



ORTHO2

Practice Connect:

Your Practice in the Palm of Their Hands

Have you been looking for a new way to keep in contact with your patients outside of your website? Ortho2's Practice Connect, for Edge clients, is just the answer for you. Customize a mobile app, for both Android and iOS devices, for your practice.

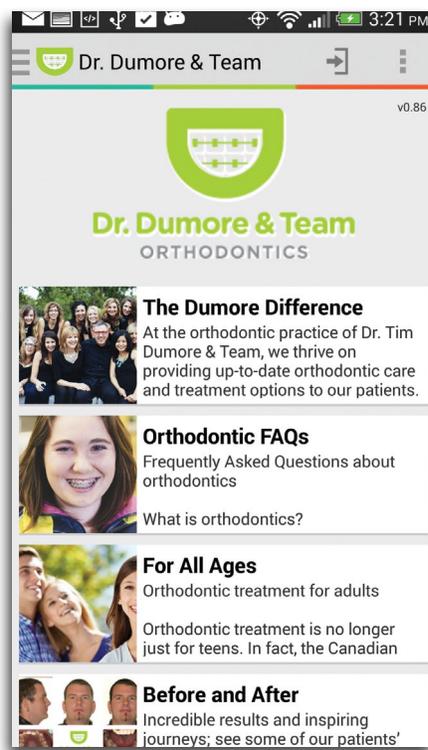
Practice Connect offers a variety of features that enhances patient experience and compliance, while at the same time offering valuable information to prospective patients, and an area for referrals.

Some key features you will find in Practice Connect include:

- Practice Connect allows patients to interact with their orthodontic experience in ways never before possible. Tailor the information your patients see, including but not limited to upcoming appointments, images, animations, and even reward points. Additionally, responsible parties can view financial information, including any outstanding balances, and make payments.
- Free up your sign-in station. Practice Connect allows patients to sign in for their appointment via the app once they come within a certain distance of your office, and within a certain time before the scheduled appointment. And messages displayed in the Patient Tracker will automatically appear in the app, so no one misses those important announcements.
- Do your patients and responsible parties want reminders at a specific time before their appointment? Through Practice Connect, patients

can set their own reminders to get a notification on their phone exactly at the time they want – anywhere from 30 minutes to hours or days before the appointment.

- Referrals from patients made simple. Patients can easily enter the name and e-mail address of the person they are referring, with the option to include a phone number. Your office gets an e-mail, as well as the person being referred. If your office gives patient reward points for referring a patient, a notification will be sent to your office about the new referral.
- And speaking of rewards, with the new, built-in rewards feature patients will be able to view their total points, a complete list of how points have been earned, and a list of prizes available from your office. Patients can also select a prize they wish to receive from within the app, and your office will get an e-mail notification of their choice.
- You can choose to let patients see a graph of how far they are in their treatment, along with a description of their treatment progress.
- Practice Connect also allows you to instantly send treatment reminders, promotions, or any notification the practice would want to send to one person or a group of people. For example, you could send a reminder about wearing upper elastics at night.
- Patients and responsible parties will also have the option to message the office through Practice Connect, and can even send a direct message to the



Reprinted from
The Newsletter for Members and Friends of Ortho2
April 2014 - Volume 32 Issue 2

appointment coordinator for questions about upcoming appointments.

- Responsible parties can order replacement retainers for lost retainers, by sending a quick message to the office.

But Practice Connect is more than just for patients and responsible parties. Use this app to get information out to potential customers, including:

- The Home page is customized to feature what you want and can include items such as office pictures, an animation or two showing treatment options, directions to your office, and repeating vital contact information. This section of the app would not require a login, so patients and prospects alike can view all information.
- Keep everyone informed with office news. And we know news changes often, which is why you can easily update this section of the app with new articles and images whenever you want. You can also have a particularly important news article flagged to users through the notification system.
- Provide key contact information including office location, phone number, e-mail address, and links to your website,

Facebook, Twitter, and Foursquare pages.

- The About section can include bios for the doctor(s) and staff, offices, and testimonial sections. Each section can be clicked on, and more detailed information will be displayed.

Dr. Tim Dumore, Orthodontist in Winnipeg, says, "I'm very excited to incorporate Practice Connect into our office. What a fantastic way to interact with our patients, as well as for them to

see how their treatment is progressing. This marketing tool will greatly help get our name out to those looking for an orthodontist in the area."

Amy Schmidt, Ortho2's Director 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."

For more information about Practice Connect, contact your Systems Consultant. ☺

