Overcome the economy: time to build your practice

All across the country, the economy has been the never-ending topic of conversation. We’ve heard it all. Many orthodontists are saying this is the first time in their practice they are struggling. For patients, it’s no more waiting three weeks for an appointment. There seems to be open slots all over the books.

Good for the patients, bad for the practitioners. But on the other hand, for the practitioners willing to think outside the box and really reach out to meet the needs of the patients, practices are thriving. Now is the time to get creative, do some bold advertising, possibly offer additional financing options and get the attention of prospective patients.

With so many others cutting back, you need to take this opportunity to stand out from your competition. Invest in your practice by keeping your name out there. Work with a trusted ad agency or marketing firm that knows your industry, can do all of the legwork for you and really make you stand out.

Ortho2 unveils a new look for the next millennium

Announced Sept. 1, Ortho2 launched a new corporate brand identity that is an expression of its innovative orthodontic management, imaging and communication solutions.

“We are excited to introduce the new look and feel of Ortho2,” says Dan Sargent, president and co-founder. “Our challenge was to create a modern brand identity that represents our technologically advanced software, yet maintains the established reputation as a leader in orthodontic practice management solutions. This comprehensive transformation coincided with the release of the ViewPoint 7 software and will debut later in 2009. ViewPoint 7 practice management software delivers improved efficiency and convenience with new advanced features designed to increase office productivity and cost-effectiveness. By incorporating the latest technologies, the system is designed to easily integrate and support both local and remote networking needs, ensure fast and secure access to your data, improve Internet and e-mail communication, and provide advanced system tools. Features such as wizards, graphical screens and accelerator keys make ViewPoint easy to understand, navigate and use.

“What remains unchanged is the stellar, top-ranked customer service and support for our clients; that is integral to the Ortho2 mission,” Sargent said.

“Our team is continually exploring and working to bring exciting new technologies and products to improve orthodontic practice efficiency. This is the culture we have at Ortho2 — a group of individuals dedicated to our orthodontic partners and passionate about making significant contributions to the orthodontic community.”

About Ortho2

Ortho2 is a leader in providing comprehensive practice management, imaging and communication solutions for orthodontists. Founded in 1982, Ortho2 is the largest privately held orthodontic practice management software provider in the world, serving 1,500 orthodontists from countries around the globe. For more information, visit www.ortho2.com.

OrthoBanc makes list of the fastest growing companies

OrthoBanc, which has been providing payment management services for orthodontists since 2001, has been named to Inc. magazine’s 2009 list of fastest growing companies in the United States.

The company, which began to expand in 2005 to work with dentists, private schools and other business types, ranked No. 64 on the financial services list and 1,480 on the overall list.

“We could never have grown so quickly if not for the orthodontic consultants and many other friends in the industry who have promoted and supported us in various ways,” said Bill Holt, president of OrthoBanc.

OrthoBanc has continued to enhance its services by integrating with leading technology companies in the industry.

Other companies on Inc. magazine’s list include Microsoft, Timberview, Intuit, Jamaha Juice, Oracle and Under Armour.

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