



# Communicating With Edge and ViewPoint

Communication is the glue that binds each process of your office

together. Without proper communication, your systems won't work properly, and patient satisfaction can suffer. Both Edge and ViewPoint offer several ways to keep the lines of communication open with your patients, and allow you to cater your communication to each patient.

## Edge Reminders for Edge and ViewPoint

Edge Reminders is a convenient way to keep your patients informed of what's going on in your practice and minimize no shows. Quickly and easily send reminders via phone, text, and/or email. Edge Reminders allows you to customize the text you use in your messages, and with a human voice to make phone calls.

Messages aren't just limited to appointment reminders. Use this module to send out monthly birthday messages, recall appointment reminders, or payment reminders. You can even automate when messages go out – scheduled reminders allows you to set regular messages to go out automatically.

An additional feature to Edge Reminders for Edge is Edge Broadcast. With Edge Broadcast you can easily create and send electronic newsletters to your patients, parents, and attending professionals. Choose from a variety of pre-made templates to easily create a professional newsletter.

## Edge Imaging and Premier Imaging for Edge and ViewPoint

Edge Imaging is more than just a place to store and edit images. Show patients their progress by emailing their updated images to them straight from the module. Edge Imaging allows the emailing of full image layouts, individual photos, as well as multiple selected photos.

Create fun before and after videos with Premier Imaging's Timepoint Morphing feature. This feature seamlessly blends one image into another to create a video showcasing the transformation of your patients from start, through treatment, to the final product. After your videos are complete, you can email them to Mom and Dad, or upload them to social media.

Timepoint Morphing can also be used to show prospective patients what their smiles can look like after treatment. You can even morph these patients into an animated character, a pet, or even their favorite celebrity for a fun way to show why they should choose your practice.

## Edge Animations for Edge and ViewPoint

Just like there are different ways of communicating, people learn in a variety of ways. Visually show patients and parents what their individual treatment will look like with Edge Animations. This ever-expanding library of videos features powerful surgical and 3D animations to educate patients and enhance compliance.

Create patient-specific videos by adding in patient photos, custom audio narration, and background music or audio files. Videos can be emailed, uploaded to social media



## Edge Broadcast



Timepoint Morphing

Reprinted from  
The Newsletter for Members and Friends of Ortho2  
October 2016 - Volume 34 Issue 4

sites, and are marked with your own personal logo.

In addition to the desktop module, download the Edge Animations App on your smartphone. The free app, available for both Apple and Android devices, features all of the Compliance Animations found in the module. If you have the full module, login to see all the available animations.

## Mail Merge

The Edge and ViewPoint Correspondence packages provide you with the ability to create letters/emails which can be merged with Edge and ViewPoint data for sending personalized communications to your patients, responsible parties, and professional colleagues with ease. There are more than 40 letters, postcards, and forms pre-created covering messages from consultations, to payment arrangement, observation follow-ups to birthday cards, the possibilities are endless. Because Edge and ViewPoint use the power of Microsoft Word, these documents may be edited to suit your practice, and you may add new documents at any time.

## Practice Connect for Edge

Practice Connect, a practice-branded app, is meant for a practice of any size. On top of all the features Edge itself has to communicate with your patients, Practice Connect now allows you to cater to those patients with an app fully designed from the ground up, with you in mind. Each Practice Connect app comes customized to your exact needs and allows you to determine the look and content provided, and is available for both Apple and Android devices. Practice Connect gives you the ability to really take advantage of app technology while communicating with your patients and community in powerful ways. GPS based sign-in, appointment information and confirmation, push notification directly from your office, and many other features and functionality make this a tool that will set you apart from your competition while allowing you the ability to make an impact on your practice community.



## Practice Connect

## Edge Portal/VP WebAccess



Edge Portal and VP WebAccess offer patients, parents, and professionals appropriate information online. Patients and responsible parties can check the time, procedure, and reminder of their next appointment, in addition to checking their balance and making credit card or ACH payments.

General dentists and consulting professionals can access Edge Portal or VP WebAccess to refer to treatment chart information, expected appliance removal dates, and images for mutual patients. They can even consult on cases.

*Learn more about these and other ways you can communicate at the Users Group Meeting, February 23-25, 2017 in Orange County, California! ☺*