



ORTHO2

# President's Perspective

## Top Ten Reasons to Attend the Ortho2 Users Group Meeting

Every year we hold a user's meeting for our orthodontic partners and their teams, and 2019 is no exception. February 28-March 2 approximately 400 people will gather in Fort Worth, Texas to learn more about Ortho2 Edge Cloud or ViewPoint, uncover clinical pearls, discover new marketing tips, team build with coworkers and other offices, and more. Every year we hear how this meeting uncovered new valuable features, helped boost staff motivation, and connected offices to others facing similar challenges. Here are the top 10 reasons I think YOU should attend the 2019 Ortho2 UGM:

- 1. The Classes** – Choose your own adventure from more than 40 classes. Each team member can customize their own schedule so it relates to their responsibilities. Classes are provided for both Edge Cloud and ViewPoint users, as well as a variety of universal topics and roundtable discussions. In addition this year, we are offering a course track geared to doctor attendees!
- 2. Exhibit Hall** – Each year we select companies to demonstrate unique and complimentary products and services in our exhibit hall. From payment management solutions to imaging technology to consulting services, these vendors can enhance the benefits of Ortho2 in your practice.
- 3. Computer Room** – The Ortho2 Team is here to help. Software support and network engineering staff, as well as members of different orthodontic teams from across the country, 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. And management is available for any suggestions you may have.
- 4. Direct Access to Ortho2 Developers** – The Ortho2 Development Team is available to listen to your

ideas for improving your Edge Cloud or ViewPoint experience. This is a great opportunity to share your vision for a powerful enhancement directly with the programmers who may make it a reality.



- 5. Networking With Other Ortho2 Doctors and Their Teams** – The UGM isn't just about the classes. You can learn a lot by networking with other Ortho2 doctors and their teams. As regular UGM attendee 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, software, and staff keeps us all on the cutting edge."
- 6. Chat With Industry-Leading Consultants and Doctors** – This year's meeting features TWENTY-FOUR top consultants and orthodontists presenting classes. That's a lot of opportunities to benefit from leaders in the orthodontic profession about topics that directly impact you and your team.
- 7. Exclusive Deals** – Just for attending the UGM, you become eligible for discounts on Ortho2 products and services. These discounts are available only to those who attend the meeting.
- 8. The Location** – We all know the mantra, "Location, location, location!" For 2019 we selected Fort Worth, Texas – or as they say, "Where the west begins."
- 9. The Famous Ortho2 Welcome Reception** – Over the years, our themed party has become one of the highlights of the meeting! This year's theme, Heroes vs. Villains, is no exception. While not required, the

Reprinted from  
**The Newsletter for Members and Friends of Ortho2**  
October 2018 - Volume 36 Issue 4

Ortho2 team, speakers, and many attendees will dress in their best superhero or villain attire. You will leave with friends you never knew you had!

- 10. An Investment in Your Practice** – 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 to pick up everything from simple tips and tricks, to paradigm shifting strategies that can make your practice more fun, efficient, and profitable!

So I hope you'll join us in Fort Worth, Texas, February 28-March 2. You and your team will be happy you did!

*Amy Schmidt*

Amy Schmidt, Ortho2 President

If you have any questions about the meeting, please contact Kim Barker, Meeting and Event Coordinator, at [ugm@ortho2.com](mailto:ugm@ortho2.com). ☺