Sales Messaging Brief

General Knowledge

Exec summary

AI describes any computer system that is capable of performing tasks which typically require human intelligence to perform. Pearl's AI is built using machine learning algorithms called neural networks, which learn to recognize patterns in data in much the same way that the human brain does.

Pearl specializes in a subfield of AI called computer vision, which focuses on systems that can see and understand images and other visual information. Pearl applies computer vision to see and understand dental x-rays. Pearl's AI trains on the largest collection of expertly annotated dental radiographs in the world to detect and measure tooth structures and identify anomalies, like lesions, in dental x-rays.

Distinguishing Integrations

Native Integration: An integration where Pearl's features are seamlessly merged within another software system. Native integrations offer the best workflow experience, because they eliminate the need for users to switch between platforms to access features from both systems, eliminate potential compatibility issues, and reduce the complexity of backend configuration or interoperability workarounds.

i-Frame Integration: An i-Frame integration typically utilizes a "button" within the imaging software or PMS that opens a separate window where Pearl's software can be accessed. i-Frame integrations streamline access to Pearl's software, but the user is still effectively using two separate software platforms.

Bridge Integration: An integration that allows Pearl's software to communicate and collaborate effectively with other dental software, enhancing the overall functionality and productivity of the practice's technological ecosystem, but still requiring users to access Pearl and other practice software separately.

Clarifying Detection vs. Diagnosis:

Detection

Identifying and highlighting regions where pathologies or other anomalous clinical conditions *may be* present.

Pearl is a detection system.

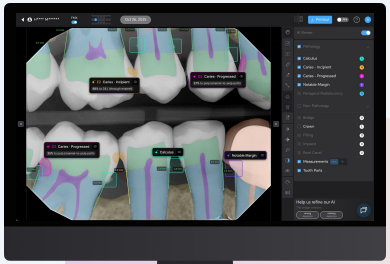
VS

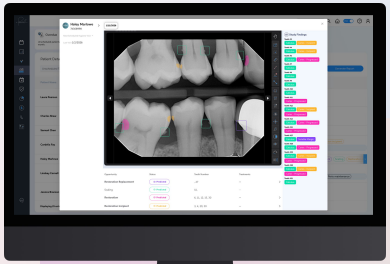
Diagnosis

Determining that a pathology or other clinical condition *is* present.

Pearl is not a diagnostic system.

Practice Intelligence vs. Second Opinion





Second Opinion®

Pearl's Second Opinion is dentistry's most powerful and comprehensive FDA-cleared clinical AI software. It delivers real-time chairside radiologic detections of decay, infection and numerous other conditions—upping dentists diagnostic accuracy by as much as 37% and presenting x-ray findings to patients with visual clarity and objective credibility.

Practice Intelligence®

Pearl's practice performance platform, Practice Intelligence, applies the world's most powerful and comprehensive clinical AI capabilities in conjunction with patient treatment data to uncover actionable clinical and operational insights. Dentists and practice staff use Practice Intelligence's suite of AI-powered utilities for more efficient scheduling, recall, procurement and clinical planning—raising their office's standard of care and weekly production by thousands.

Addressing Pain Points: Effective Communication

Efficiency

“Pearl saves doctors time on x-ray evaluations.”

“Pearl gives hygienists confidence to flag perio issues”

Practice Intelligence vs. Second Opinion

“AI will help you catch more disease, but its biggest value-add is increasing case acceptance.”
“Even if you are perfect at diagnosing x-rays, Pearl is one of the most valuable tools you can use to improve case acceptance.”
“If it helps you catch just two extra caries each month, Pearl pays for itself.”
“Pearl will improve the likelihood that your claim will be approved.”

“All insurance claims will be approved if you’re using Pearl.”

Practice Intelligence vs. Second Opinion

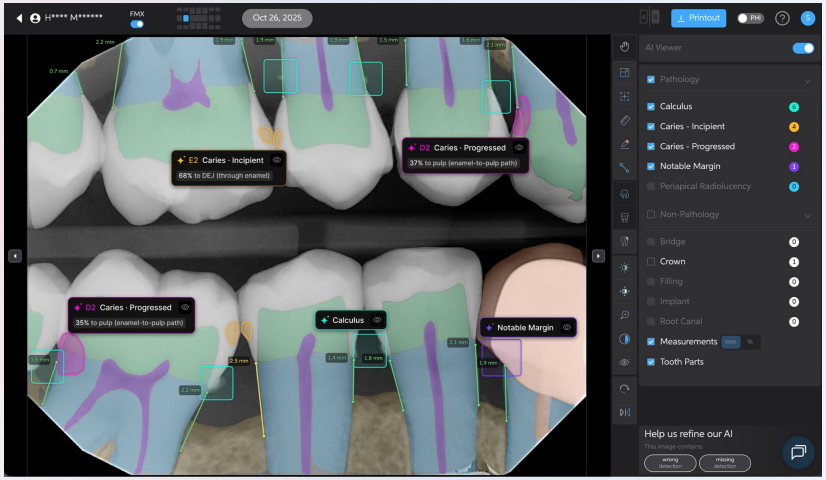
“Pearl helps clinicians see more issues earlier – but always remember: The final diagnostic decision is always the doctor’s. Doctors are the experts. Pearl is an assistant.”
“You are the master of the AI and the treatment plan, never the other way around.”
“AI-plus-dentists is always better than either one of them alone.”

“The AI is always right and/or better at reading x-rays than dentists are.”
“The capability you mentioned is coming soon.”

Addressing Pain Points: Effective Communication

Doctor

1. Patient-facing tool for education
2. Efficient Dx, increased revenue
3. Increase in case acceptance



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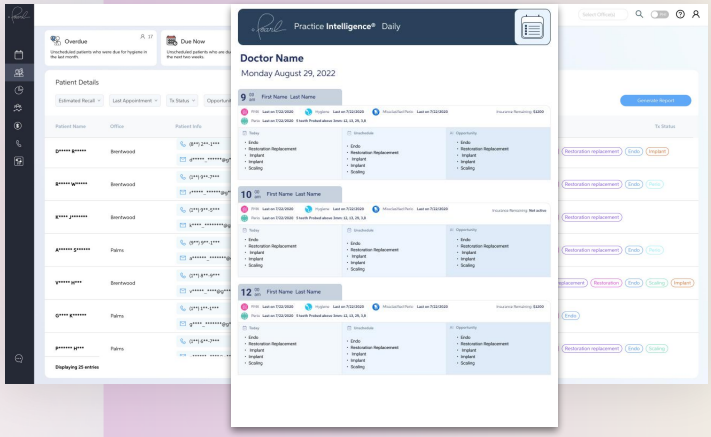
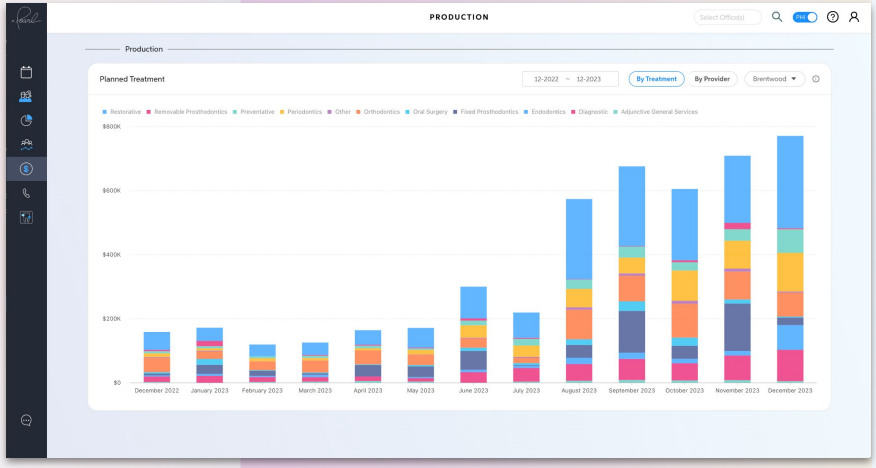
Office Manager:

1. Call sheets specific to category/cancellation reason
2. Enhance hygiene patients with AI insight; filter to who is due, who recently missed appt
3. Huddle/team meeting simplicity– quickly print daily schedule to see who is coming in, outstanding needs, etc.
4. Targeting marketing based on clinical need to maximize revenue.
5. Advance clinical insight to inform scheduling to make most efficient use of chairtime and maximize same-day dentistry



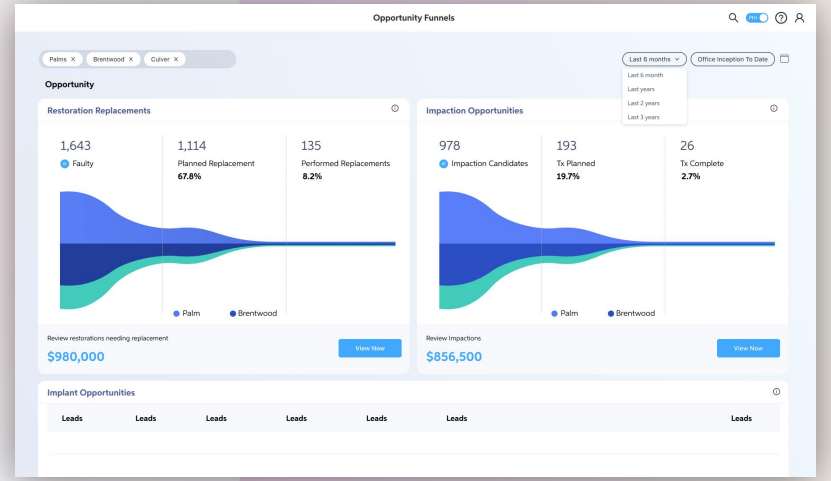
Entrepreneurial Dentist

1. Practice insights powered by AI
2. Consistency across all clinicians (new dentist; associate)
3. Single location or multiple, remote access to manage productivity, etc.
4. Increase production



Hygienist

1. Daily Chart audits
2. Focus more on perio and hygiene needs
3. Pt education tool



Addressing Pain Points: Effective Communication

How do you tell a patient that you missed something last time?

There is no need to tell them. You can simply address the problem the next time they are in the practice.

How long does it take for the AI to return results?

Second Opinion will provide AI detections between 15-45 seconds after an x-ray is captured. (Processing time will vary depending on things like internet speeds in your practice and the file size of your x-rays.) Importantly, however, the AI processes images in parallel, so AI results for all images in a series will be available 15-45 seconds after the last image is captured.

How accurate are the detections?

Accuracy varies for each detection type, but generally the AI is between 20-30% more accurate than an average human dentist.

Does image quality impact the AI's performance?

Image quality impacts the AI's performance in the same way that image quality impacts a human dentist's performance. If a human dentist would struggle to read the x-ray due to low quality (over-exposed, blurry, badly angled, etc), then the AI will likely produce suboptimal results.

Thank you!