



ORTHO2

# Marketing Your Practice

Part of an ongoing series spotlighting significant features

by **Jesse Howard**

**B**oth Edge and ViewPoint offer a variety of optional modules to help your practice be as efficient as possible. Not only do these modules help your practice run smoothly, many of them double as ways to help market your practice to both current patients and prospective patients.

Take a look at how these four optional modules make marketing a breeze.

## Edge Animations for Edge and ViewPoint

Edge Animations is a collection of powerful videos used to enhance patient education and compliance. These videos offer information to those currently going through treatment and those thinking of starting treatment.

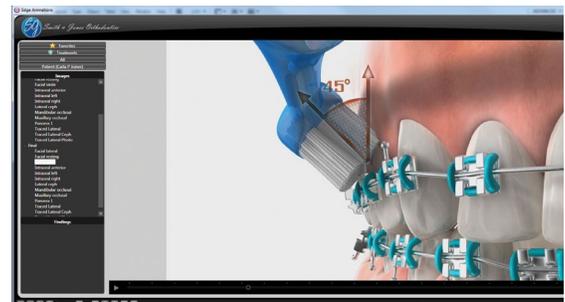
Patients who are currently in treatment can benefit from these videos by easily being able to see what their treatment entails. With an ever expanding library of videos, the majority of procedures you treat are covered. Videos can be shown both in the office, or e-mailed to the patient and responsible parties for convenient in-home viewing.

Each video can be personalized using the annotation tools, giving the patient, dentist, and any other specialist access to information specific to the patient. The voice recording feature also allows you to record your customized findings explanation in case a responsible party was unable to attend the consultation.

But Edge Animations isn't just for current patients. Market your practice on your website, Facebook, and YouTube with the videos you create with this module. Because you can drag and drop virtually any image, video, or music into the program, you can show off the benefits of orthodontics with your practice in exactly the way you want to.

It's simple to show off results with a deband celebration video. Use before and after images from the patient's file to show how the patient progressed in treatment, and place the video on your website. When prospective

patients view your site, they can see actual results.



## Patient Tracker/On-Deck

With Patient Tracker for Edge and On-Deck for ViewPoint, you can design your sign-in screen to reflect your individual personality. Frequently changing the sign-in screen, with the seasons or holidays, catches patients' eyes. The sign-in screens can include videos, photos, and other images to help promote your message.

You can personalize messages to specific patients when they sign in. These messages can even be as simple as saying "Thank you for being on time again". This is great positive reinforcement for tasks you want the patient to do, as well as a great way to show the patient you appreciate them.

In addition, you can incorporate information about events going on at your office such as patient appreciation events, wear your t-shirt on vacation promotions, or referral events going on in your office. Simple tools like this show patients you routinely go the extra mile for them.



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## Edge Reminders for Edge and ViewPoint

While Edge Reminders is a great tool for sending patient reminders, it can be used for much more than that. Reminders can be sent for any occasion. Having a celebration in your office? Or having a promotion to see who can refer the most patients in a month? Edge Reminders makes sending out a mass message, via phone, e-mail, and/or text, to remind patients and responsible parties of what is going on in your office an easy task.

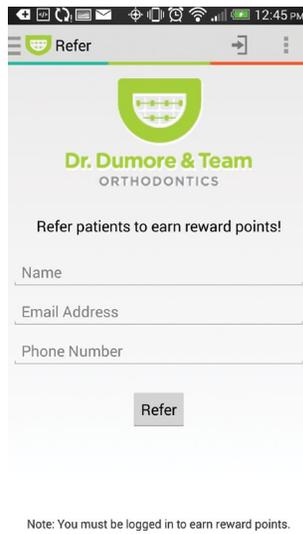
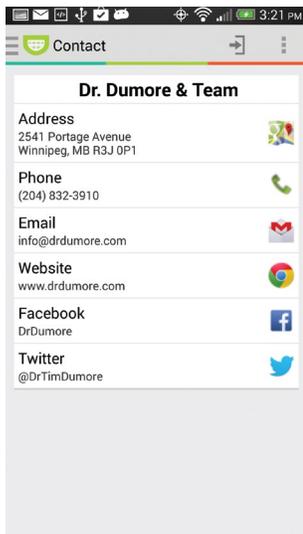
There are many ways to keep in contact with your patients - from birthday greetings, to messages of congratulations on a school award or even a sporting event. This personalized greeting lets the patient know you are thinking about them and take pride in their accomplishments.

You can even send active links to surveys, articles, and updated websites or YouTube pages through e-mails, making the information you want your patients to have just a click away.

## Practice Connect for Edge

The new mobile app for Edge customers, Practice Connect, allows you to create a customized app for your practice that your responsible parties and patients can download to obtain treatment information and more.

Responsible parties can check their account balance and even make a payment. Patients can check the status of their



treatment, see their patient reward balance, redeem prizes with their reward points, and even check in for their appointment when they get close to the office. In addition, Edge Animations videos, and images from Edge Imaging can be viewed in the app.

With all of the features available, it's easy for patients to show their friends and family how they are progressing through treatment. And Practice Connect has made referrals a simple task. Simply have the patient enter their referral's name and e-mail address into the app, submit, and viola! You get an e-mail notification about the referral.

The app also allows for quick communication between responsible parties and the office. You can include various e-mail addresses, as well as your office phone number, within Practice Connect, making e-mail messages and phone calls a click away.

Even prospective patients can download your app, and get information about your office including contact information, bios on doctors and staff, and contact information to call the office. Practice Connect gives you another resource to get your office name out to the public.

With these tools, your office can effectively market your practice to continue your relationship with patients and to establish new relationships with prospective patients. 📍

## About the Author



Jesse Howard is the Lead Systems Consultant for Ortho2. He has been a part of the Ortho2 team for more than a 12 years, and has worked with hundreds of offices as they grow their practices through software, hardware, and incorporating innovative technologies.