



The Mogo Cloud

Complete Dental Software

- No High-Priced Servers
- Secured Data Storage
- Access Data Anytime
- Multiple Office Software
- One Low Monthly Rate
- Free Updates
- Unlimited Technical Support
- No Complex Networks
- Mature Features

Your All Inclusive Cloud Solution
The Professional's Choice
Since 1983



Celebrating Over 30 Years as "The Professional's Choice" MOGO, Incorporated has dedicated over 30 years to providing general dentists and specialists with the most comprehensive Dental Practice Management Software. Founded in 1983, MOGO remains an independent and privately owned company, with the original owner.

MOGO, Incorporated is dedicated to providing the highest quality dental cloud solutions and service to medical and dental practitioners through the continuing development and support of practice management software and hardware applications. We continue to invest in research, programming and development, keeping our products ahead of the technology curve with you the user in mind. MOGO provides knowledgeable reliable customer support, and we are committed to the continuing education of our clients. By providing quality products and services, MOGO has stood the test of time.

The MOGO Cloud is an innovative and cost effective practice management software which is powered by the Microsoft Azure Cloud and it is available for both new and existing users. You can store and access your data securely on the Microsoft Azure Cloud while using MOGO's feature rich dental software..

By utilizing the power and security of Microsoft's SQL as our database engine for over a decade, we were able to development seamlessly into the amazing functionality of Microsoft's Azure cloud service. Think about the possibilities! With your office on the MOGO Cloud you don't need to worry about high priced servers or maintenance costs, you gain access to your data 24/7 from anywhere you have an internet connection and a Windows based device, and you no longer need to stress about the hassle of constant upgrades and updates.

You can rest assured that MOGO will be "The Professionals Choice" well into the future.

Contact Us For More Information

mogo@mogo.com

(800) 944-6646

Request your FREE MOGO CLOUD TRIAL AT www.mogo.com



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. Reminders; text and email appointment reminders to your patients? 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 like other programs. We also provide the stability and security of a true enterprise database engine.



ACCESS

Stay connected to your office even while you're out. 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 to let them know you're closed. And while you're at it, why not go ahead and reschedule their appointment? As we said before, you have full access. So when an emergency call comes in, just grab your laptop and login into the Mogo Cloud. Your patient records are at your fingertips. Literally.

SECURITY

Powered by the Microsoft Azure Cloud, the MOGO Cloud keeps your data safe and secure. Your data is stored and accessed via Microsoft managed data centers which means you no longer have to stress about threats to your local server or network. Storing your database in real time via the cloud allows you to rid your office (and wallet) of expensive servers and annual server maintenance. Do what you do best, practice dentistry, manage your office and get rid of your IT headaches for good!

COST REDUCTION

Servers to support your local network are expensive to maintain and also replace. On average, servers are replaced every 3-5 years. Not only will you reduce your costs by no longer needing a server computer however you will not have to maintain your server which decreases the amount you spend on IT in your office.



MULTIPLE OFFICE SOFTWARE

Do you currently operate two or more dental clinics? If yes, then wouldn't it be amazing to be able to see your patients information from one screen, any location? What about generating vital reports from any computer for any location? With the MOGO Cloud the possibilities for multi location clinics are endless and pricing is unbelievable.

FEATURES

- eReminders
- Imaging Module
- Paperless Practice Reporting
- Clinical Charting ePrescriptions
- Treatment Planning
- Transactions/Statements
- Time Clock
- Word Processor
- Appointment Book
- Recall
- Patient Information
- Office Flow
- Internal Messaging
- Email and Fax Suite
- ToDo List
- Electronic Claims

"Mogo Cloud includes every feature I need for my practice to be at its optimal performance! Switching to the Mogo Cloud was one of the best decisions I have made for my practice both in terms of cost reduction and reliability. A computer at my practice was unfortunately exposed to a virus online and ended up crashing entirely due to the attack. This was a stressful situation however with the Mogo Cloud I was assured that my data was safe. Since all of my data was securely stored in the cloud, I did not lose any data and I did not compromise my patients private information. I am thrilled to know that my data and office are protected and my office is running smoothly after the virus attack."

-Frank Andriana D.D.S., Visident Bayside NY

GO[®]

Dental 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.

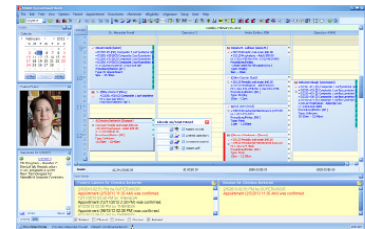
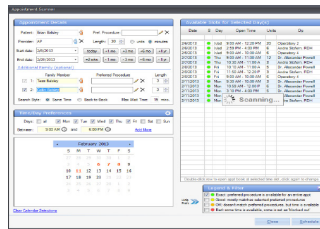
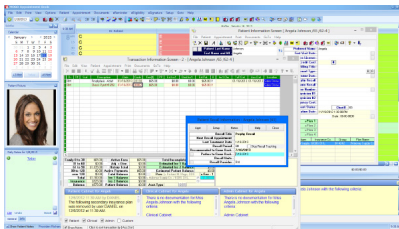
So here's the truth: Every dental software package on the market today will let you enter patients, treatment and appointments. They all keep track of balances, print receipts and statements and submit insurance claims. Each has some form of graphical dental chart and all of them provide a way to track 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 as 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 meant to be broken. 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.

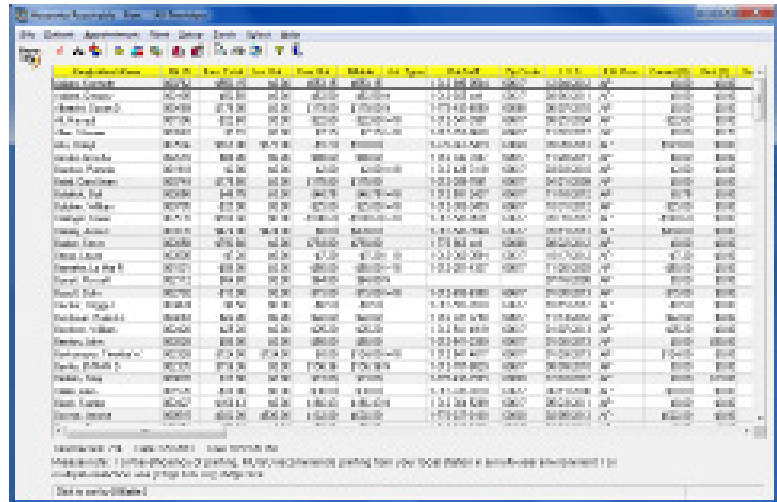
How is this possible? MOGO combines dynamic family linking with live balances, eliminating the need for a traditional "family ledger". When we redesigned our accounts receivable almost 20 years ago, we chose to leave the old ways behind and head in the same direction as various accounts payable programs. 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.

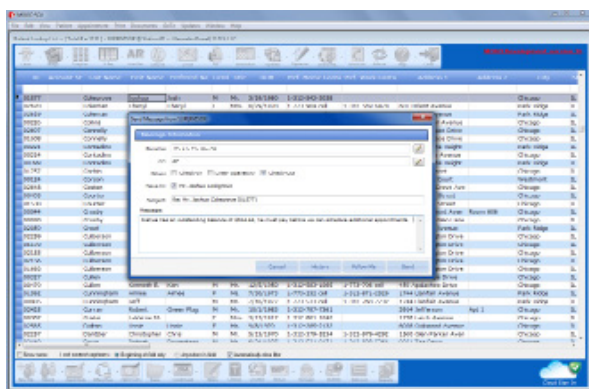
All of this work was necessary for one reason: humans make mistakes. Miss a decimal point or skip a number while you're adding things up, and everything is wrong. Computers, on the other hand, don't make "human errors," so why would you want to continue doing all of that extra work?



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.



Message System

Never miss a patient information notification. If the patient mentions a payment or a need in the operatory, 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. It doesn't stack up on the counter and it doesn't fill up your recycle bin either.

The power of email and text messaging can't be ignored. It's 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 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, 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 third-parties 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

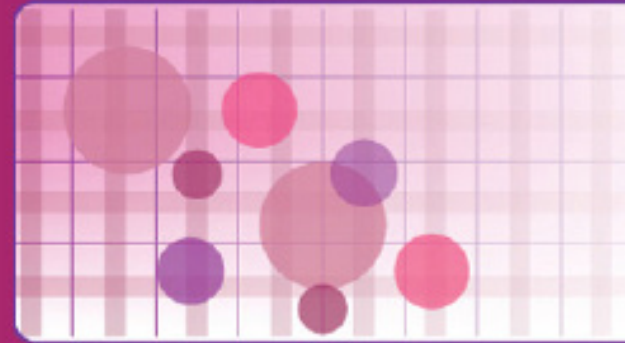


Dear William

You have an appointment scheduled with

Smile Family Dental

Google Maps



Dear William

You have an appointment scheduled with

Please reply 'Y' or call 1-312-555-5432 to

Smile Family Dental

Google Maps

Appointment Reminder

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

Click button for
directions to office

Appointment Confirmation

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

confirm.



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 of your database and internet firewall wide open to allow the outside access. And it's venerable

There is NO EXTRA FEE 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 cleaning time! 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, appt reminders, appointment confirmations and sending 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.

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. Quick and easy.

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.



| Name | Description | Code | Date | Fee(\$) | Amnt Paid(\$) |
|-------------------------|----------------------|-------|------------|---------|---------------|
| Kevin Evensen - 57 | Check Point H2015 | 00002 | 02/05/2015 | 650.00 | 650.00 |
| Matthew Evensen - 530 | Periodic oral exam | 00120 | 01/21/2015 | 84.00 | 84.00 |
| Eric Evensen - 1627 | Periodic oral exam | 00120 | 01/21/2015 | 84.00 | 84.00 |
| Jennifer Evensen - 1237 | Periodic oral exam | 00120 | 01/21/2015 | 84.00 | 84.00 |
| Rebecca Evensen - 1238 | Periodic oral exam | 00120 | 01/21/2015 | 84.00 | 84.00 |
| Eric Evensen - 1627 | Intraoral film | 00220 | 01/21/2015 | 82.50 | 82.50 |
| Eric Evensen - 1627 | Bitewings 2 films | 00272 | 01/21/2015 | 84.00 | 84.00 |
| Jennifer Evensen - 1237 | Fluoride - Adult | 01110 | 01/21/2015 | 87.00 | 87.00 |
| Rebecca Evensen - 1238 | Fluoride - Adult | 01110 | 01/21/2015 | 87.00 | 87.00 |
| Matthew Evensen - 530 | Fluoride - Adult | 01110 | 01/21/2015 | 87.00 | 87.00 |
| Eric Evensen - 1627 | Fluoride - Child | 01120 | 01/21/2015 | 88.00 | 88.00 |
| Kevin Evensen - 57 | Periodic Maintenance | 04910 | 01/08/2015 | 125.00 | 125.00 |

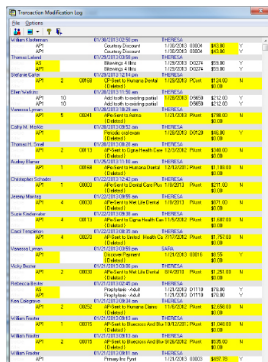
Security and Auditing

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.

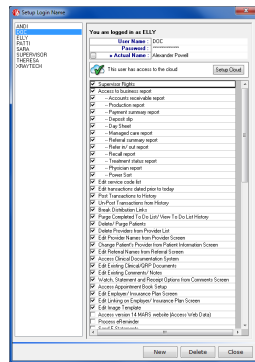
Security isn't just about having a pretty password screen. Security starts with actually storing your patient records in a secure manner. What good is a password in your program if anyone can use notepad to open your data files and read off names and social security numbers? How hard is it to figure 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 truly secure enterprise-level relational database, Microsoft SQL Server.

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 reasonably 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.

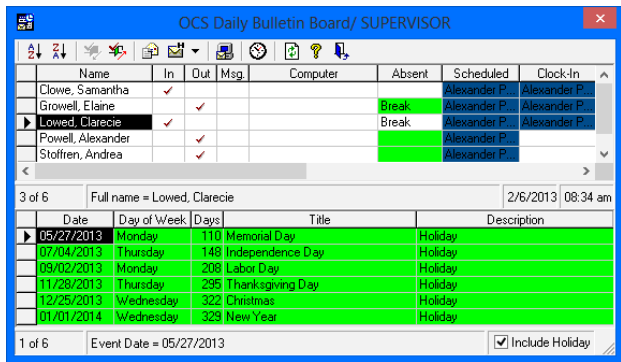
Login security is incredibly flexible. Instead of setting up hard boundaries, where one password grants access to some areas of the program and another password lets you access others, login security lets you pick and choose what a specific individual is and is not allowed to do or see. It also allows 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?



| Date | Time | User | Amount |
|------------|----------|-------|----------|
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |
| 05/27/2013 | 10:00:00 | ADMIN | \$100.00 |



| User Name | Login Status |
|-----------|--------------|
| ADMIN | Logged In |
| ADMIN | Logged In |
| ADMIN | Logged In |
| ADMIN | Logged In |
| ADMIN | Logged In |
| ADMIN | Logged In |
| ADMIN | Logged In |
| ADMIN | Logged In |
| ADMIN | Logged In |
| ADMIN | Logged In |
| ADMIN | Logged In |



| Name | In | Out | Msg | Computer | Absent | Scheduled | Clock-In |
|-------------------|----|-----|-----|----------|--------|-------------|-------------|
| Clowe, Samantha | ✓ | | | | | Alexander P | Alexander P |
| Growell, Elaine | | ✓ | | | Break | Alexander P | Alexander P |
| Lowed, Clarecie | ✓ | | | | Break | Alexander P | Alexander P |
| Powell, Alexander | | ✓ | | | | Alexander P | Alexander P |
| Stoffren, Andrea | | ✓ | | | | Alexander P | Alexander P |

| Date | Day of Week | Days | Title | Description |
|------------|-------------|------|------------------|-------------|
| 05/27/2013 | Monday | 110 | Memorial Day | Holiday |
| 07/04/2013 | Thursday | 148 | Independence Day | Holiday |
| 09/02/2013 | Monday | 208 | Labor Day | Holiday |
| 11/28/2013 | Thursday | 295 | Thanksgiving Day | Holiday |
| 12/25/2013 | Wednesday | 322 | Christmas | Holiday |
| 01/01/2014 | Wednesday | 329 | New Year | Holiday |

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 "Follow Me", employees can have their office messages delivered to their mobile phone or email address 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

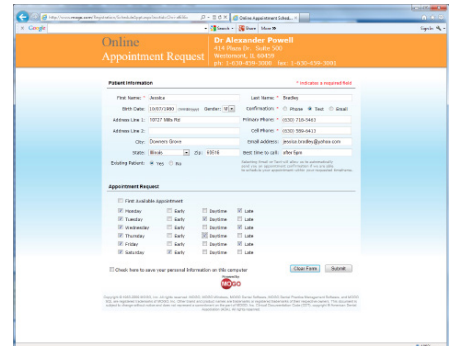
Save front desk time and attract more patients with MOGO's online forms. Patients can register, request appointments, and even fill out a medical history form. This can be done from your website or via email from home, or in the office using a kiosk or tablet. Once the patient fills out a medical history 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.





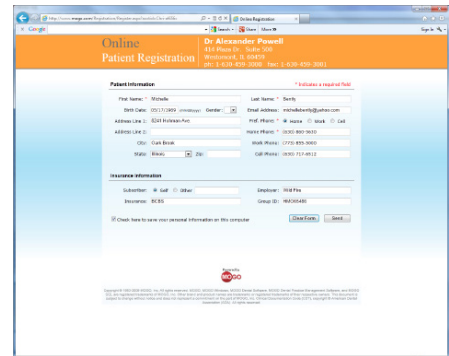
Online Appointment Request

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.



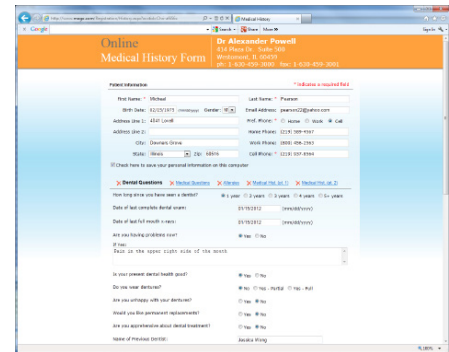
Online Patient Registration

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 the records so you won't have to manually enter registration data into the system.



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!



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.

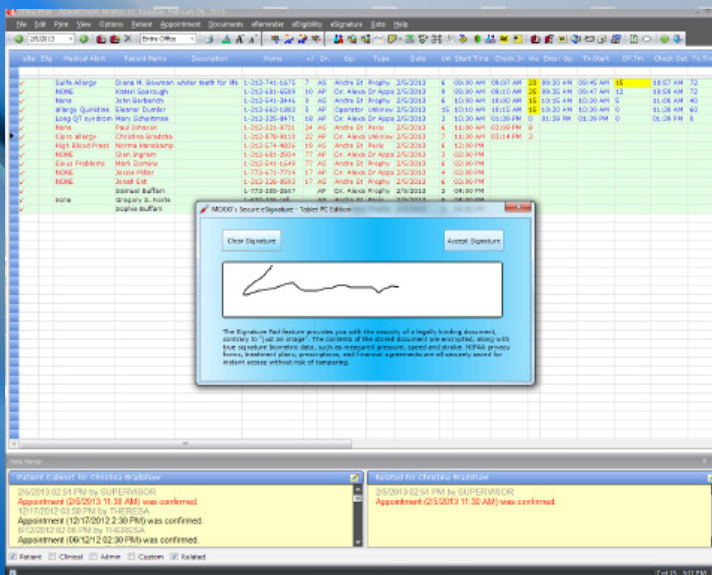
Patient Information Confirmation

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 enter registration data into the system.

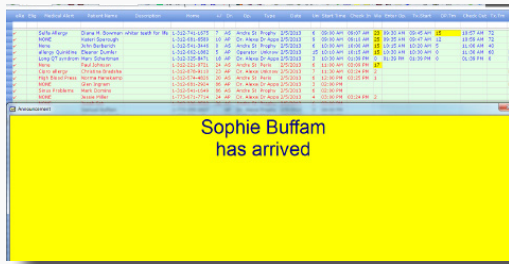
Medical history

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



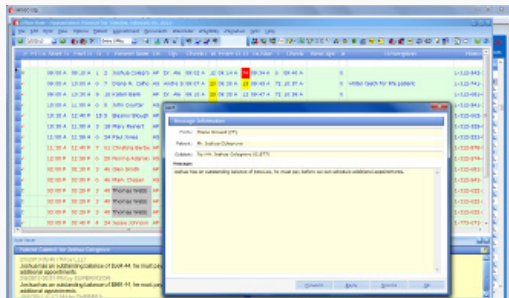
Patient eSignature

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 and speed & stroke, making the document legally binding. Best of all, you may setup a time frame to remind you to receive an updated signed form.



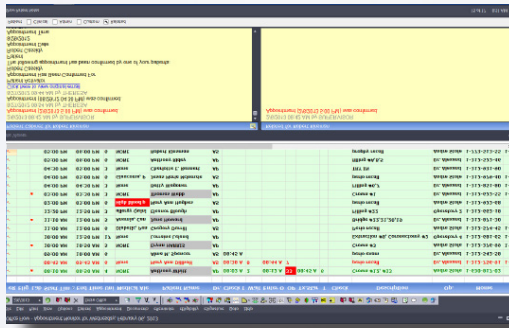
Announcement

Sends messages either acoustically or silently to operatories when patients have arrived and where they are currently located within the office. Watch your patients waiting time and let the program remind you if they have been waiting too long for their appointment.



Message Display

Interoffice messaging prevents missed patient care. Receive instant notification while in the operatory from the front desk regarding the patient's requests while they are in your office such as missed payment or important reminder follow up appointment.



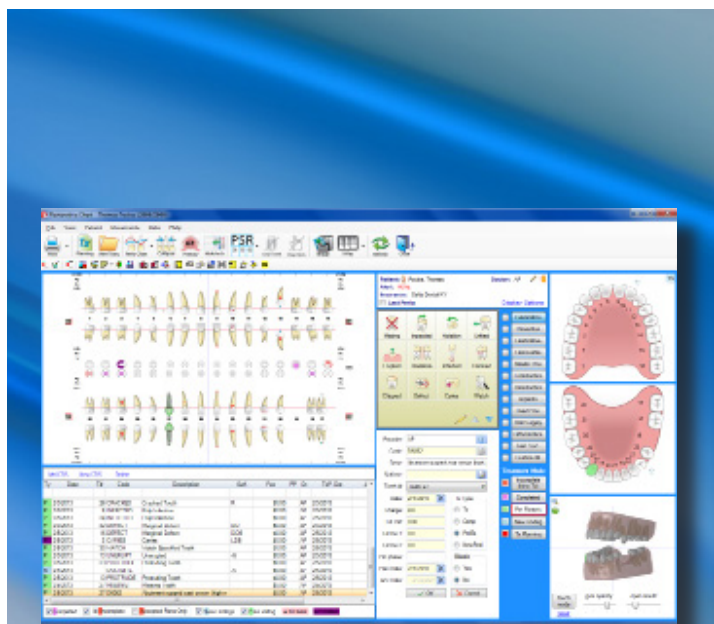
Laboratory Cases

Color coded crown alerts indicate if your case has arrived for your patient appointments. A green crown shows the case has arrived and red indicates to you to reschedule your patient crown seating.



Restorative Charting

The MOGO program includes a highly powerful Restorative Chart. Features include enhanced graphics, 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!

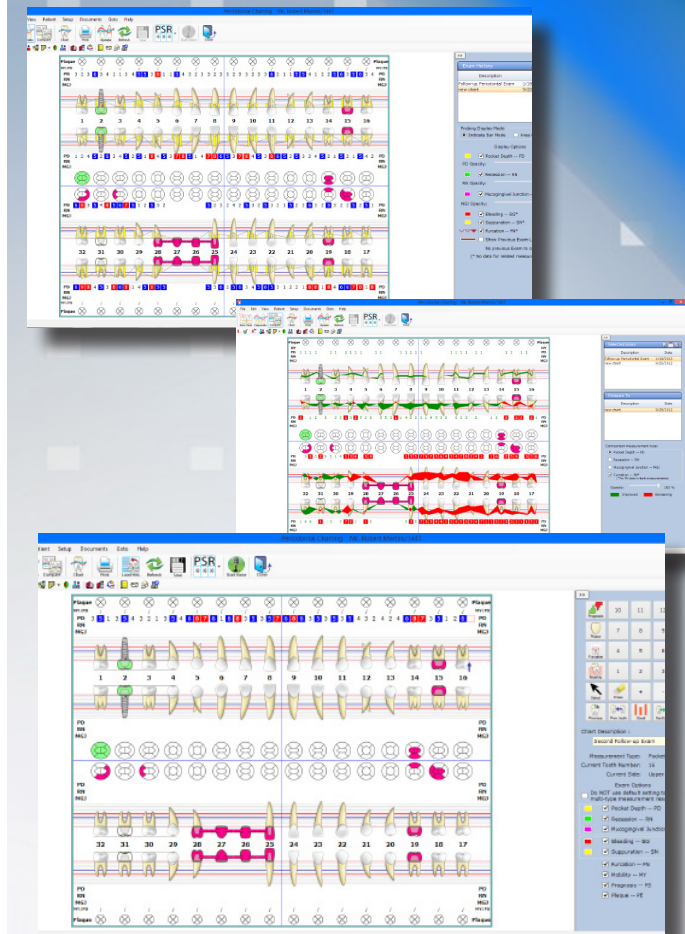


Periodontal Charting

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 compares charts so you can show patients their areas of improvement.



Digital Imaging Suite

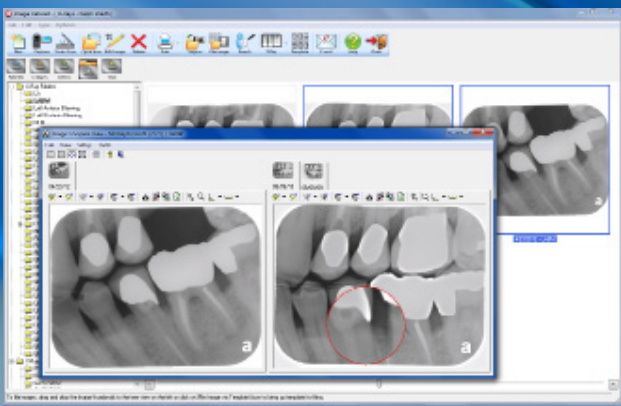
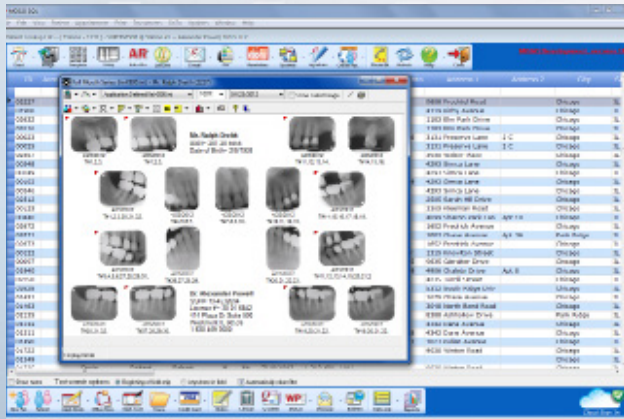
MOGO offers the most complete selection of interfaces for utilizing Digital Imaging. With our open-architecture design, you have the freedom to choose your direct interface or bridge. Digital Imaging is extremely convenient with MOGO. All of your images are organized and stored in the image cabinet, 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 which may display photos and x-rays stored in the image cabinet or from other sources including digital cameras, scanner, and email.

Imaging tools to modify your images include; magnify your images for improved viewing and diagnosis, measure angles and canal lengths on the X-ray screen just to name a few. View two images at a time in comparison mode.

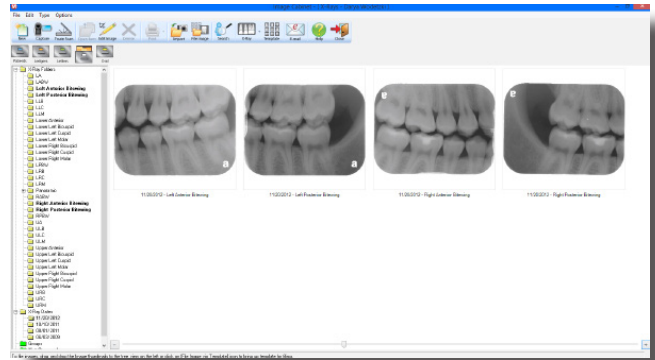
Merge photos and x-rays into other documents, both within and outside of MOGO.



Digital Camera

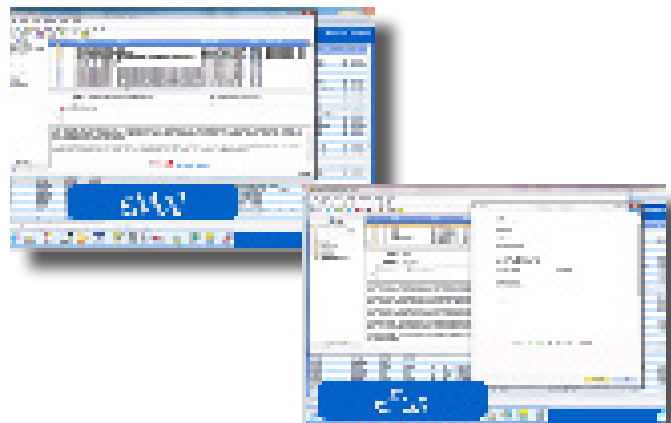
Keep all of your scanned documents or images organized with cabinets in the Imaging system. View numerous images on one screen for patient presentation through pre-categorized templates.

Plug and play with any intraoral camera on the current market. Modify images with contrast, rotate, 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.



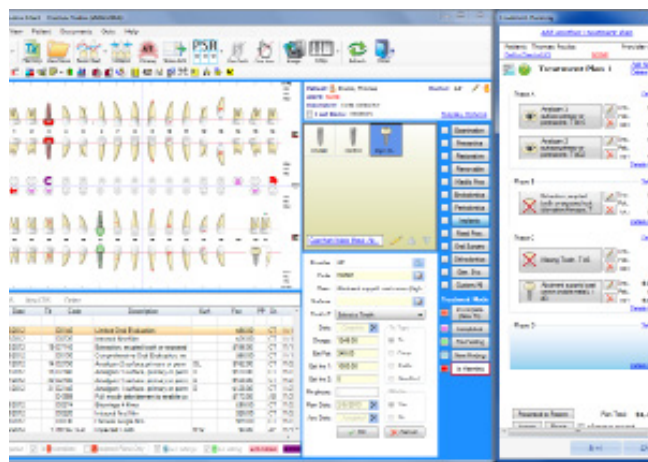
Digital Communication Suite

Let MOGO be your one-stop communication hub. Built-in email, easily sort your faxes and save patient communications directly to their record. Send interoffice messages with the digital communication suite, similar to instant messaging.



Treatment Planning

Provide multiple treatment plans for your patient's convenience; accept only their preferred treatment plan with eSignature and track, on record. Any declined treatment you may track on record for reference.



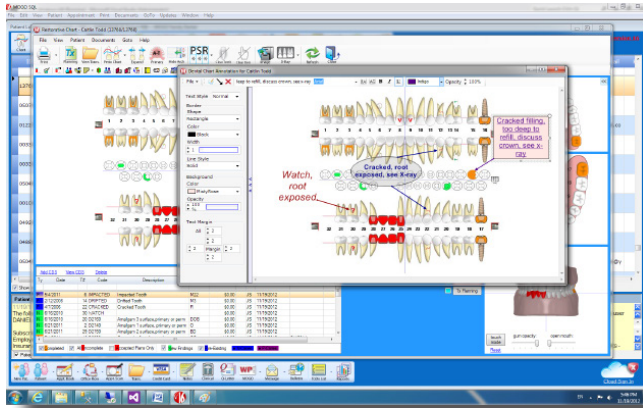
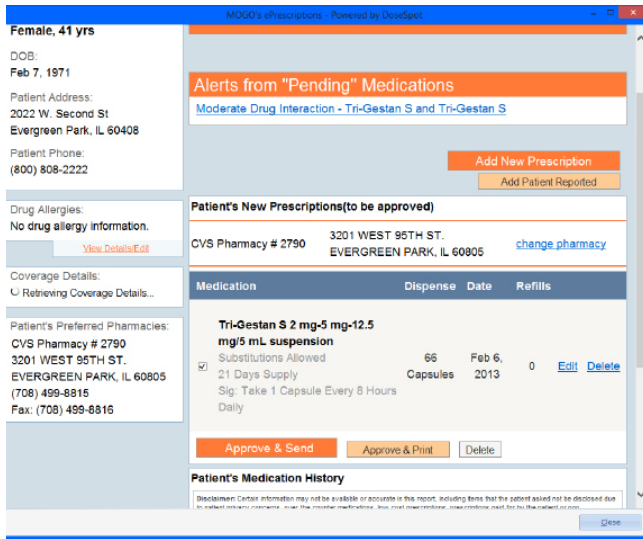


Image Annotation

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.



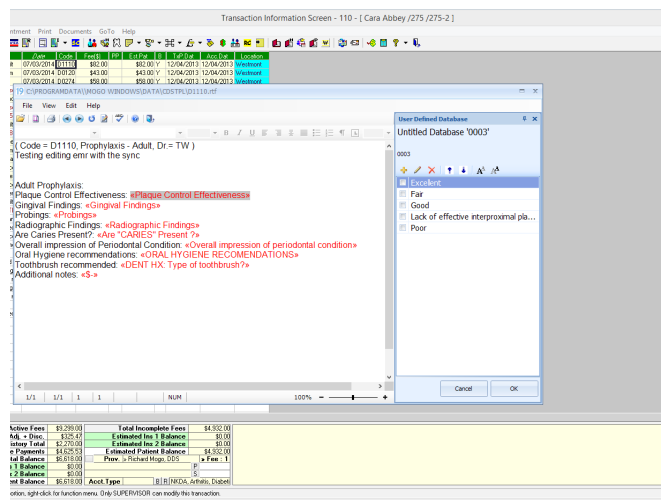
ePrescription

Save time and money - MOGO has partnered with DoseSpot to offer ePrescriptions! DoseSpot is the first and only ePrescribing module designed especially 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 Periodontist 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 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.

| RECEIPT | | Date | Account Number | | |
|--|-------|-----------|----------------------------------|------------|------------------------|
| Alexander Powell, DDS 814 Plaza Dr Suite 200 Deerfield, IL 60015 Tel: 708.499.3866 | | 3/20/2013 | 00277 | | |
| Mrs. Ruth Essman 11860 Oak Grove Rd, 200 Park Ridge, IL 60068 | | | Account Due \$427.00 | | |
| Date | Code | Name | Description | Charges | Payments |
| 01/01/2013 | 20123 | Exc | Periodic Exam | \$125.00 | |
| 01/01/2013 | 20229 | Exc | Periodic oral exam | \$45.00 | |
| 01/01/2013 | 20230 | Exc | Increase freq flm | \$25.00 | |
| 01/01/2013 | 20230 | Exc | Increase frequency each visit fl | \$25.00 | |
| 01/01/2013 | 20272 | Exc | Reimage 3 films | \$42.00 | |
| 01/01/2013 | 21910 | Exc | Special Recall/Check | \$35.00 | |
| 01/01/2013 | 22181 | Exc | Orthodontic 1st phase | \$102.00 | |
| 01/01/2013 | 22181 | Exc | Orthodontic 1st phase | \$102.00 | |
| 01/01/2013 | 22129 | Exc | Periodic oral exam | \$45.00 | |
| 01/01/2013 | 22110 | Exc | Periodic oral exam | \$45.00 | |
| 01/01/2013 | 22124 | Exc | Special Recall/Check | \$35.00 | |
| 01/01/2013 | 22124 | Exc | Special Recall/Check | \$35.00 | |
| 01/01/2013 | 21910 | Exc | Orthodontic 1st phase | \$102.00 | |
| 01/01/2013 | 21910 | Exc | Orthodontic 1st phase | \$102.00 | |
| 01/01/2013 | 20863 | Exam | Priority 1st Visit | \$75.00 | |
| 01/01/2013 | 20862 | Exam | Check Over 40% | \$25.00 | |
| | | | | \$1,259.00 | \$832.00 |
| | | | | | Amount Due \$427.00 |
| Entire Appointment List | | | | | |
| Name | Age | DOB | Time | | |
| Rebecca Essman | 37 | 07/26/13 | 10:30 AM | | |
| Matthew Essman | 17 | 11/28/13 | 09:00 PM | | |
| Ruth Essman | 63 | 01/28/13 | 10:00 AM | | |
| Karen Essman | 62 | 02/29/13 | 09:00 PM | | |
| Eric Essman | 31 | 11/28/13 | 09:00 PM | | |
| Larissa Essman | 31 | 11/28/13 | 09:00 PM | | |
| Rebecca Essman | 37 | 07/26/13 | 09:00 PM | | |
| Matthew Essman | 17 | 11/28/13 | 09:00 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 smooth 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

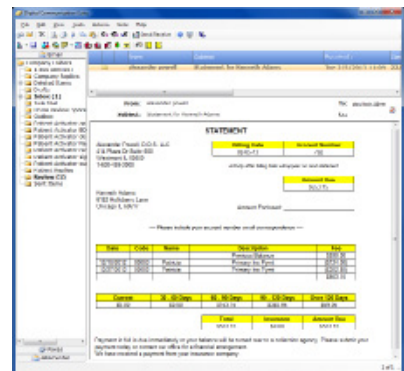
Let MOGO keep your patients flowing. Save time and money by letting MOGO automatically send recall messages to patients who need cleaning appointments and confirm appointments that are already scheduled. We can even send out quick reminders to your patients before their appointment to make sure they 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.



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.

MOGO's Power Sort allows you to completely customize what you see 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.

MOGO's Instant lists are designed to be worked. They display real-time information that can be sorted by any field. They display patient note 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 you you're your patients 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 patient just because they came in as 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 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 easily see exactly how many patients are scheduled that 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. |
| Managed Care Reports | Track your gain & 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. |



| 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 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 cards. |
| Referral Summaries | Always know which referral sources are generating the most business. More than just counts, these reports tell you how much you 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 your Accountant! |

To Do List

Organize any projects you need to remember to follow up on. Create your own list, for example; inventory or marketing calls, color coded dates remind 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 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

Automatically tracked auditing trail to make sure your practice is protected. This is only available to the owner of the practice with a special login.

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 and receive email, add and 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's 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 both 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.

It certainly would have been easier to integrate our software with someone else's email client, there's just no substitute for having one built in.



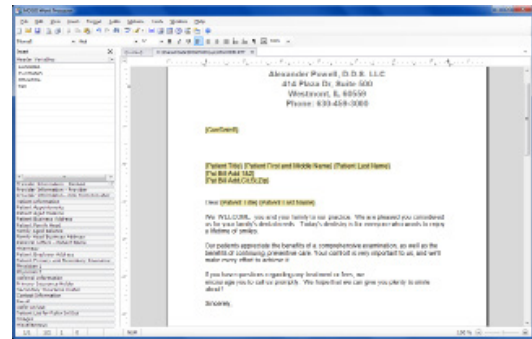
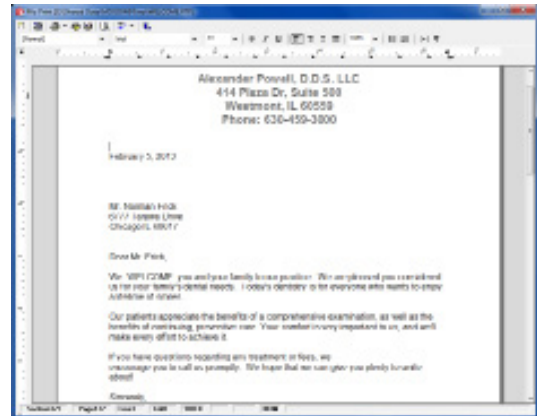
Built in word processor

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 copy of a 3rd party word processor 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 one that we provide.

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. No paper forms to collect or scan into the computer, saving lots of time. No extra fee or third party. Messaging follow me

Send interoffice 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, from font color/shape to the location of your annotation boxes, MOGO's annotation system provides you with a powerful tool to make your day-to-day operations run smoother.

Patient Notes

See all your critical information in one centralized location. Review the Quick Letters that were sent to your patient or check the 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 over 25 training videos available to view, for free 24/7 from our website for your convenience.

We also launched a new Help features in the MOGO program which will allow you to get answers right at your fingertips for 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 or in-depth questions.

Support

Support Includes:

- Unlimited technical support phone calls and direct computer connection help.
- Free maintenance updates
- Free upgrades

Feature Rich

In conjunction with MOGO's 30th Anniversary in 2012, we asked 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 newer MOGO versions. For over 30 years Mogo has focused on creating a program that is feature rich and client focused. With the MOGO Cloud, you can take advantage of all the mature features we have developed through the years and many more to come!



Contact Us

We welcome your questions and invite you to call us for additional information.

(t) (800) 944-6646

(e) mogo@mogo.com

(w) www.mogo.com



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. The MOGO program is very intuitive and easy to learn. Beginners can become competent in a very short period of time. Built-in training and tutorials cover all aspects of the product. Like most software programs, most users utilize only a small part of the total package. However, MOGO packs more capabilities into its software than you could ever use. Unlike a lot of its peers, every module that MOGO offers is a part of the package that you purchase. There are no expensive add-ons or related expenses. Your data is backed up on the fly and held securely in the Cloud. The letter writing and correspondence options are outstanding and the major reason that steered me to MOGO initially. It can produce any report that you can imagine. The program opens into what is called the Look Up List which is essentially a rolodex of all of your patients. It couldn’t be any simpler. If you want to optimize the management of your dental practice, you won’t be disappointed with MOGO.”

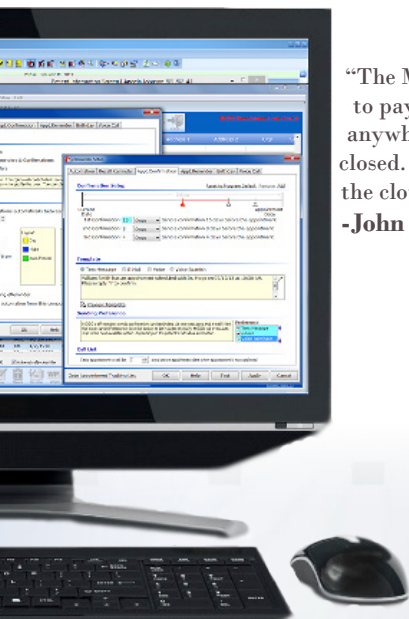
-David J. Thein, DDS, MSD / Kansas

Switching to the Mogo Cloud was one of the best decisions I have made for my practice both in terms of cost reduction and reliability. A computer at my practice was unfortunately exposed to a virus online and ended up crashing entirely due to the attack. This was a stressful situation however with the Mogo Cloud I was assured that my data was safe. Since all of my data was securely stored in the cloud, I did not lose any data and I did not compromise my patients private information. I am thrilled to know that my data and office are protected and my office is running smoothly after the virus attack.”

-Frank Andriani, DDS / Visident NY

“My office has used MOGO for over twenty years. They were originally rated the best by my practice management group and they were right. The ADA rated MOGO several years ago highest as well which simply reaffirmed what we already knew. We have grown from 5 to 32 workstations, have been chartless for over 15 years and have NEVER in the entire 20 years ever had any accounting or lost data issues. There are so many features in the program we are always trying to integrate more features which save us time, automatically record data and therefore increase our profitability. Dose Spot for recording and giving great records for prescription writing, EMR which was formerly CDS gives us a 1.5 page hygiene recall note that records our findings as well as keeping our exam process regimented and consistent. E reminders, credit card processing that automatically enters payments in your transaction, in office messaging with the follow me feature, data input is very practical, to Do list, recall is amazing, whether it is for hygiene, implant, denture recalls whatever you choose. The more features you use the more you benefit. Now with the cloud, IT costs are lower, updates are automatic and MOGO is continuously monitoring our system to make sure MOGO is running like the workhorse it is. Thanks Ming and team MOGO.”

-Michael Spencer DDS-Jacksonville, Florida



“The MOGO Cloud has reduced my overhead costs significantly by removing my server, I no longer have to pay for server maintenance or pay to have my server replaced. My staff and I can access MOGO from anywhere which makes it incredibly convenient to schedule patients over the weekend and when the office is closed. The technological innovation that MOGO has designed to run cloud based is impressive; moving to the cloud did not result in losing features in the program.”

-John Kozal DDS-Summit, Illinois

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 Microsoft's powerful SQL database platform. You can now take advantage of The Mogo Cloud Dental Software powered by the Microsoft Azure Cloud. We continue to invest in research, programming and development, keeping our products ahead of the technology curve for the dental community.



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