



VICE PRESIDENT'S PERSPECTIVE

One of the best parts of my job at Ortho2 is getting to check out the latest technology in orthodontics, sometimes years before it's released. Over the last few months I visited several new startups that are building robotic technology and other artificial intelligence to take clinical photographs, intraoral scans, and even complete invasive dental procedures. Robotic technology is thriving in medicine, where physician-guided surgical units such as the da Vinci System have performed more than three million surgeries, including cardiac, pancreatic, and colorectal procedures. In dentistry, the Yomi device completed the first robotically-assisted root canal last year. If you doubt the surgical ability of these devices, check out YouTube for videos on robot-assisted surgery. You'll find one video where the da Vinci System peels and then surgically repairs a grape!

If and when robotic technology makes its way into the treatment of orthodontic patients has yet to be seen, and from a patient perspective it may not be such an easy transition. A study completed in 2018 asked patients if they would consider having invasive procedures like extractions or a root canal done by a robot instead of a human dentist, and 66% said they were strongly opposed. Many prominent orthodontists (including Ortho2's Key Opinion Leader and OrthoScience founder Dr. Sean Carlson) question the scalability of advanced orthodontics, largely due to the idiosyncrasies of treatment. Emphasizing the caring aspect of health - "care", they doubt that artificial intelligence will be able to compete with human understanding and empathy any time soon. In either case, it seems certain the patient experience will dictate how easily these technologies are adopted.

Over the last several years, it has become clear to us at Ortho2 that practice management software needs to expand beyond the internal workings of the orthodontic office – it also must include elegant solutions for the patient as well. Patients have so many choices now when it comes to orthodontic treatment that we need to add to the stellar clinical work that only a specialist can provide, with intuitive patient facing software that assists them throughout their

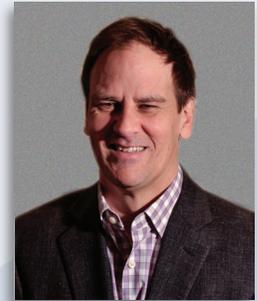
entire orthodontic journey. Ortho2 has been hard at work developing new solutions that we feel will greatly expand your ability to attract and retain these patients.

This year's AAO in Los Angeles will showcase some of the new patient-centric work we have been doing at Ortho2. Our new Edge Proposal feature will be on display, which allows patients to customize their payment plans based on general criteria set up by the office. New patients will have the ability to access this feature at home to choose and initiate a payment plan that works best for their family. For the first time, we will also be demonstrating new patient online self-scheduling functionality and a virtual visit app prototype. Both of these tools will offer your patients greater accessibility options, improve communications, and also be fully integrated into Edge Cloud.

We will also be showing several integrations with our software partners, as well as offering AAO meeting specials in conjunction with our new

strategic partnership with Henry Schein. We hope you will be able to visit us at the AAO and see what we have been up to. Everyone at Ortho2 is incredibly excited about the future of orthodontics and highly motivated to help you always stay one step ahead of the robots. :)

Come check out the new patient-centric Edge Proposal feature and other new Ortho2 development at the 2019 AAO Booth #2225. ☺



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