

FOR IMMEDIATE RELEASE

Contact: Amy Schmidt, Vice President Sales and Marketing

Phone: (515) 233-1026 ext. 350

E-mail: amys@ortho2.com



ORTHO2

Ortho2 announces free Animations App available for all orthodontists and orthodontic residents

(Ames, IA) May 4, 2015 — Ortho Computer Systems, Inc. announces the release of the Edge Animations App, a free Apple/Android application for all orthodontists and orthodontic residents, available at the 2015 AAO. The app contains a compelling “Introduction to Orthodontics” video that clearly explains to your consulting patients and parents **why treatment from a certified Orthodontist matters!** The Edge Animations app also includes many essential compliance videos to help ensure patients are fully informed about their treatment with videos on brushing, foods to avoid, and much more. This free Android and iOS app builds on Ortho2’s library of practice and patient focused apps and is available to all orthodontists (*regardless of practice management affiliation*), and can be shown to, or even installed and viewed by prospective patients.

“Orthodontists are facing an unprecedented amount of competition from big business and non-orthodontists. We wanted to give them an additional tool to use in the fight for their specialty,” says Dr. Craig Scholz, Ortho2’s Director of Emerging Technologies. “This app includes a compelling introduction to orthodontics video which can help educate prospective patients on the differences between an orthodontist and a non-specialist, as well as compliance videos that they can use throughout treatment. We are also providing orthodontic residents and Ortho2 customers using Edge Animations within their software the full version of Edge Animations videos, which include more than 250 additional videos at no cost. We’re working hard to make certain our fully cloud based Edge system and modules help orthodontists educate and expand their practice communities.”

In addition to offering this free software, Ortho2 offers complete practice management, imaging, and communication systems. Doctors interested in Ortho2 or the new free Edge Animations App should stop by the Ortho2 booth #413 at the AAO convention or email sales@ortho2.com.

About Ortho2

Ortho2 is the largest independently owned provider of comprehensive orthodontic practice management software and has been serving orthodontists exclusively for more than 30 years, with software in over 2,200 orthodontic offices worldwide. Ortho2 is deeply committed to improving the efficiency and profitability of orthodontic practices through continuous research and innovation of practice management technologies, leveraging the latest technology for their cloud based Edge platform.

For more information about Ortho2, visit www.ortho2.com.