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Transforming smiles, changing lives

Align Technology continues to innovate and rapidly expand the market for digital orthodontics and restorative dentistry through technology and marketing solutions.



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For nearly 25 years, Align Technology, the global medical device company that pioneered the Invisalign® system, has remained steadfast in its goal: to make clear aligner treatment available to everyone by equipping doctors with innovative products and technology. The company currently produces more than 800, 000 unique clear aligners per day and has helped Invisalign-trained doctors deliver more than 11.6 million Invisalign treatments.

“Align has evolved from an appliance company to a platform company—with a global consumer brand that’s recognized by people worldwide,” says Joe Hogan, president, CEO, and director of Align Technology.

Align is expanding its geographical footprint to address the massive market of more than 500 million potential patients who could benefit from teeth straightening. The Arizona-based company’s consumer marketing strategy focuses on educating consumers about the Invisalign system via social media and influencer marketing to drive demand to doctors’ offices. Globally, Align achieved 6.45 billion total impressions, helping to drive a 70% increase in new visitors to their websites this past year. This resulted in robust 2021 third quarter results that saw total revenues up 38.4% year over year to \$1.016 billion, a record for the company.

In 2020, Align began meeting the increasing needs of patients and providers by accelerating the launch of Invisalign Virtual Care. Introduced in March 2021, this virtual solution enables remote communication between doctors and their patients to track treatment progress. The program is integrated with the MyInvisalign consumer and patient app, which has 1.2 million downloads to date. In addition, more than 1.5 million patient photos have been loaded into the Virtual Care feature, which leverages artificial intelligence to provide relevant data to doctors to enhance patient care.

The company further allows for end-to-end treatment workflows through its revolutionary Align Digital Platform that includes the proprietary iTero intraoral scanner and exocad CAD/CAM software. The Align Digital Platform creates a seamless connection between doctors, their patients, and labs to deliver great treatment and better outcomes.

“Align continues to be a growing company with huge opportunities,” says Hogan. “Being named to the prestigious *Fortune* Future 50 list is recognition of Align’s mission and dedication to achieve its strategic priorities, as well as a reflection of our value as a business to our customers, shareholders, and employees.”

