**Ortho2 is the largest privately held orthodontic practice management software provider in the world and works exclusively with orthodontists. Now Ortho2 is offering a new innovative and comprehensive system, Edge.**

**Revolutionary and reliable**

The revolutionary Edge practice management, imaging and communications system offers your practice private, secure cloud-computing technology. This simple, convenient feature allows you to fully access your secure web-based data infrastructure from anywhere, even smart phones. With cloud computing from Ortho2, your practice can eliminate the cost, complexity and risks associated with in-house servers and backups.

**Innovative new solutions**

This all-in-one solution takes practice management to the next level, offering leading technology to increase efficiency and profitability, including a new Edge Imaging platform to manage high-quality patient image files, new Edge Animations for patient compliance and treatment videos and new Edge Reminders to make communication with patients immediate and effortless.

**Edge Imaging**

Edge Imaging has everything you would expect, as well as innovative new features such as card-flow image presentation, drag-and-drop layout customization, unlimited undo and redo, silhouette image alignment, the ability to e-mail images or layouts, a simple import and much more. Edge Imaging can be used with all Ortho2 management systems as well as with other management systems or by itself. Edge Imaging works with Ortho2’s premier imaging module to provide cephal analysis, superimposition and Bolton Standards overlays.

**Edge Animations**

Edge Animations is a powerful tool for enhancing patient education, compliance and case presentation. Edge includes a set of patient-compliance animations at no charge and an optional extended set of treatment-based animations. According to Ortho2, the cutting-edge rendering techniques used produce videos of such quality they must be seen to fully appreciate their educational power. These animations allow the patient and parent to experience and quickly understand many aspects of treatment and compliance in ways that still images and verbal descriptions can’t match.

**Edge Reminders**

Edge Reminders allows you to easily send messages via phone, e-mail and/or text as desired for each patient. Send appointment reminders or messages from a customized subgroup of folders to remind patients about a variety of important events such as birthdays. Define up-to-the-minute start and end times as well as retries for your reminders. In addition, patient responses are integrated into the Edge Scheduler to easily see which patients have confirmed for the day.

**Comprehensive features**

Edge also includes Workflows Standardized Tasks, HR Manager, Dynamic Dashboard and Widget Library, Edge Reports, Goal Tracker, Smart Scheduler, Collections Assistant and more. Edge is compatible with PCs, Macs or a mixed environment and can support multiple monitors for a power user.

**A history of success**

For nearly 30 years, Ortho2 has designed, developed and provided software and services solely to the orthodontic market. According to the company, more than 1,600 orthodontists have discovered the company’s software, effective conversion process, quality training, ongoing support and optional equipment services.

From its beginning, Ortho2 has delivered innovative and reliable software solutions for orthodontists. The company continues to build upon its core business and expand the company’s product lines to help its orthodontic partners advance and succeed.

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**You** know how important photographs are to your practice, but you don’t know who to turn to for advice. PhotoMed understands your needs and can help you choose the right camera. We also include a support and loan equipment program for the life of the camera so you have someone to turn to if you have questions.

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Designed by an orthodontist
Improve your production, profitability, quality of life

By Paul Zuelke

In many practices, less than 60 percent of exams with orthodontic treatment diagnosed ever start. That is a much lower rate of case acceptance than what the profession had 30 years ago, yet too many orthodontists have accepted today’s rate as “the norm” and therefore believe that their only path to growth is more exams. A never-ending search for more new patients is rarely the solution to greater production or to greater profitability. Instead, the answer is to increase the percentage of your new exams that start.

The responsibility of the orthodontist is to make it easy for his/her customers (patients) to buy the product (braces) that he/she sells (diagnoses). However, far too many doctors have forgotten, or perhaps never understood, that 80 percent of patients/parents cannot afford to write a check for $5,000 to $7,000 in treatment. These practices’ financial policies, the insistence on large down payments and short-term contracts and the efforts to push patients into outside financing have done more to drive potential patients away from the practice than any other single factor.

Our advice to our clients since 1980 has been to be negotiable and flexible with respect to financial arrangements. If a $0 down payment and 24-month — even 30-month — financing is necessary in order to get a patient started, and if the responsible party is credit worthy, then grant that type of in-office credit to your patients. Are you really willing to lose a $5,000-plus case start because your patient/parent cannot afford an $800 down payment or cannot afford the payments because you have limited your contract to 18 months?

Notice the key phrase above is, “if the patient is credit worthy.” There is nothing worse for the quality of life within the practice than to get into a negative financial relationship with a financially weak patient. Missed appointments, poor clinical cooperation, over-treatment time, etc., are always the result.

So, while it makes sense to be financially liberal with quality patients, it is a major mistake to do so with patients/parents who are immature, unstable and unwilling or incapable of keeping their financial agreements.

Fortunately, with modern electronics and communications, in less than 60 seconds a practice can make a high-quality credit decision identifying the potential financial risk of any given patient. What is it worth to you to know that the patient/parent has, for his entire life, paid all of their bills perfectly? What is it worth to you to know that this person has never paid a bill and has been sued by every credit grantor in town?

Seventy-five percent of most practices’ new patients are in the low-to-zero financial risk category — what we call “A” patients. Twenty-five percent are in the moderate-to high-risk category — “B” and “C” patients.

Take the time to find out which of your patients are which, grant credit proportional to that risk, and you will increase production, profitability and your quality of life within the practice.

Various products are available to help you assess risk as. Consider the Zuelke Automated Credit Coach (ZACC), which returns a letter grade and a payment-plan recommendation in seconds. This web-based tool, which was specifically designed for orthodontists, evaluates stability, maturity and credit integrity in exactly the same fashion as a bank loan officer but does not affect your patient’s credit score.

To learn more about ZACC, take a look at www.getzacc.com.
Align Technology announces the launch of Invisalign® G3, the most significant collection of new features and innovations in the company’s history.

Invisalign G3 is engineered to deliver even better clinical results, with new aligner and software features that make it easier to use Invisalign with Class II and Class III patients, new SmartForce™ features designed for increased predictability of certain tooth movements and simpler, more intuitive software to streamline treatment planning and review.

Invisalign G3 builds on a new and improved feature set introduced to the Invisalign product line last fall.

Easier Class II and Class III treatment
The treatment of Class II/III malocclusion often requires the use of inter-arch elastics to provide anchorage control. Previously, clinicians had to manually cut the aligners to accommodate the use of elastics.

Invisalign G3 addresses this barrier with new precision cuts, which are doctor-prescribed pre-cuts in the aligners that accommodate the use of elastics. Invisalign G3 addresses this barrier with new precision cuts, which are doctor-prescribed pre-cuts in the aligners that accommodate the use of elastics. Using a new drag-and-drop interface in ClinCheck 3.0 software, clinicians have the flexibility to specify the placement and the type of precision cuts on the aligners.

SmartForce features
SmartForce features, such as the optimized attachments introduced last fall, are attachments and aligner features that are engineered to deliver the forces needed to achieve predictable tooth movements. Based on biomechanical principles, SmartForce features are customized to each tooth using advanced virtual modeling and are positioned precisely to deliver the proper forces.

New SmartForce features in Invisalign G3 include an optimized rotation attachment for bicuspids (previously available only for cuspids), a new Power Ridge™ feature for lower anteriors (previously available only for the upper arch) and a lingual power ridge feature for upper anteriors.

A new variation of the optimized rotation attachment is also being introduced to address clinical situations where placement of the attachment may have previously been difficult.

ClinCheck 3.0 and the Invisalign Doctor Site
In addition to clinical tools and enhancements, Invisalign G3 streamlines the overall treatment-planning process. Specifically, a significant evolution of the ClinCheck software makes it easier and more intuitive for clinicians to create and modify Invisalign treatment plans.

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New innovations represent leap forward in clear aligner therapy
One of the improvements is the addition of drag-and-drop interfaces for ordering precision cuts and attachments, providing clinicians with new tools designed to make it easier and more efficient to develop and review treatment plans.

The Invisalign Doctor Site (formerly Virtual Invisalign Practice or “VIP”) is a secure website where clinicians access Invisalign patient records, review and approve ClinCheck treatment plans, view patient account status, order treatment supplies and more.

A significant redesign of the site not only makes it simpler and more intuitive to use but also consolidates all of a patient’s Invisalign records and treatment tasks together in one location for easy access. The Invisalign Doctor Site also introduces a new online prescription form that is integrated with the clinician’s clinical preferences.

Available soon
The improvements and innovations in Invisalign G3 also include new clinical preferences, improved staging for interproximal reduction (IPR) and the addition of compliance indicators to Invisalign Assist.

Invisalign G3 features will be available at no additional cost to Invisalign-trained clinicians in North America in October, with international availability in 2011.