



ORTHO2

President's Perspective

Ortho2 = Innovation

There was probably a time when it was fair to view Ortho2 as a conservative development company. For example, in the late '80s when scheduling was considered bold and innovative, we weren't the first company to offer it. (Although when we did, our scheduler feature was truly groundbreaking.)



But it's long past time to shake off any residual doubt that Ortho2 is one of, if not the leading innovator in orthodontic practice management!

Consider recent history:

√ Cloud Development: Before many people were even aware of a computing cloud, we recognized its potential and committed to wanting our customers to be able to take full advantage of it. Starting in 2006 we spent four years developing Edge, which was released in late 2010. It is so much easier to simply port over an existing product and call it "cloud", as some of our competitors are still doing today. But we all know this is simply their way to buy time, as they scramble to develop a real cloud system. (It takes time!)

√ Dual System Development: We also committed to finding a way to offer many of the significant features that resulted from our Edge development to all Ortho2 clients. Specifically, Edge Imaging, Premier Imaging, Edge Animations, and Edge Reminders were all developed for Edge, but in a way that they also integrate with ViewPoint. This not only allows ViewPoint clients to benefit from these features now, it also eliminates the need to re-train later, should they fully transition to Edge in the future.

√ Timepoint Morphing: I described this exciting social networking and referral-friendly feature in the July 2013 newsletter, you can find it at www.ortho2.com > Other Resources > Newsletters. This is killer stuff that, to my knowledge, no one else offers.

√ Innovation as Part of our Daily Development: Comprehensive management systems like Edge and ViewPoint are so extensive now that it's easy to lose sight of true innovation in the sea of features. But look closer and significant differences emerge. Things like multi-monitor display capabilities, ABO digital case submissions, ClinCheck® integration, direct publishing of custom image and animation videos to Facebook and YouTube, dynamic drill-down reporting, customized dashboard views – the list goes on and on. And all the while ongoing innovations have significantly reduced computer requirements and brought dramatic performance improvements to Edge.

√ More Than Just Software: We are also innovating how features and information are offered – we released Edge Mobile (our smartphone/tablet app for Android and Apple) with many unique features as a free enhancement. We offer Edge Reminders with no contract commitment, no minimums, and with both per-transaction and unlimited usage plans. Our data hosting fees have recently been simplified and lead the industry in terms of value. In addition to these newsletters, we provide valuable ongoing information through our blog, blog.ortho2.com. And we quickly respond to user input via our UserVoice website, ortho2.uservoice.com.

And the future brings? More exciting innovation! For competitive reasons, I don't want to describe our future plans here, but rest assured we have some things in development you are going to love! Stay tuned... ☺



Dan Sargent, Ortho2 President