



ORTHO2

# President's Perspective

## Riding the Wave

I'm not a surfer dude, but it's not a stretch to assume that it makes more sense to go where the wave wants to take you, as opposed to picking an arbitrary direction and hoping the wave accommodates your plan.

Similarly, you may not want some potential patients to prefer clear plastic aligner treatment, but that's the direction it's going regardless. One can "ride the wave" by participating in this new treatment modality, or steer off in an independent direction and await the long-term consequences.

A similar situation applies to our decision to create Edge Specialist, an upcoming module which will merge pediatric features inside Edge, thus providing a single solution for cross-discipline practices. It isn't that we had a meeting where someone said, "Hey, why don't we try to sell to pediatric dentists?" We are Ortho2. Orthodontics is and remains our primary focus. And we are riding the wave of mobility and app-based features. We have recently completed Edge Pop and Edge Signature, and will be releasing exciting new mobile applications for orthodontists next year. But when the wave points to a

future where orthodontics and pediatrics are converging, then we also serve the orthodontic market by providing pediatric features to those for whom it makes sense.

We understand that many of you don't currently anticipate a need for pediatric features. I believe that for some, this will change as circumstances move you closer to the natural pediatric connection. But even if it doesn't, you can take comfort in the knowledge that, (a) you won't have to purchase the pediatric module, (b) you **may** benefit from some cross-discipline features that you will receive as Edge enhancements, and (c) you **will** benefit by having us here for you in the future as the result of us remaining competitively strong as the orthodontic market continues to evolve.

We don't create the wave, but we sure intend to ride it to its full potential! ☺



Dan Sargent, Ortho2 President

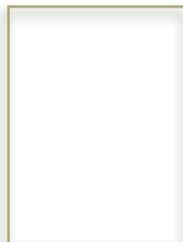
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## About the Author

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