



ORTHO2

President's Perspective

Messages for ViewPoint and Edge Clients (*Read One*)

To our ViewPoint Clients

We love ViewPoint, and the majority of our client base apparently agrees. As a local-network based system though, it does have some limitations. We occasionally hear from a ViewPoint user that they wish we had a cloud-based alternative. This drives us nuts!

For the record Edge IS cloud-based, and not only that, it is cloud-optimized making it superior to competitive cloud systems. (Contact your Regional Manager if you want specifics.)

If you are happy with ViewPoint, so are we. But someday, and perhaps soon, you should really consider Edge. You may wish you had done so sooner. Here's why:

Peace of Mind and Security – Quit wondering if your backup is complete and useable. In fact, quit worrying about backing up your practice management data altogether! Edge data is maintained in a secure, encrypted, private cloud, and automatically backed up over multiple servers in different locations.

Accessibility – ViewPoint supports multiple locations, but the solutions require costly equipment and licenses, and restrict the speed at remote locations. With Edge, each location can run equally fast. Furthermore, live Edge data is available by smartphone, tablet, home or public computer, with no complex data syncing required.

Functionality – You will love your Edge smartphone app, and your patients will generate social networking awareness and referrals from theirs. Live data dashboard widgets, customizable workflows, dynamic reporting, and customer newsletters are some additional benefits. Your Regional Manager can show you many others.

Practice Growth – Build your reputation by sharing educational videos and treatment information with patients, parents, and collaborating professionals, even

To our Edge Clients

Among the many Edge-specific features and benefits is one you may not be aware of. Edge now provides the 3D orthodontist with a robust solution for accessing, storing, and editing 3D files. You can easily store all your 3D (DICOM) and intraoral (STL) data in the cloud. Not only that, Edge now includes the ability to integrate and edit third party product files directly from the Edge patient record. This is a great time saver as you no longer have to individually call up files from third party imaging software or back them up locally. And through the magic of our optimized cloud, all local computers have immediate access to an edited image even as the large file uploads for access in other locations.

Since many 3D files are quite large, (>250 MB) storage on the Edge cloud can be a huge cost and time saver. Edge Imaging integrates with most third party 3D orthodontic intraoral and extraoral digital imaging systems.

A special thanks is in order to Ortho2 key opinion leaders Dr. Sean Carlson and Dr. Juan Carlos Quintero, who were instrumental in the development of Edge's 3D feature set.



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

from your smartphone. Let your patients stimulate awareness among their peers with the Practice Connect app. These impressive cloud-based features help grow your practice!

Cost Savings – Edge is the perfect solution before you replace an aging ViewPoint server, as it does not require one (although our competitors sometimes say otherwise). By eliminating the cost of server hardware, software, backup software, and the cost and hassle of server downtime and repair, Edge is both less expensive and simplifies network setup and management.

Paradigm Shift – If you are old enough, you remember when Windows replaced DOS. The benefits of that transition may have

seemed more obvious, but are no less significant than today's cloud paradigm shift. Because of data access limitations and a host of other reasons, local Windows networks are quickly becoming obsolete. When you are ready to provide cloud benefits to yourself, your staff, and your practice community, Edge is ready for you!

A handwritten signature in black ink, appearing to read "Dan Sargent". The signature is fluid and cursive, with a large initial "D" and "S".

Dan Sargent, Ortho2 President