



Ortho2 Endorses Demandforce as its Premier Marketing and Patient Communications Solution for Orthodontists Nationwide

San Francisco, CA and Ames, IA, October 18, 2011- [Demandforce, Inc.](#), a leader in online marketing and communications and [Ortho2](#), a global orthodontic practice management software company, today announced a two-way integration that will deliver Demandforce's award winning automated marketing and communications solution to over 1,600+ orthodontists nationwide.

Orthodontists leveraging the Demandforce and Ortho2 integration will benefit from automatic updates based on email and text message confirmations, eliminating the manual import/export process previously required.

"We are thrilled about our new relationship with Demandforce and look forward to bringing the two-way integration to market and offering it to our growing number of orthodontists," said Craig Scholz, Director of Emerging Technology at Ortho2. "Demandforce D3 provides an excellent solution to help orthodontists stay competitive in this market, and paired with Ortho2, it is a win-win solution. The seamless integration offers endless benefits to our mutual customers. We are especially excited to partner Demandforce D3 with our new cloud-based Edge system."

Demandforce's award-winning product, Demandforce D3, is the easiest and most effective way for orthodontists to communicate with their patients and generate demand. Demandforce automates appointment scheduling and confirmations using email and text messaging, helps practices improve their online reputation on leading Internet sites including Google and Facebook and enables patient reactivation with promotions, newsletters and more. Additionally, Demandforce automatically tracks results and revenue from customer communications and online marketing efforts to provide orthodontists with real-time visibility into the success of their practice.

"Demandforce is happy to combine Ortho2 with Demandforce D3 and bring a two-way integration to orthodontists to help streamline administrative processes," said Sam Osman, Vice President of Sales at Demandforce. "This is our first two-way integration with an Orthodontic practice management system and demonstrates our growth into new industries. It is with great pleasure we announce this partnership and are excited to start helping orthodontists attract and retain more patients."

About Ortho2

Ortho2 has provided comprehensive practice management, imaging, and communication solutions for orthodontists for nearly 30 years. The largest privately held orthodontic practice management software provider in the world, Ortho2's independence assures their stable orthodontic focus now and in the future. Ortho2 offers both locally hosted and cloud based solutions. For more information, please visit www.ortho2.com/.

About Demandforce

Founded in 2003, Demandforce helps small businesses thrive in the Internet economy. The Demandforce D3 software-as-a-service application is used by thousands of customers to grow revenue, keep clients coming back, and manage operations more effectively. Demandforce connects Demandforce clients to over 80 million consumers via email communications, text messaging and online services. Demandforce has achieved 24 quarters of over 80% year-over-year quarterly growth and is led by a management team with over a decade of experience developing and delivering web-based applications that drive real, tangible business value. Demandforce, Inc is headquartered in San Francisco, CA. To learn more visit www.demandforce.com.