



ORTHO2

President's Perspective

Not Interested in the 2015 Ortho2 Users Group Meeting?

Every year we hold a meeting for orthodontists and staff that use Ortho2 systems. Between 300-500 people attend, and those that do consistently tell us that it boosts staff motivation and generates the discovery and implementation of new and valued features. Yet many practices, perhaps yours, have never attended. Do you wonder why you should invest the time and expense to attend an Ortho2 Users Group Meeting? Here are ten good reasons:



1. **The Classes.** Choose your own adventure from more than 40 available classes. Each staff member can customize their own schedule so their experience relates to their responsibilities. Classes are provided for both Edge and ViewPoint users, as well as a variety of universal subjects.
2. **Exhibit Hall.** Each year we hand-pick companies to demonstrate unique and complimentary products and services in our exhibit hall. These products, from imaging technology to payment management solutions, and even consulting services, can enhance the benefits of Ortho2 in your practice.
3. **Computer Room.** Ortho2 staff will be on hand to help. Software and hardware support staff can assist you with specific questions and troubleshooting issues. The Sales Team can share information about features and modules that might make your practice more efficient. Management is available for any suggestions you may have.
4. **Direct Access to Ortho2 Developers.** Members of the Ortho2 Development Team are available to listen to your ideas for improving your Ortho2 experience. This is a great opportunity to directly share your vision for a killer enhancement, and maybe see it in a future release!
5. **Networking with Fellow Ortho2 Doctors and Staff.** The UGM isn't just about classes. You can learn a lot by networking with fellow Ortho2 doctors and staff. As Dr. Barry Feldman told us, "The interaction with other doctors at the meeting is invaluable. Hearing what other doctors are learning and doing with their offices and software and staff keeps us all on the cutting edge."

6. Mingle with Industry-Leading Consultants and Doctors. This year's meeting features EIGHTEEN top consultants and five orthodontists presenting classes. That's 23 opportunities to benefit from leaders in the orthodontic profession about topics that directly impact you or your staff.
7. Exclusive Discounts. Just for attending our Users Group Meeting, you become eligible for discounts on our products and services. These discounts are available only to those who attend the meeting.
8. Location. The real estate maxim is "Location, location, location!" Well, we picked sunny Scottsdale, Arizona for 2015! Each year we try to select a location that can be a fun getaway during the colder weather most of us are otherwise experiencing in February. It's always warm at the UGM!
9. The Famous Ortho2 Welcome Party. Over the years, our themed party has become one of the highlights of the meeting! This year's theme, Hollywood Nights: A Red Carpet Gala, is guaranteed fun. Ortho2 staff, speakers, and many attendees (not required) will dress in their best red carpet attire, as their favorite actors, actresses, and other fun costumes. You will leave with friends you never knew you had!
10. The Knowledge and Benefits You and Your Practice Receive. The single best reason to come to the Users Group Meeting is the information learned that will benefit your practice right away. The Ortho2 Users Group Meeting is the best location on earth to pick up everything from simple tips and tricks, to paradigm shifting strategies that can make your practice more fun, efficient, and profitable!

Join us in Scottsdale, Arizona, February 19-21. You won't regret it!
If you have any questions about the meeting, please contact Kim Barker, Meeting and Event Coordinator, at ugm@ortho2.com. ☺



Dan Sargent, Ortho2 President