



ORTHO2

# Vice President's Perspective

I'm guessing by now you've heard about Edge Reminders, Ortho2's easy-to-use, efficient system for automating phone, text, and email reminders. Edge Reminders was first released in 2011, and has been hugely popular, with nearly half of all Ortho2 customers using it. We are excited to announce Edge Broadcast, a new addition to your Edge Reminders module.

Edge Broadcast is the innovative newsletter feature inside Edge. Edge Broadcast allows you to design custom newsletters to send to patients, professionals, responsible parties, and anyone else you want to send information to. Simply select one of the provided templates, choose a theme, and make your newsletter as simple or complex as you desire. You can easily insert text, images, and even import the last several Facebook or Twitter messages you posted. Then send away. To use Edge Broadcast, you simply need Edge Reminders for Edge – no additional fees apply! Learn more about Edge Broadcast in the in-depth article on page 4 of this newsletter. It's pretty awesome!

**A note to our ViewPoint customers:** It's tough, because we would love to provide things like Edge Broadcast to you as well. But these are cloud-based functions that just won't work on ViewPoint's local-area network foundation. We continue to stand by ViewPoint as a great program, and are committed to supporting it for many years to come (we actually still support several DOS OneTouch users). However, some new developments are simply better suited for cloud-based products like Edge. We encourage you to periodically review the status of your equipment, especially any servers that Edge won't require, and weigh the benefits of when to switch to Edge's cloud-based architecture. ☺

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