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ORTHO2

Ortho2 Announces Practice Connect

(Ames, IA) April, 2014—Ortho Computer Systems, Inc. announces Practice Connect, a branded app for an orthodontic practice's patients and parents, available for both Android and iOS devices.

Practice Connect allows patients to interact with their orthodontic experience in ways never before possible. Patients have instant access to their appointments, images, animations, and rewards. Parents get the added ability to view financials and make payments. In addition, users can select appointment reminder preferences and use the app to check in when they arrive at the office. And referring potential patients becomes rewarding and easy to do at any time.

Prospective patients can also use the app to learn about doctors, staff, facility, and treatment information, including videos or other desired content.

Practice Connect allows a practice to send notifications to patients about treatment reminders, promotions, or any other message desired.

Amy Schmidt, Ortho2's Vice President of Sales and Marketing says, "We are pleased to offer our clients their own individual practice app in the Apple and Android App stores. More and more, people will be looking for a practice's app presence as they previously did with websites. Finding it sends a tech-savvy impression. But more than that, it enables users with always available information and functions, with benefits that include fewer question calls and more spontaneous referrals. Practice Connect gives Ortho2 clients the opportunity to stay ahead of evolving expectations for a significant competitive advantage."

Your practice in the palm of their hands. Practice Connect from Ortho2.

About Ortho2

Ortho2 is the largest independently owned provider of orthodontic practice management software and services. For over 30 years, Ortho2 has been deeply committed to improving the efficiency and profitability of orthodontic practices through continuous research and innovation.

For more information about Practice Connect or Ortho2, visit www.ortho2.com.