



ORTHO2

President's Perspective

Practice Connect: The *[Your-Practice-Name-Here]* App!

You know about Edge Mobile, right? The free app for doctors and staff that provides easy access to Edge from their smartphone or tablet. It's installed on over three times as many devices as there are Edge practices, and those who use it continually tell us how much they love it.



Now imagine your patients and parents installing **your practice's app** directly from the Apple and Android app stores to give them an unprecedented connection to your practice. Then imagine them encouraging their friends and neighbors to install the same app on their phones to explore your practice as their choice for orthodontic service. Imagine your patients spontaneously referring their friends to you in hopes of receiving an enticing reward. This is powerful stuff, and getting more important every day as people come to look for (and are happy when they find) app solutions.

And it's now available for our Edge clients! With Practice Connect, you control your unique, dedicated app's name, look, and content, while we build the app and publish it for both Apple and Android devices. Intrigued? Learn more about Practice Connect in the in-depth article on page 4 of this newsletter. It's pretty awesome!

And for our ViewPoint customers? It's tough, because we would love to provide things like Edge Mobile and Practice Connect for you as well. But these are cloudbased functions that just won't work with ViewPoint's local-area network foundation. Please understand, we continue to stand by ViewPoint as a great program, and are committed to supporting it for many years to come. But developments like Edge Mobile, and now Practice Connect, increase the cloud-based advantages of Edge, and this trend will undoubtedly continue. So we encourage you to periodically review the status of your equipment, especially any servers that Edge won't require, and weigh the benefits of Edge's cloud-based architecture. There is a compelling and growing argument for many ViewPoint practices to start planning their transition to Edge. To start this discussion, contact your Systems Consultant at (800) 678-4644. ☺

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