



## Align Technology Hosts the 2025 Invisalign® GP Summit, Its Premier Education Event for Dental Practices to Explore the Latest Invisalign® System, iTero™ Scanner, and Align™ Digital Platform Innovations

September 10, 2025

- **Clinical Workshops and Innovation Hub Showcased Solutions to Enhance Digital Orthodontics, Comprehensive Dentistry, and Ortho-Restorative Workflows**
- **Celebrations honored doctors and practice teams who have helped transform 20M+ Smiles with Invisalign Treatment**
- **Align Women's Smile Collective initiative launched to celebrate, support, and spotlight women shaping the future of dentistry**

LAS VEGAS & SAN JOSE, Calif. & TEMPE, Ariz.--(BUSINESS WIRE)--Sep. 9, 2025-- Align Technology, Inc. ("Align") (Nasdaq: ALGN), a leading global medical device company that designs, manufactures, and sells the Invisalign® System of clear aligners, iTero™ intraoral scanners, and exocad™ CAD/CAM software for digital orthodontics and restorative dentistry, today shared highlights from the 2025 Invisalign® GP Summit, Align's premier clinical education and peer-to-peer networking experience designed to help doctors and their staff transform and grow their practices with Invisalign® clear aligners, iTero scanners, and the Align™ Digital Platform.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250909527683/en/>



Align President and CEO Joe Hogan opened the 2025 Invisalign® GP Summit general session with a dynamic keynote focused on GP opportunity and leadership in digital dentistry, optimizing treatment workflows, and enhancing patient experiences —setting the stage for a weekend of innovation, collaboration, and clinical excellence.

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"We were honored to welcome doctors and their practice teams to the 2025 Invisalign® GP Summit—the Summit is one of our favorite ways to connect with our customers and hear about their successes with Invisalign treatment and the digital tools that support their practices," said Mr. Hogan. "Together, we celebrated 20 million Invisalign® smiles transformed by Invisalign doctors, shared clinical and practice insights into Invisalign treatment, iTero scanners, and exocad software, and discussed innovations shaping the future of digital dentistry."

Over the course of the conference, attendees had the opportunity to learn about and interact with recent Align innovations developed to enhance the Invisalign treatment experience across the Align™ Digital Platform, a proprietary combination of software, systems, and services designed to provide a seamless experience and workflow that integrates and connects all users – doctors, labs, patients, and consumers.

"We know that experience matters — for doctors, their teams, and the patients they treat," said Frank Quinn, Align executive vice president and managing director, Americas. "Clinical confidence and efficiency with Invisalign treatment is at the foundation of delivering an exceptional smile journey to patients of every age and case type. The 2025 Invisalign GP Summit helped elevate experiences through every part of the Align™ Digital Platform."

The Innovation Hub, an immersive experience of personalized demos, expert consultations, and hands-on training opportunities showcased digital tools, resources, and programs enabling practices to deliver world class business and clinical outcomes.

Innovation Hub demonstrations included:

- **iTero™ Scanner Demo**
  - Hands-on demo of the new iTero Lumina™ intraoral scanner and its enhanced scanning speed, accuracy, and ergonomics.
- **Invisalign® Smile Video Demo**
  - Dynamic in-face visualization tool for Invisalign trained doctors to simulate treatment outcomes and show patients their potential future selves with realistic mouth movements, including talking and smiling. Invisalign Smile Video is based on the Invisalign AI library, each patient's ClinCheck® plan, or (coming soon) an iTero™ scan.
- **Digital Scanning & Visualization**
  - Demos of innovations in the Align™ Oral Health Suite and Invisalign® Outcome Simulator Pro and a preview of

More than 700 doctors and practice team members gathered for a three-day educational event featuring hands-on training, peer-led insights, and strategies to enhance clinical outcomes and patient experiences. Attendees had the opportunity to network and hear patient stories who brought the theme of "why

Align™ X-ray Insights.

- **Consumer Connection**

Showcase of consumer campaigns, practice marketing, conversion strategies, and financing.

- **Personalized Treatment Planning**

One-on-one support for doctors to personalize templates, review cases, and get ClinCheck® treatment planning guidance.

- **Treatment Planning Experience**

Demos of Invisalign Smile Architect™ and iTero™ Design Suite

2025 Invisalign GP Summit breakout session and lecture highlights included:

- **Partners in Prevention: Enhancing Oral Health Through Teamwork:** Dr. Andrea Ho-Fatt, Ljiljana Hinton
- **iTero-exocad Connector™ and iTero™ Design Suite: Making Same Day Dentistry a Reality** Dr. Steven Glassman
- **From Complex to Confident: Clear Aligner Strategies for Restorative Excellence:** Dr. Lovedeep Randhawa
- **Expanding Possibilities: Mastering the Invisalign Palatal Expander in Daily Practice:** Dr. Matt Hicks
- **The New Age of Case Acceptance: Invisalign Outcome Simulator Pro with MTS (Mandatory to Success!):** Dr. Joshua Austin
- **The Face Comes First: Redefining Diagnosis and Treatment Planning with Invisalign Smile Architect™** Dr. Sadaf Fazel

Align also launched the Align Women's Smile Collective, a new initiative celebrating and supporting women who are shaping the future of dentistry. The program aims to spotlight leadership, foster community, and inspire the next generation of dental professionals.

"The Invisalign GP Summit is an event I always look forward to attending," said Dr. Corey Anolik, a general dentist based in Gaithersburg, Maryland. "Now that the 2025 Invisalign® GP Summit has wrapped up, I'm energized to bring new insights and clinical protocols back to my team. I truly valued the opportunity to connect with dentists from across North America and learn how they approach patient care. The hands-on sessions delivered practical, actionable strategies that will directly support how my team and I incorporate—and expand—the use of Invisalign clear aligners in our practice. This is a can't-miss event for me!"

#### **About Align Technology, Inc.**

Align Technology designs and manufactures the Invisalign® System, the most advanced clear aligner system in the world, iTero™ intraoral scanners and services, and exocad™ CAD/CAM software. These technology building blocks enable enhanced digital orthodontic and restorative workflows to improve patient outcomes and practice efficiencies for over 286.4 thousand doctor customers and are key to accessing Align's 600 million consumer market opportunity worldwide. Over the past 28 years, Align has helped doctors treat over 20.8 million patients with the Invisalign System and is driving the evolution in digital dentistry through the Align™ Digital Platform, our integrated suite of unique, proprietary technologies and services delivered as a seamless, end-to-end solution for patients and consumers, orthodontists and GP dentists, and lab/partners. Visit [www.aligntech.com](http://www.aligntech.com) for more information.

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