



ORTHO2

Edge Animations

Part of an ongoing series spotlighting significant features

You've animated your practice already, right? No? What are you waiting for? Edge Animations is the perfect module to add to either ViewPoint or Edge to enhance your practice for both your current and prospective patients.

If you do have Edge Animations already, there have been a few changes we think you will like! The program will prompt you when new or updated videos are available to download. And, videos will now be available when they are complete instead of waiting for an update to Edge to happen! This also allows videos to be renamed and update descriptions more efficiently.

Additionally, you can hover over the name of any video to read a description about the video. The description also includes keywords to describe the video. Use any keyword in the search feature above the list of videos to see all videos that are relevant to that keyword.

Jim Powell, Ortho2 3D Animation Director, recently gave us an inside scoop at what's going on in the animations department of Ortho2.

What animations are you currently working on?

JP: Currently we are working on quite a few. We have a new Class II video, Thumb Habit Appliance, Decalcification, and Wilson Appliances that are all forthcoming. I'm hoping to add at least one or two new surgical videos by the UGM, and of course there is the new Introduction to Orthodontics video – which is also featured in the Edge Animations App. We'll be adding a "Growth Guidance" component to that video in the near future, too.

Explain the Growth Guidance video a bit more.

JP: The Growth Guidance video will be specifically tailored to very young patients to explain how Phase 1 treatment can help prevent more serious orthodontic problems later on. The Introduction to Orthodontics video was created in parts so the orthodontist can use the different parts to

create a video customized to each individual patient. Now, Edge Animations users will be able to substitute parts of the Growth Guidance video in with the Introduction to Orthodontist video to tailor the message to a younger patient.

How do you decide on content for new videos?

JP: The best way of gathering ideas for new videos is through user requests! Requests can come from a number of ways: through the Software Support Team, visiting with orthodontists and staff at the AAO or UGM, or even through UserVoice. There is an Edge Animations forum in UserVoice to make submitting a request easy. When I get a request, I'll follow up with the person/office who requested it to flesh out the idea.

How do you ensure animations are accurate?

JP: In addition to speaking with the person who requested the animation, I also have a team of orthodontists that work with me as consultants to make sure what we put out there is accurate and relevant.

What are some of the features users should definitely be using?

JP: Some of the cool features in Animations include: the ability to hover over the titles of Animations and view a description, the favorites tab, and being able to preset play lists based on specific diagnosis. Annotating through marking on screen or recording narration are also very useful tools. Using Animations to bring in photos/videos of patients in the office, having fun, and so forth, then creating a filmstrip and exporting that fun video to social media is an incredibly powerful marketing tool as well.

Tell us more about the Animations Team.

JP: We have more than 40 years of experience on the

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team. We've won numerous awards for various projects over the years for medical/biological animation and illustration. We have had illustrations featured on the covers of *Computer Graphics World* and *Journal of the American Chemical Society* magazines, have illustrated a couple children's books, and have had cartoons published in *Land Trust Alliance* magazine. We enjoy keeping up on the latest happenings in our industry.

You are presenting a class on Edge Animations at the Users Group Meeting in February. Why should people attend your class?

JP: Simply because I'm moderately handsome and marginally charismatic. But seriously, though. I hope to be able to show how Animations can be useful in communicating treatment with patients, but also how it can be incorporated as a marketing tool to help bring in patients and help grow your practice.

Don't miss Jim's class, or any of the other classes at the 2016 Users Group Meeting, February 25-27, at Planet Hollywood in Las Vegas. Register today at www.ortho2.com/ugmregistration. ☺