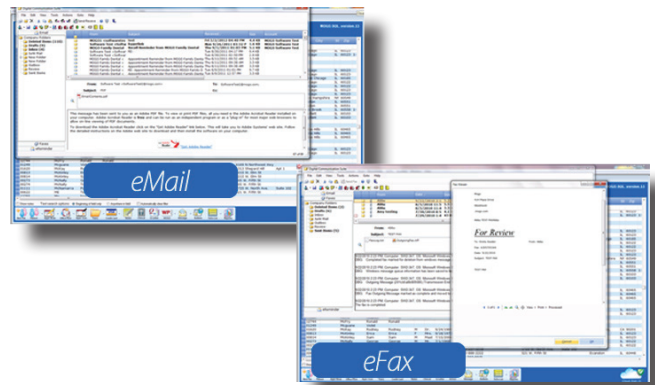
## Digital Camera

Keep all of your scanned documents or images organized with cabinets in the Imaging system. View numerous images on one screen for patient presentation through pre-categorized templates. Plug and play with any intraoral camera on the current market. Modify image contrast/rotation, measure, or calibrate. Use Compare view from a previous six month x-ray with one taken today and see the difference comparatively on one screen. Rest assured that MOGO can accommodate all your of imaging needs.



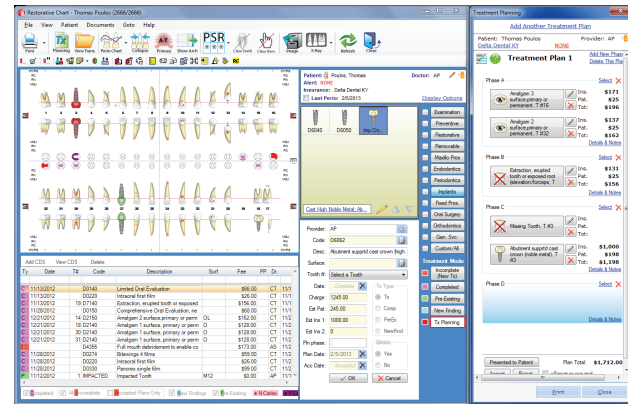
## Digital Communication Suite

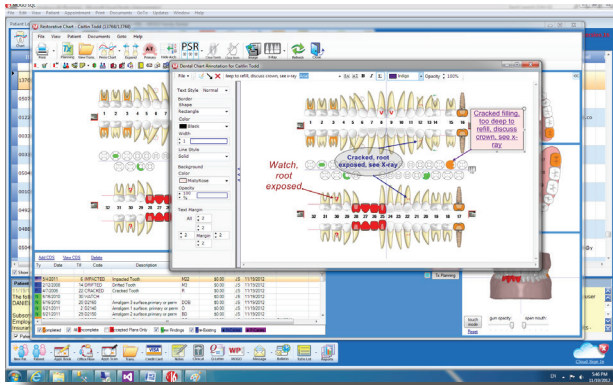
Let MOGO be your one-stop communication hub. With full-featured, built-in email and fax, you can easily sort, file, and save patient communications directly to the patient records in MOGO. Send intraoffice messages with the digital communication suite, similar to instant messaging.



## Treatment Planning

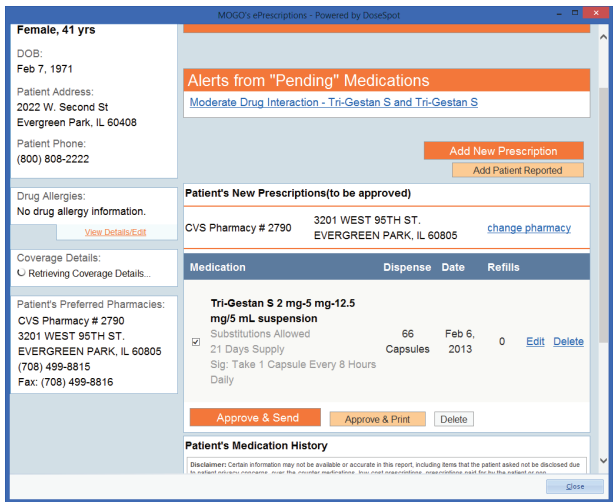
Provide multiple treatment plans for your patient's convenience and accept only their preferred treatment plan using eSignature. All accepted and declined treatment plans will be recorded and tracked for reference.





## Image Annotation

Image annotation makes MOGO imaging the most complete and feature-rich imaging suite available today. Draw attention to specific areas on a saved chart, or put notes for yourself or insurance companies on x-ray images. Save annotated images to patient notes and send as email attachments, all inside the MOGO program.

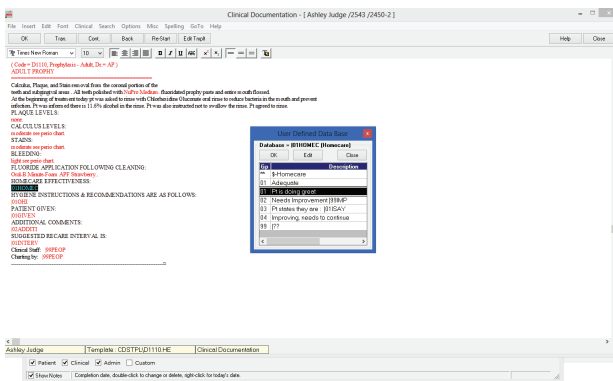


## ePrescription

Save time and money - MOGO has partnered with DoseSpot to offer ePrescriptions! DoseSpot is the first and only ePrescribing module designed specifically for dental software. With MOGO's new, direct integration, you will be able to send electronic prescriptions, view patient medication history, run drug interaction analysis, and retrieve patient-specific insurance coverage details.



## Clinical Charting



General Dentists, as well as Periodontists and Oral Surgeons, trust the Clinical Documentation System. Write and store customized progress or treatment notes with ease. Choose to include images or medication instructions. Create custom note templates using ADA codes to record treatment notes with just a few clicks. Clinical notes are time stamped and stored in the patient chart for quick retrieval, or choose from our Quick Report Writer for charting customized exams.



**Check Out**

**Prompt for Treatment**

As your patients are checked out, MOGO reminds you to enter the treatment so that you won't forget to enter any service codes.

**Submit Insurance**

Print or send your insurance claims electronically. Add x-rays and other attachments through NEA if required. MOGO will remind you if you forget.

**Recall**

Your recall is automatically tracked in MOGO for both normal cleanings and periodontal work, but you can track anything that you find useful. MOGO users routinely setup things like 5 year crowns and 3 year FMX. Whenever a code that's being tracked by recall is entered, you'll receive a confirmation window letting you know what the recall period is and when the patient is due. One click takes you directly to that date in the scheduler with the current patient pre-selected so you can book their next appointment.

**Next Appointment**

Even if the service isn't tracked by recall, it's easy to schedule the patient's next appointment. One click opens the scheduler with the current patient pre-selected so you can browse for an opening. Or you can use the Appointment Scanner to search for an opening that matches what your patient wants.

**Payment**

Get your patient's portion while they're still in the office. While you're checking out the patient, MOGO clearly displays both the individual and family balances as well as how much is expected to be paid by insurance. You'll be ready to answer any questions because MOGO's check distribution lets you see exactly how much of a payment was applied to any service.

**Receipt**

Print your walk out statement for your patient that includes the next appointment dates for their entire family. Confirm or update when this patient should receive a full statement.

Date	Code	Name	Description	Charges	Payments
01/21/2013	D0120	Eric	Periodic Balance	\$125.00	
01/21/2013	D0220	Eric	Periodic oral exam	\$40.00	
01/21/2013	D0220	Eric	Intensif first dm	\$20.00	
01/21/2013	D0220	Eric	Intensif periodical each addr II	\$20.00	
01/21/2013	D0272	Eric	Bitewedge 2 hrs	\$40.00	
01/21/2013	D1200	Eric	Topical fluoride/child	\$20.00	
01/21/2013	D1200	Eric	Fluoride 1 half pasteurizer	\$100.00	
01/21/2013	D1211	Eric	Composites 1 half pasteurizer	\$140.00	
01/21/2013	D0120	Janelle	Periodic oral exam	\$40.00	
01/21/2013	D1110	Janelle	Prophy/press - adult	\$75.00	
01/21/2013	D0120	Matthew	Periodic oral exam	\$40.00	
01/21/2013	D1110	Matthew	Prophy/press - adult	\$75.00	
01/21/2013	D1204	Matthew	Topical fluoride/adult	\$20.00	
01/21/2013	D0120	Rebecca	Periodic oral exam	\$40.00	
01/21/2013	D1110	Rebecca	Prophy/press - Adult	\$75.00	
01/21/2013	D1204	Rebecca	Topical fluoride/adult	\$20.00	
01/23/2013	00003	Karen	Priority by Post	\$10.00	\$10.00
01/23/2013	00002	Karen	check from 40113	\$600.00	\$600.00
				\$1,980.00	\$600.00
					\$420.00

Name	DOB	Time
Roberta Eversen	3/7/2013	10:30 AM
Martina Eversen	3/12/2013	01:00 PM
Ruth Eversen	3/12/2013	10:00 AM
Karen Eversen	5/29/2013	06:00 PM
Eric Eversen	7/13/2013	06:00 PM
Janelle Eversen	7/13/2013	06:00 PM
Roberta Eversen	7/13/2013	06:40 PM
Martina Eversen	7/13/2013	06:00 PM

*"As a MOGO user for over 20 years, two of the best applications in MOGO are the eEligibility and eReminders. The eReminders are the best. Patients like them because it is one less phone call they have to answer, and they can respond in a timely fashion. In our office, we send eReminders instead of recall post cards or letters as well as the appointment confirmation, which both features are a time and cost saving system. I highly recommend that all offices use this application in MOGO. Once you try it, you will love it!"*

-Carol / Ronald Treiber, DDS / Deerfield, IL

## Back Office

With all the patients moving through your office, it's easy to lose track of all the other things that need to get done to keep things running smoothly tomorrow, next week, and even next year. MOGO is there to help you complete those tasks quickly and efficiently so you can provide the level of service your patients deserve and still get home on time. There are hundreds of features that lighten the load and help you manage your practice with just a few clicks. Let MOGO help you stay organized and get rid of all the paper cluttering up your desk.



### eReminders

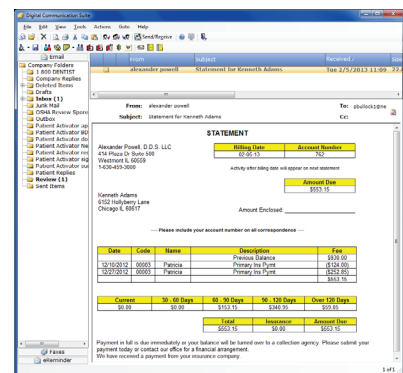
Let MOGO keep your patients flowing. Save time and money by letting MOGO automatically send recall messages to patients who need cleaning appointments and confirm appointments that are already scheduled. We can even send out quick reminders to your patients before their appointment to make sure they don't get busy and forget. All of this is done automatically so you don't have to lift a finger.

### Account Receivable

Choose the billing strategy that works best for you and your cash flow. Whether you bill daily, weekly, or monthly, MOGO keeps track of your billing cycle and makes sure statements go out when they're supposed to. Just open the Accounts Receivable report and click print or email. The report lets you sort by any column so it's easy to review accounts by name, aging period or provider. Of course, you can also manually select the statements you want to print or send.

### eStatements

Save even more time and money by signing up for Emdeon's eStatement service. Choose one of the standard layouts or have one completely customized for your office. All of your statements will be professionally printed and mailed to your patients with return payment envelopes. All you have to do is click send.



The screenshot shows a Business Analysis Report with a large data table. The table has multiple columns representing various metrics and rows representing different categories or time periods. The data is organized in a grid format, typical of a spreadsheet or database report.

### Business Analysis

Whatever you need to know about your practice, you'll find it in the Business Analysis Report. All of your office's vital signs are automatically tracked for you here. Production and collection totals are broken down by type, summarized and averaged for you. Other metrics, like the number of patients that were referred by existing patients or the percentage of presented treatment plans that were actually accepted. All of these statistics can be viewed by year, month or day.

## Reports - Fast, easy, and customizable

With MOGO's powerful engine running the reports, the possibilities for your office are almost endless. The intelligent reporting strategy used by MOGO moves a number of traditional reports into instant lists that can be sorted and worked by staff members efficiently. Printing a Treatment Status report and crossing off names as you make calls is a thing of the past. Of course, we still have traditional reports for things like daysheets and deposit slips. And for anything we may have missed, there's Power Sort.

### Power Sort Reports

MOGO's Power Sort allows you to completely customize what you see and the report generator gives your practice the ability to run customized reports from hundreds of fields. One click and you have detailed breakdowns of anything on the report. Easily see what services are most popular and profitable, and which providers generate the highest revenue in your office

### Instant Reports

These display real-time information that can be sorted by any field and include patient notes and any pop-ups that you've defined for patients as you navigate through the report.

Instant Recall	MOGO's instant recall let you see everything that's happening with your recall. Whether your patients are grouped by month or by aging period, you'll always know how many patients are being tracked and when they're due. MOGO even shows you patients that aren't being tracked, so you'll never lose a patient just because they came in for an emergency and never had a cleaning.
Real Time Treatment Status	Review your past-due insurance claims and pre-authorizations, broken down by aging period. Always know if you missed sending an insurance claim by checking the unclaimed completed treatment report. You will also find treatment plan and incomplete treatment reports in this section.
Real Time Budget Plans	Review all of your payment arrangements. Two easy lists let you see which ones are current and which ones are past-due.
Real Time Appointment List	See all your appointments in a simple easy-to-view list. Broken down by year and month, this list lets you quickly see exactly how many patients are scheduled the week that the Doctor wants to take a vacation.
Real Time Refer Out Report	Keep track of all the patients you've referred out to specialists. View all of your patients or break the list down by specialty and specialist.
Real Time Refer In Report	Make sure those referrals keep coming in, track which dentist referred a patient to you, and keep them updated with your progress.

### Traditional Reports

Accounts Receivable Reports	Always know exactly how much money is owed to your practice. View the totals and sub-totals by patient, insurance and aging period. Setup your billing options and customize your statement messages. Print or email statements and past-due billing letters.
Production Reports	Understand where your production is coming from, for the entire practice or individual service providers. Whether you want a general overview or complete details, you'll always know which services are being performed and how much is being produced.
Payment Summary Reports	If you pay staff members by collections, these are the reports for you. Always know exactly how much collection was applied to each service provider for any date range. Even if you don't pay by collection, you can easily see exactly where the money you're collecting is coming from.
Deposit Slips	View your daily payments with totals, broken down by payment type, with or without credit card payments.
Referral Summaries	Always know which referral sources are generating the most business. More than just counts, these reports tell you how much you have produced and collected too.
Day Sheets	View a quick summary of your office's daily financials. Group by date, patient, patient provider or service provider and send it directly to your accountant!
Managed Care Reports	Track your gains and losses when you accept managed care plans. Whether you break it down by plan, doctor or patient, you'll have the information you need to make informed decisions.

### **To Do List**

Organize any projects you need to remember to follow up on and even create your own lists. For example; create an inventory list with color coded dates reminding you to call or place your orders.

### **Time clock**

With an integrated time clock, you can track all your employee hours for payroll. Track their eligible vacation, sick, and personal time for the year. See when your employees clock in and out. If a hygienist calls in sick, check the time clock to see if there are any appointments they may have scheduled for the day. Create time clock reports for yearly benefits.

### **Auditing & Security rights**

Setup specific program security rights per login name and track modification. Select specialized areas including, the basics, reports, and time clock modification. Special, customized Secure Cloud login setup with password level security to protect your important patient information.

### **Lab Cases**

LabLink keeps you informed during each stage of production, allowing you to track the case from shipment to delivery. LabLink eliminates most phone calls to the lab by allowing users to email case information and images directly to the lab. It eliminates the embarrassment of missing or late lab cases and works with the MOGO Appointment Book to insure that each lab case is received before the patient arrives.

## Communication holds YOUR OFFICE together

Communication is the key to success. MOGO will make all of your communications fast, effective, and efficient. Whether you're communicating with patients, referrals, other practices, or your own coworkers, MOGO has you covered.

### Digital Communication System

MOGO's Digital Communication Suite integrates email and fax into what is already an impressive set of tools for communicating with anyone including patients, referrals, insurance companies, and even employees.

We all know that a picture is worth a thousand words, but no one ever mentions that the equipment and supplies needed to print and mail high-quality, full-color professional documents costs thousands of dollars. Now you can save your hard-earned cash and communicate electronically instead.

MOGO's Digital Communication Suite is an email client like Microsoft Outlook. You can send/receive email and add or view attachments just like any email client. However, there are a number of differences as well.

MOGO's Digital Communication Suite works with personal email accounts, but it's designed for shared access so you're not limited to one computer. Any computer can be used to send and receive email. As new emails arrive, everyone in your office with sufficient security clearance is notified and they can respond quickly and efficiently. You get all of the benefits of a huge corporate email system without any of the setup or maintenance.

Some staff members communicate better than others. Once an email leaves your office, there's no "unsend" button. What do you do when you need to ensure that everything leaving your office meets or exceeds your professional standards? Enable reviews and your outbound email will be sent to a review folder instead of flying out the door. Designate staff members as reviewers and they'll receive notifications whenever there is an email waiting to be sent. From the review folder, they can read and approve emails right in the preview window making the process quick and easy. If necessary, they can also open and edit the original email before sending it out. Rest assured that nothing will leave your office until a reviewer says it's ok.

Signatures are available for both the practice and the current user, allowing you to automatically add your business notices to all of your outbound emails while letting your employees add something personal as well. If you choose, you can even create custom signatures for each email account that you use.

The list of features goes on and on. The system scans emails as they arrive and includes them in your patient records automatically. Whenever you access that patient's record, the email is right there. Quick Letters, the MOGO mail merge, can be sent as emails just as easily as they can be printed. Images from MOGO's Imaging System can be attached or embedded in emails just like image files. And when you send an email to multiple recipients, it's automatically saved to all of their records.



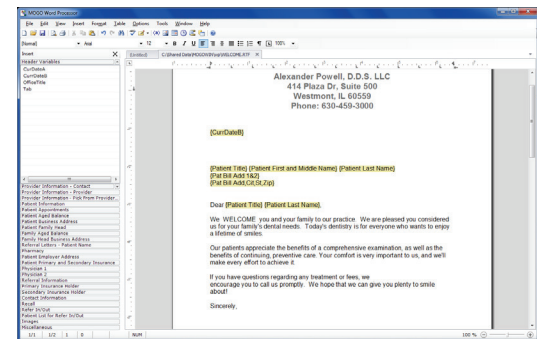
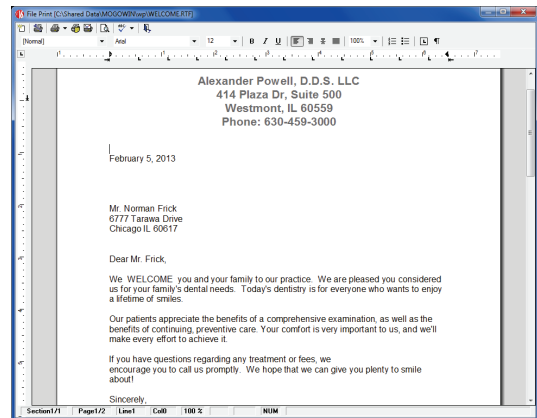
## Built in word processor

MOGO is the only software to have a built-in word processor that provides customizable merge fields for letters to your patients. Because it's built-in, you won't have to buy a separate copy of expensive, 3rd party word processing software for each of your computers.

## Quick Letter (mail merge)

The MOGO Word Processor lets you create your own professional templates that can later be used as Quick Letters. Hundreds of merge fields are available for you to give each template a completely personalized look and feel when it's time to send it out. Do you want to welcome a new patient to your practice? Create a welcome letter or use the default template that is provided.

Have a few common or favorite letters? Add them to the Quick Access list to make them even easier to get to.



## eSignature

Eliminate paper forms and create legal contracts with eSignature. This integrated feature allows patients to complete and sign forms digitally using a signature pad or Tablet PC. Information is automatically available in your system with no paper forms to collect or scan into the computer, saving lots of time.

## Messaging follow me

Send intraoffice messages between staff members regarding important patient care or staff meetings. If you step out of the office, ask your message to "follow you automatically according to your preference such as text or email. Patient or account related messages save to the patient's record with date and time stamps.

## Annotation

Create annotated images inside the MOGO program. Sending a chart to insurance companies is now much more thorough and simpler than ever before. With full customization of annotation boxes, including font, color, shape, and location, this system is a powerful tool that will make your day-to-day operations run smoother.

## Patient Notes

See all of your critical information in one centralized location. Review Quick Letters that were sent to your patient or check on a letter you sent to another doctor. Patient information is tracked and recorded; patient statements, appointments, insurance modification, correspondences, faxes, clinical, treatment, even images by cabinet.

## Training

MOGO offers free access to over 25 training videos on our website for your convenience. We have also launched a new Help feature in the MOGO program which will allow you to get immediate answers to some of the most common questions. Strategically placed in the popular areas of the program and delivered in a “frequently asked questions” format. The new MOGO Help also includes optional “Show me” Videos which guide you through some of the most important and in-depth questions.

## Support

Support Includes:

- MOGO Secure Cloud Access
- Unlimited eReminder text messages and email
- Unlimited support phone calls and direct computer connection help
- Free maintenance updates and discounted upgrades
- Trispot direct connect access software



## Feature Rich

In conjunction with MOGO's 30th Anniversary in 2012, we opened up the development of our newest version 16 to our customers. We asked and our clients delivered, supplying us with hundreds of suggestions of how we could make our program work best for them. We evaluated many great suggestions and implemented as many as possible in the new version. We have created a Suggestion Tracker on our website for anyone to view all of the great, new features available in version 16. Visit the page at <http://www.mogo.com/version16.aspx> for the complete list.



**Testimonials**

*"I have been using MOGO in my periodontal practice for almost 20 years. From my teaching responsibilities at UMKC School of Dentistry, I've become very familiar with most of the other major practice management software programs and I have never been tempted to switch. MOGO combines an excellent product with unmatched technical and sales support, reasonable pricing, a synergistic relationship with their client-doctors, and it remains the most intuitively easy to operate software on the market. I recommend it highly to everyone, especially my students. If you want to optimize the management of your dental practice, you won't be disappointed with MOGO."*

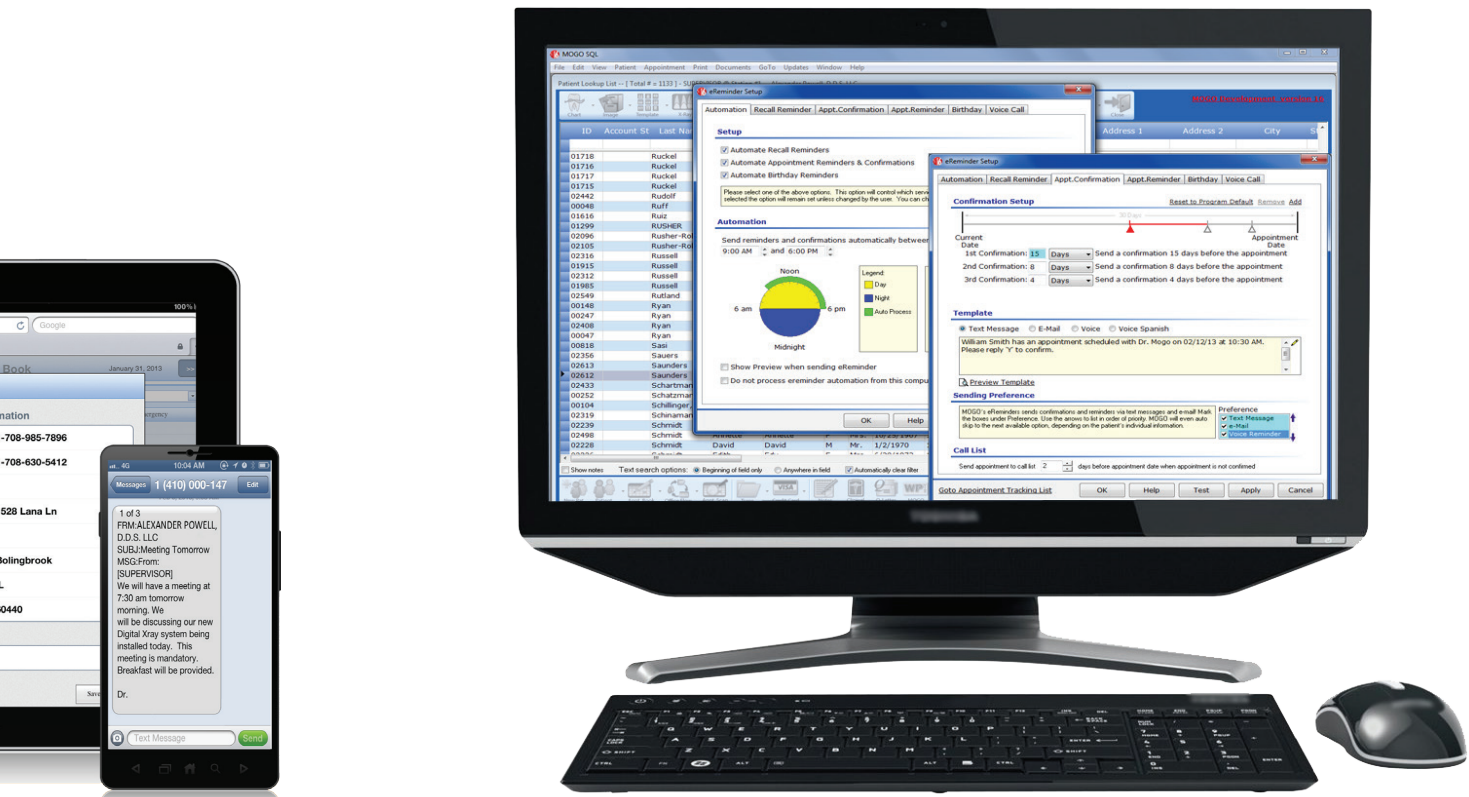
-David J. Thein, DDS, MSD / Periodontal Care

*"We found MOGO to be the most comprehensive and economical program available. We especially appreciate that they are receptive to our needs and have added features based upon our requests."*

-John Bracket, DDS / Clarendon Hills, IL

*"We lost our MOGO data which including the Appointment Book. When we tried to restore the lost data from our backups, they failed. We were devastated when we considered the possibility that our appointment book which was scheduled out one year ahead may have been lost. To our amazement MOGO's MARS recovery was able to get the information back with virtually no interruptions."*

-Allyn G. Perkins, DMD PA



## ***MOGO: 30 YEARS AND COUNTING***

MOGO has dedicated 30 years to providing general dentists and specialists with the most advanced Dental Practice Management software. Founded in 1983, MOGO developed one of the first DOS-based dental software applications and is currently the only Dental Software running on the powerful and secure Microsoft® SQL Server™ platform. We continue to invest in research, programming, and development, keeping our products ahead of the technology curve.



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