Ortho2 launches Edge at AAO

New comprehensive practice management, imaging and communications software system provides state-of-the-art technology to address the complex needs of orthodontic practices

Ortho Computer Systems announces the launch of Edge™, its new comprehensive orthodontic practice management, imaging and communications system, which will debut at the American Association of Orthodontists’ 2010 Annual Session. Attendees will have exclusive, first-time access to live demonstrations of the new Edge software modules and features presented throughout the Ortho2 booth.

The Edge system provides a fast and convenient software integration process where orthodontic practices can quickly experience a drastic improvement in efficiency and profitability. Edge incorporates leading technology, including secure, Web-based data hosting and back-up, dynamic dashboard and widget library, Edge Imaging and patient education animations. Advanced features include patient reminders, workflow auto-sequenced tasks, Edge reports and an HR manager designed to optimize the efficiency of the practice. Also, orthodontists can track practice statistics and profitability with goal tracker, collections assistant and smart scheduler, along with several other features.

“The Edge software system is a true revelation in orthodontic practice management software. The system features all of the imaging, communications features, financial applications and practice tools that can help any practice thrive,” says Andrew Trosien, DDS, MS, Trosien Orthodontics, Tracy, Calif.

“It’s simple to install and easy for the staff to learn, and the customer support is absolutely amazing. Switching to Edge was an easy decision — it’s everything I need to take my practice to the next level.”

The Edge software is the latest offering from Ortho2, which also offers the widely adopted ViewPoint Practice Management Software. Orthodontic practices familiar with the features of ViewPoint 7.0 will appreciate the improved functionality, interface and user experience of the new Edge software.

“I am excited about what we’ve been able to provide orthodontists with our new Edge software,” says Dan Sargent, president and co-founder of Ortho2.

“The modern technology found in Edge demonstrates our commitment and focus on helping our orthodontic partners succeed. I am proud of the dedication of the Ortho2 team in creating a software system that greatly increases efficiency and profitability for orthodontic practices.

“At Ortho2, we have a long history of listening to our customers and providing innovative solutions for the challenges of building a successful orthodontic practice.”

About Ortho2

Ortho2 is the largest independently owned provider of comprehensive orthodontic practice management software and has been serving orthodontists exclusively for nearly 30 years. Ortho2 is deeply committed to improving the efficiency and profitability of orthodontic practices across the country through continuous research and innovation of practice management technologies.

Invisalign Teen helps orthodontist brand practice

Dr. David Carter practices orthodontics in Augusta, Ga. Visit Invisalign booth No. 1527 during the AAO to meet Carter and learn more about his success with Invisalign. During a 20-minute in-booth presentation, he’ll share how you can recession-proof your practice with Invisalign Teen.

Carter will divulge his own experience leveraging new media and an aggressive Invisalign Teen marketing strategy that helped him succeed in one of the worst economies in decades. For more information on this program or for the complete schedule of Invisalign-related events at the AAO, please visit www.aligntechinstitute.com/AAO2010.

Invisalign Teen has been the introduction of the product’s power ridges, a feature that allows Carter to get better torque on a tooth, making it easier to change to the proper angle in the gum.

He also takes full advantage of Align’s Best Practices Protocol, a program that allows him to access tips and techniques from orthodontists around the country on a variety of technical aspects, from how much to move a particular tooth to how quickly — or slowly — it should be moved.

All of this has allowed Carter to discover his own innovative best practices. In the event in his recent case in which he employed the aligners to help pull down, using reciprocal force, a permanent eye tooth in the top palette. He covered the resulting cosmetically unattractive gap by placing a fake tooth in the aligner — a simple yet elegant solution that would not have been possible with traditional braces.

In the course of his normal work, Carter says he notices significant efficiencies in speed (“I can see three Invisalign Teen patients in the time it takes to see one patient with traditional braces,” he notes) and time, because there are none of the emergencies that accompany metal braces, such as having to repair wires and brackets.

Add to this the discount he receives based on his Invisalign Teen volume, for which he gets preferred placement on the doctor locator feature of Invisalign’s Web site, and the result has been a 10 percent increase in his business over the last year.

It’s branding that works.