

President's Perspective

Dan Sargent, Ortho2 President



Changes Ahead! As we continue our quest to be the best, some exciting changes are coming to fruition. The soon to be released ViewPoint 7.0 builds on its excellence (see the survey results below) with many new features, including an all new employee management module. Our website will be transformed in the coming months to be an even more intuitive and productive tool for you. And several other exciting things are in the pipeline.

Symbolizing this dynamic future is our refreshed corporate logo. We are changing from the logo we have used since 1991, to our new look:

ORTHO II
COMPUTERS • SYSTEMS™



ORTHO 2

We believe replacing roman numerals with the number 2 results in a better, cleaner look. (It also eliminates the tendency of Ortho II to look like "Ortho Eleven" with some fonts.) The icon reflects our focus on technology and the power of our applications. We think you will like the future that this new logo represents!

Ortho2 rated #1 in an independent survey. Among other things, this survey of client satisfaction concludes: *"The data shows that Ortho II consistently has the highest level of satisfaction for not only individual features but also for overall performance of the software,"* and ***"One cannot deny the superiority of software that receives high marks on so many features."**** These quotes are from *An Evaluation of Orthodontic Practice Management Software: Maximizing the Return on the Investment of the Orthodontist*, in which Dr. Howard Choi presents the results of his master's thesis. Dr. Choi's book is available at amazon.com, barnesandnoble.com, and borders.com.

* (emphasis added)

Ortho2 stability shines again. We are proud of our orthodontic focus and our stable ownership history. (Ortho2 is privately held by corporate executives and orthodontist board members.) Recently, Dolphin was purchased by Patterson Dental. Earlier, Orthotrac/"Kodak" was acquired by Onex, a large Canadian company. But we, like many of you, value our independence! We like having orthodontics as our "big picture," and prefer

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ORTHO 2

Comprehensive Orthodontic
Practice Management, Imaging,
and Communication Solutions

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Stop by and See Us

American Association of Orthodontists
109th Annual Session
May 1-5, 2009
Booth #1233
Boston Convention Center
Boston, Massachusetts



McKenna Orthodontics 90 Years Young Celebrating Four Generations of Patients

The nation's longest established orthodontic family business was recognized by the Chicopee Chamber of Commerce on December 17, 2008. Established in 1918 by Paul McKenna, Sr. in Springfield, Massachusetts, the business moved to Feeding Hills and Chicopee under the leadership of Paul McKenna, Jr. Then, in the 1990s, third generation Stephen McKenna built the McKenna building in Feeding Hills and renovated the existing Trilby Avenue location in Chicopee. Ninety years young, McKenna Orthodontics has been helping four generations of patients reach their goal of straight teeth using the most contemporary products and methods available.

Thank You

We'd like to offer our thanks to the over 1,500 orthodontists who have contributed to our success. We believe in focusing on our mission "to help our orthodontic partners succeed."



Contact Us

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Holidays

Our corporate office is closed on the following holidays:

New Year's Day
Memorial Day
Independence Day
Labor Day
Thanksgiving Day
Christmas Day

If a holiday falls on a Saturday, we observe the holiday on the prior Friday. If a holiday falls on a Sunday, we observe the holiday on the following Monday.

Empowering Patient Communication

Charlene White, Consultant and Speaker, Progressive Concepts, Inc.

Think of two recent incidents you have had as a customer—in a grocery store, restaurant, gas station, etc. Try to remember one positive experience and one negative. In both cases, analyze the conversation that took place. During the positive experience, how did the employee's communication make you feel? During the negative experience, how did the communication make you feel?

It is interesting how the very positive and the highly negative interactions stick in our minds, while the average experiences are forgotten. This same philosophy is true in the orthodontic office. Your team can learn how to turn patients ON or OFF with their communication skills.

Empowering communication skills create very positive impressions and lead to future referrals for your practice.

In this article, I will outline several specific conversations designed to make the patient feel important. It is rare for a patient to leave an office with this kind of uplifted feeling, but when they do, it reaps big rewards for your practice. It is not what you say, but how you say it that makes a difference.

I recommend reviewing these conversations as a team and making a commitment to implement them in your office.

Patient and Parent Greetings

I have had an opportunity to observe how patients and parents are greeted in many offices around the country.

Most of the time the new patient walks in and the appointment coordinator says, "Hello, you must be Susie. Have a seat and we will be with you in a few minutes." This is a friendly greeting, but it has room for improvement:

"Hello, you must be Susie. (extend hand) My name is Toni, and I am Dr. Joseph's appointment coordinator. It is so nice to meet you. Rosie, our new patient coordinator, will be with you in just a moment. In the meantime, you and mom feel free to help yourselves to some coffee or juice." (point out coffee area)

The introduction is the important part of the greeting that is often overlooked in many offices. Each staff member should introduce themselves as they meet new patients and parents.

Asking for Referrals

How often do you ask for referrals? If this is not being done in your office, you are missing out on a great opportunity to attract new patients. "Ask and you shall receive."

You may be thinking, "Is that professional?" It is truly professional, and people appreciate your enthusiasm.

"Brad, you are such a great patient. We would like to have more patients just like you. If any of your friends are thinking of seeing an orthodontist, ask them to give us a call for an appointment."

If a patient or parent compliments the office:

"Thank you, Mrs. Graham. We appreciate that comment. If you know of anyone who is thinking of seeing an orthodontist, tell them we would be happy to see them."

If a patient has orthodontic insurance:

"I do not know if you are aware of it, Mrs. Brown, but your company offers excellent orthodontic benefits. If you have any co-workers who have been thinking about using this benefit, please have them call me. I would be happy to make them an appointment."

Asking for referrals is a habit that must be developed in the office. I recommend setting a goal to target at last three people a day and make a commitment to ask for referrals. Work on this as a team and watch your practice grow!

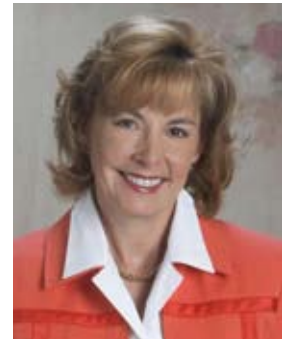
Patient Education—Inform not Scorn

Oral Hygiene Instruction

I always advise doctors and staff that their responsibility is to inform, not scorn. Years ago, orthodontists and staff used authoritative management in motivating patients to cooperate. That no longer works in today's society. It alienates patients and costs the practice future referrals.

I recommend training all clinical staff in exactly what to say when dealing with a patient who has poor oral hygiene. The instructions should be given in a manner that is never embarrassing. Consider the following:

"James, remember the day we put your braces on and we discussed how it was going to be more of a challenge to brush your teeth with appliances? Well, in examining your teeth today I see that you are brushing well in this area. (point out one area) I would like for you to look in your mouth and tell me if you



Empowering Communication continued on page 14

Text Message Appointment Reminders

Part of an ongoing series spotlighting significant ViewPoint features

Not only can ViewPoint send automated reminder calls and e-mails to patients and parents, it can send text messages directly to cell phones and those ubiquitous iPhone and BlackBerry devices.

Now instead of needing to go home and press **PLAY** on the answering machine, a parent can receive the message on their phone wherever they are, read it at their convenience, access the phone's calendar feature to make sure the appointment is there, and then send their own message to their child.

Getting Started

Text messaging is part of VP Reminder—and built right into ViewPoint at no extra charge. The only additional requirements are an e-mail account, access to an SMTP server, and an Internet connection. These are the same requirements as for sending e-mail reminders. Set up VP Reminder once, and give your patients and parent a choice of what type reminder they would like to receive.

1. Create your message in the VP Reminder Message table.

From the ViewPoint Main Menu, click System Tables and then System. Open the VP Reminder Message table and enter the text and variables for Text Message and E-mail Message reminders.

2. Complete the VP Reminder setup.

From the Main Menu, click Tools & Utilities and then OutBound Integration. Click Setup and Maintenance.

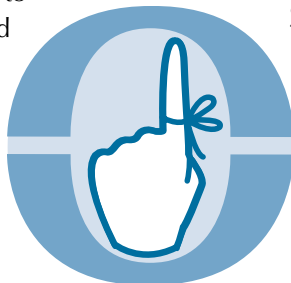
In the Integration tab, select VP Reminder. On the Patient Defaults tab select which types of reminders you anticipate most patients will want to receive. Fill in the E-mail tab with the necessary settings for both text messages and e-mail reminders.

3. Verify the information in patient records.

Use the Contact Category table (Main Menu > System Tables > System) to select which contact field text messages will be sent to. Then fill in the necessary

fields in patient records and be sure individual patients' message type preferences are recorded.

Complete and detailed instructions for all these steps are in the VP Reminder documentation in the *ViewPoint Training & Users Guide* which can be downloaded from our website at www.ortho2.com > Support > White Papers.



Sending Messages

You can create multiple messages in your VP Reminder Message table: default, birthday, recall, office closed for bad weather, etc. You can then send messages based on appointment date or on a subgroup such as birthday or recall date.

As with setup instructions, details for all the options available can be found in the VP Reminder documentation.

1. Select the patients to receive messages.

From the Main Menu, click Tools & Utilities and then OutBound Integration. Click Select Patients by Appointment(s).

Select the range of appointment dates for which you would like to send reminders. The Call Date is not used for e-mail and/or text reminders. Select the Message Name for the message you wish to use. Clear Include Recall Appointments if you do not. Typically Include Recall Appointments is not selected, and recall patient are reminded by subgroup with a different message. Finally, click Run.

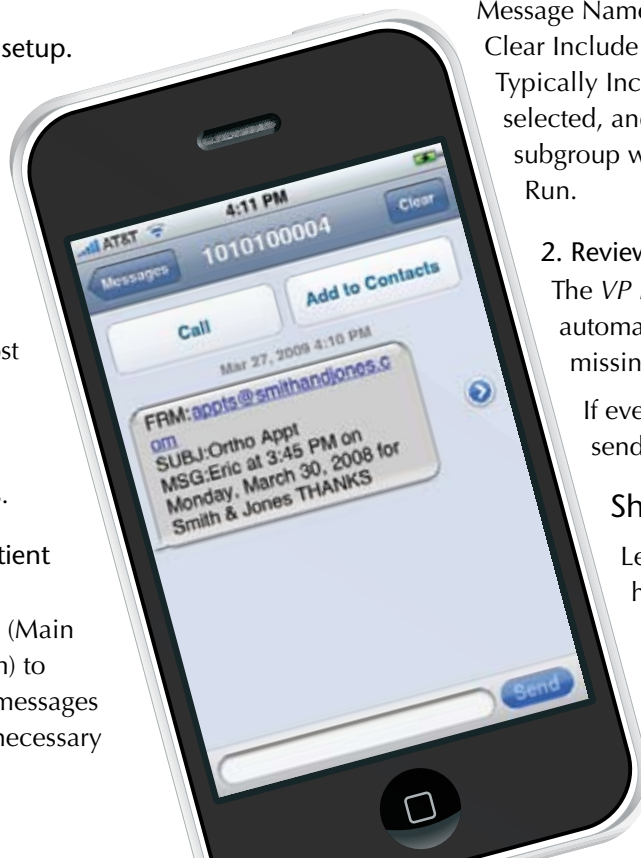
2. Review the list and submit the messages.

The *VP Reminder Preview* window automatically opens so you can check for missing addresses or other information.

If everything is correct, click Submit to send the reminders.

Share Your Ideas

Let us know at editor@ortho2.com how VP Reminder has helped you, or share a powerful way in which you use it or another feature in your office. We will consider all ideas for publication in a future issue. ⚡



Making Your Case...

Turning Prospects into Patients

LeeAnn Peniche, Consultant and President, Peniche & Associates

Forget the doom and gloom of our current economic state... Bad news for the stock market is still good news for you!

Here are the facts: Your case acceptance should be soaring to a new high because when the economic chips are down, case acceptance is up. Why, you may ask?

The truth is that when financial times are tough, you can count on the fact that the prospective patients who do choose to walk through your doors are serious about making their desire for a beautiful smile a reality. These awesome patients know in great detail the state of their own personal economy... And they still chose to take time off work, take children out of school, make the drive, and visit your office. Those of us with children understand deeply the fact that loving parents do not purposely set their children up for disappointment—therefore, if they are bringing their children to see you, you can be certain it is their objective to get these kids in braces! That means the patients walking through the door of your practice are more committed to smile success now than at any other time in recent years.

So what should you do with this vital information? Celebrate your imminent success! Go on... Smile and celebrate!

Some more important facts to consider:

The families who have such great potential to help you achieve case acceptance success are not to be taken for granted. They are not shoe-ins for your practice... Rather you must work for them! After all, prospective patients in this economy are more selective about where they spend their hard earned dollars. (We can all relate, right?) Although it is important to them that they find a good value for their dollar, they are not looking for Dr. Cheap—they are looking for Dr. Right. They demand excellence, compassion, attentiveness, advanced technology, and quality care, and they are in the position to expect extraordinary service from the office to whom they choose to give their valued business. In other words, **you must be that practice!**

So be smart about your approach. Review your entire outlook and make sure the personal, professional, and business systems of your New Patient Process are up to par. Make sure to greet and receive patients like you would want to be greeted and treated! Pour the coffee, provide a reception room tour, and create a true welcome!

Work hand in hand with the GP to ensure that you know the details of the referral, and have on hand the supporting x-rays from the dentist or a working knowledge of them. This will communicate to the dentist and patient that you are a team and are prepared to offer the extraordinary service and care they expect from you.



Often in an economy like this one, it is easy to succumb to fears about the future... Don't fall prey to those concerns.

Do not get lost in the fear that a patient may somewhere down the road lose their job or become unable to afford your services, leading you to ask for more money down than necessary. This could become a major stumbling block to your success.

Instead remember that patients who have a history that speaks to integrity, stability, and maturity do not shrink from challenges or setbacks.

Therefore, if by chance they do lose their job or encounter financial hardships, they may ask to renegotiate at some point in time, but they will not likely leave you in the lurch.

People with integrity are people of their word and always will be.

In order to protect yourself from inevitable setbacks, choose to use all the tools available to determine your credit risk and make excellent decisions up front based on the history of the responsible party. It is your job to soar through the credit risk process so you can get to the business of treating these lovely families.

Be the place patients want to be! This is key, and it entails creating a desirable environment in which patients thrive and smiles flourish. Allow your office to be a safe haven for your patients by giving them the opportunity to relax and escape the business of life, the reality of negative media, and the depressing news of our current economy. You can do this by simply removing magazines with headlines of economic woes and discouraging news, and instead fill your office with the sights and smells of

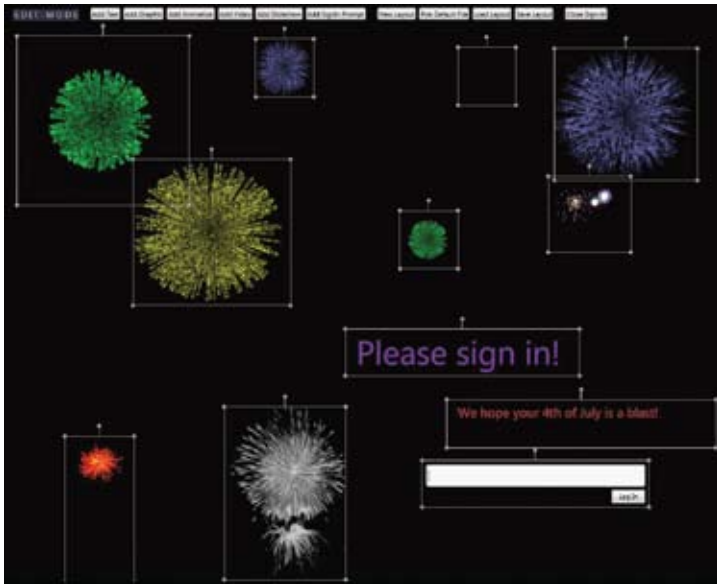
What's New for ViewPoint 7.0

Preview ViewPoint 7.0, your next update, at the AAO in May—or read on for some hints about what's in store! Regular enhancements and new features are part of the benefit of being a current customer. This year's major update is scheduled for release this summer.

On-Deck

The Patient Sign-In has been dramatically improved. The new graphic interface allows you to easily position text, images, animations, slide shows, and even videos to create more dynamic and informative screens.

Undo Seat Patient has been added to the Operatory options.



Grid Scheduler

Enhanced right-click functionality:

- Launch the patient's treatment chart.
- View the patient's appointment history.
- Sign patients into On-Deck.
- Post transactions.

Patient phone numbers are included when you hover over an appointment cell.

Separate security for Grid Tools and Template Editor:

- Grant access to Grid Scheduler without giving ability to change templates, procedures, etc.

Treatment Chart

The Tooth Chart has been completely redesigned to be more visually intuitive and to accommodate TADs and spacers.

You can insert multiple responses from the Findings tab into the Treatment Plan as one line (separated by commas).

VP Imaging

Image "Burn-In" options:

- Burn doctor name into the bottom center of the image along with patient name, age, and timepoint.
- Burn orientation into corner of a pano.

Image Viewer improvements:

- Scroll through the same image in multiple timepoints using the arrows on the viewer.
- Next/Previous buttons skip types that have no image.

Optionally auto-rotate images 90° on import.

Archive images for individual or subgroups of patients.

VP Reminder

VP Reminder can send text messages. Available on AutoUpdate now!—see page 4

Print Later Queue

Sortable "Orthodontist" and "Ready to send" columns have been added to the display.

You can capture directly to the Correspondence History and e-mail from the Print Later Queue.

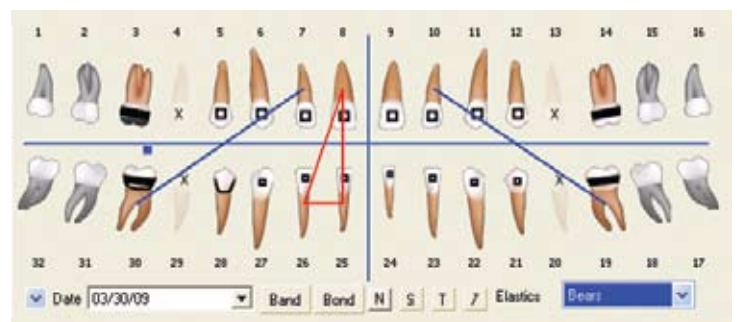
Multiple Appliance Tracking

The new "Appliance Tracker" lets you more efficiently manage appliances that have not been received.

The appliance history can be viewed from the Complete Patient History.

The lab appliance feature now supports multiple appliances!

[What's New](#) continued on page 7



NEW! Human Resources Module

We are pleased to announce the upcoming release of our new Human Resources Module. This module, in essence a virtual HR Manager, allows you to store and maintain employee information in a more centralized area. The HR Module provides a valuable upgrade in security if you are currently tracking this sensitive information on paper or in a less secure application.



In addition to biographical, family, and emergency contact information, the HR Module tracks compensation records and benefits availability. Employee records will include an unlimited Notepad and Visual Correspondence History (like in the patient database). The Notepad will have customizable tabs so you can categorize your notes in whatever way you wish (e.g., “excellent performance,” “disciplinary actions”). The module also integrates with our free VP Timeclock application to more easily and effectively manage attendance, timesheets, and payroll.

The concept of the HR Module was first brought to us by a customer, and we are proud to continue our tradition of using customer ideas and feedback with the release of this module. We also believe the HR Module has vast potential and we are excited to hear what you, our customers, respond with for ways to expand on its feature set.

Please contact your Systems Consultant at 800 678-4644 or visit www.ortho2.com to request additional information on the HR Module or to provide us with your feedback. 🗨️

“There is never an enhancement that hasn’t been addressed or worked out. Ortho2 really listens to what their clients want.”
~ Diane Julius, Feldman Orthodontics, Wallingford, CT

What’s New *continued from page 6*

Financial

The patient Ledger is now re-sizable.

Create transaction notes inside the Ledger. Transaction notes append to transaction in Complete Patient History.

You can print receipts for posting fix transactions.

Separate security for Transaction Report and Deposit Slip:

- You can now restrict access to financial reports but allow access to these two items when printed from the main menu
- Deposit Slip is now on the Daily Activities menu.

Integrations

New integrations:

- OrthoProof DigiModel
- Anatomage InvivoDental
- MediaDent (available now)

Enhanced integrations:

- VistaDent
- ScreenPlay

More third party integrations are constantly being developed.—see *page 10*

Visit Booth #1233 at the AAO or look for your update letter in the mail! 🗨️

ORTHO II

Users Group Meeting

February 19 - 21, 2009

Scottsdale
Fountain Hills, AZ



2009 Users Group Meeting Wrap-up

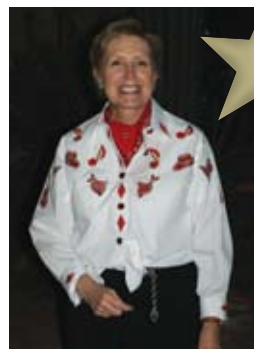
Thank you to everyone who attended—doctors, staff, consultants, exhibiting companies, and instructors. If you have not thought about attending a meeting, consider the enthusiasm of doctors and staff when they learn new techniques for making their practice better.

Western Roundup

We had a great time at the Western Roundup Dinner and Dance on Friday evening. Thank you to everyone who made it special and to all who came in costume.



Beth Greeno, Barb Newkirk, Dawn Factor, & Robin Seymour
(Dr. Jon Stowers' office, Loveland, CO)



"Dolly Parton"
Karen Mueller
(Dr. William Schuckit Grafton, WI)



"Cowgirl Singer"
Anna Enslin
(Dr. Eric D. Hannapel Caledonia, MI)



Dr. Michael Sabat, Larita Lance, & Lisa Platten
(Sabat Orthodontics, Parma, OH)

Mary Weiland, Elizabeth Tremel, & Ann Kittilstad
(Dr. Scott Arbit's office, Mequon, WI)



"Rodeo Clown"
Jenn Shaffer
(Ortho2, Ames, IA)

Congratulations to our winners!

“I have greatly enjoyed the whole meeting—Great location, great food, great classes—Going home with a greater desire to be better at my job.”

~ Karen Christensen, SmilePerfect Orthodontists, Orem, UT



“I always learn something new at the Ortho2 Users Group Meeting. It’s one I always try to get to attend.”

~ Marie Eitelman, Forwood and Christie Orthodontics, Media, PA

“Fantastic... This was by far the best and most informative and inspiring weekend. Thank you.”

~ Shelly Abraham, Clinical Coordinator, Office of Dr. Eric Hannapel, Caledonia, MI



“I can’t wait to go home and apply these new ideas.”

~ Kelly Warner, Feldman Orthodontics, Cheshire, CT

It’s not too early to make plans to attend next year’s meeting February 18–20, 2010 at the world famous Caesars Palace in Las Vegas.

After informative meeting sessions, experience the fun and excitement of Las Vegas. We are sure to have a great time!

Preregister now to be one of the first to receive the registration brochure this fall. Remember, some classes can fill very quickly! This is your chance to have the advantage.

Early bird registration is available at www.ortho2.com > Meetings > Users Group Meetings.



Las Vegas, NV

Inside Ortho2

Information about the people of Ortho2 and the resources available to you as a member

Available from Ortho2

Call your Ortho2 Systems Consultant at 800 678-4644 for more details on any of these products and services.

ViewPoint Software Modules

- Additional ViewPoint Client Licenses
- Grid Scheduler
- Treatment Chart and Treatment Plan
- VP Imaging (patient image capture, enhancement, & presentation)
- SmartCeph
- On-Deck Appointment Control (patient sign-in and operatory display)
- VP WebAccess (account access for patients/parents on the Internet)
- Electronic Insurance
- Data Move Utility (transfer ViewPoint data from location to location)
- Third Party Product Integrations

Equipment & Networking

- Computers, Printers, and Other System Components
- On-Site Installation & Configuration

Services

- On-Site Refresher Training
- Web Based Refresher Training
- VP Credit Card transaction processing
- VP Backup online storage
- Data Split (split ViewPoint database)
- Data Merge (combine ViewPoint databases)
- Data Conversion (put non-ViewPoint data into ViewPoint file format)
- Image Conversion (convert your images to VP Imaging)
- Custom Reports
- Custom Online Forms
- Custom SmartCeph Analyses

Referral Rewards

You can earn a \$500 credit for each referral that results in a ViewPoint purchase within 6 months. You can apply the credit toward any current or future charge or purchase—it never expires. We frequently hear from doctors that they wish we had contacted them before they purchased their current system. We wish we had too, but we didn't know they were looking. You can help us help your colleagues by letting us know when they are considering a change in systems. Enter referrals online at www.ortho2.com > Members > Customer Referral, or call 800 678-4644.

Integrations

Ortho2 has developed integrations for a variety of third party products. Instructions for setting up and using each integration are available on our website: www.ortho2.com > Products > Integrations. New integrations are being developed all the time so be sure to check the Integrations page periodically.

Imaging

- AnatoCeph
- cephX
- Dolphin Imaging
- FYI Technologies Dr. Ceph
- FYI Technologies Dr. View
- MediaDent
- Ortho-Vision Records
- Quick Ceph
- Standard Imaging Integration
- VistaDent

Radiography

In general, any radiography device that uses a TWAIN compliant driver should be able to be used as a scanner to add images to VP Imaging—without the purchase of any additional hardware or software! The following devices are the ones we worked with so far.

- Gendex DenOptix
- Gendex Orthoralix 9200
- Instrumentarium CliniView
- Planmeca Dimaxis
- Sirona Sidexis

The following non-TWAIN compliant devices can be used as a scanner to add images to VP Imaging.

- Kodak 8000C and 9000C

The following integrations are designed to open the images in the third party software.

- Gendex VixWin
- Soredex Digora
- Planmeca Dimaxis
- Visix

Modeling

- GeoDigm emodel
- Orthobyte
- OrthoCAD

Telephony

- JulySoft ReminderPro
- Tel-A-Patient PowerCalls
- TeleVox HouseCalls

Financial

- ChaseHealthAdvance
- OrthoBanc
- Vanco
- X-Charge

Case Presentation/ Patient Education

- OrthoMation
- ScreenPlay
- SureSmile

In Development for 7.0

- OrthoProof DigiModel
- Anatomage InvivoDental

In order to ensure a successful integration, please call your Ortho2 Systems Consultant at 800 678-4644 to discuss your project before making any commitments.

Free Webinars

In addition to our free classroom seminars, we offer you monthly online real time webinars. Each month throughout the year we present a different topic. It's the perfect solution for training new users, refreshing experienced users, or learning about new features.

Pre-registration, a computer with a high speed Internet connection, and a phone are required. Register online at www.ortho2.com > Members > Free Webinars, or contact Judy Brown at 800 346-4504 or jkb@ortho2.com.

Selected past webinars are available online at www.ortho2.com > Support > Visual Help.

Second Quarter 2009 Webinar Dates

April 17

Online Forms

10:00 A.M. – 11:30 A.M. Central Time

Online forms provide a way for patients to fill out forms electronically. Once a form is submitted by a patient, the responses can then be used to create a new patient or be linked to an existing patient. Then the data can be viewed, updated, compared, subgrouped, or merged. This session will look at the setup and use of these forms.

May 22

E-mailing Documents

10:00 A.M. – 11:30 AM. Central Time

There are many ways to e-mail documents from ViewPoint. This session will cover creating documents that can be e-mailed through the merge document feature, e-mailing by using Outlook 2007, and e-mailing documents with electronic signatures.

June 19

Appointment and On-Deck Reports

10:00 A.M. – 11:30 A.M. Central Time

ViewPoint has a variety of reports with On-Deck and appointment data. In this session, see what information can be learned from all the reports in these two areas and how that information may be useful to your practice.

Remaining 2009 Webinar Dates

July 17: The Practice Statistical Analysis Report

August 14: 7.0 Enhancements

September 18: The New HR Module

October 16

November 20

December 11

Free Seminars

As our client, you and your staff may attend these free small-group seminars as often as you wish. Attend classes initially to learn about your new system. Then as time goes on, return to train new employees and/or implement new features.

Seminars are held 9:00 A.M. – 4:00 P.M. Central Time each day for three days at our office in Ames, Iowa. Class size is limited to assure individual attention, and pre-registration is required.

To register, or for more information about the seminars, contact Judy Brown at 800 346-4504 or jkb@ortho2.com. If you prefer, register online at www.ortho2.com > Members > Seminar Series Registration.

Remaining 2009 Seminar Dates

June 10, 11, 12

September 9, 10, 11

November 11, 12, 13

Wednesday's session focuses on the design options, features, tools, and daily use of the Grid Scheduler.

Thursday's session addresses ViewPoint operation, including understanding the Patient Folder, entering patient data, creating contracts, posting transactions, and filing insurance.

Friday's session covers reports, subgrouping, month-end routines, and using Tools & Utilities, as well as creating and merging documents to produce customized correspondence using the ViewPoint/Word integration.

Free Online Resources

Visual Help

Help movies are available at www.ortho2.com > Support > Visual Help. Some movies cover the features of ViewPoint 6.0, providing an easy way to make sure you aren't missing something good, and answers to common questions. Other movies include recent webinars and a SmartCeph tutorial.

White Papers

Are you wondering how much RAM we recommend for your ViewPoint server? Do you need to print a copy of the *Training & Users Guide* or other documentation? This information and more is available online at www.ortho2.com > Support > White Papers.

Searchable Knowledge Base

The Ortho2 Knowledge Base, along with the White Papers and BETTI, is fully searchable using Google™ technology. Simply go to www.ortho2.com > Support > Knowledge Base and type in keywords related to the information you are looking for.

For more resources, visit our website: www.ortho2.com

Service Excellence

We invite you to recognize Ortho2 employees by sending Extra Mile cards. A card is included in this newsletter, or you may send cards online from the Contact Us page of our website. Our goal is to uphold our tradition of excellence in customer service, and with our Extra Mile program, you can let our employees know when you appreciate their extra effort. We encourage you to send an Extra Mile card whenever an Ortho2 employee goes the extra mile for you. The recognition is valued by the recipient and is acknowledged by our management team. We continue to look for better ways to serve you. Thank you for helping us recognize excellence.

Support

By Phone: 800 346-4504

Available 7:00 A.M. – 7:00 P.M. Central Time, Monday – Friday

By E-mail: vpsupport@ortho2.com

Response time is usually the same day or at most within 24 hours.

By Fax: 515 233-1454

You can fax us support requests. While not required, forms that help identify these requests are available at www.ortho2.com > Support > Fax Support.

And Don't Forget Our Website: www.ortho2.com

Our website gives you 24/7 access to our knowledge base, FAQs, white papers, visual help videos, and more.

Career Milestones

Jim Powell joined the Ortho2 in January. Jim graduated from Iowa State University with a degree in Art and Design and will bring his digital design experience to our Product Development Team. We are excited to welcome him aboard!

On a Personal Note

Congratulations to Chad Kellner (Ortho2 Advanced Applications System Programmer) and his bride Bre. They got married March 14th.

Welcome to Isabella Margaret Schmidt! She was born in Sioux City, IA on March 7th while her parents Amy Schmidt (Ortho2 Director of Sales and Marketing) and Corey Schmidt (Ortho2 Data Conversions Coordinator) were visiting Corey's parents. Although she decided to join us a few weeks earlier than expected, she and her parents are doing well. Congrats too, to grandpa Dan Sargent (Ortho2 President).

Mason James Spieker was born the evening of March 13th. Congratulations to Lindsey Spieker (Ortho2 New Customer Care Coordinator) and her husband Jeremy — and to Mason's uncle, Corey Schmidt. That's right. It's a mini Schmidt family and Ortho2 family baby boom! Welcome Mason!

Ortho2 Anniversaries

Congratulations to these Ortho2 staff members who celebrated anniversaries during the first quarter of 2009.

Twenty-Seven Years

Dan Sargent

Nineteen Years

Jo Jacobson

Eighteen Years

Diane Lyon

Fifteen Years

Matt Hilleman

Eleven Years

Coreen Magnuson

Steve Roberts

Mike Vest

Ten Years

Doug Olsan

Eight Years

Joe Levenhagen

Seven Years

Danetta Hiatt

Jesse Howard

Amy Schmidt

Five Years

Michael DiSalvo

Chad Kellner

Anthony Kooima

Four Years

Noah White

Three Years

Chris Bennett

One Year

Scott Petersen

Teri Martin

VP Extras

These significant features are included with every ViewPoint system at no additional cost. If you aren't using them, maybe you should be!

VP Imaging: Lets you capture, enhance, and present your patients' digital records.

VP Backup: Transfers data to a local or off-site backup destination of your choice.

VP Credit Card: Lets you swipe or manually enter credit card transactions from within ViewPoint.

VP Document: Stores exact copies of anything you want for a paperless office.

VP Fingerprint: Lets you log into ViewPoint, VP Timeclock, and On-Deck with the touch of a finger.

VP Messaging: Helps you communicate via on-screen text to each of your workstations.

VP Reminder: Automates phone, e-mail, and text patient appointment reminders.

VP Remote: Gives you safe access to all your applications from anywhere you can connect to the internet.

VP Signature: Lets you digitally sign documents safely for a complete digital filing system.

VP Timeclock: Tracks staff time for payroll and shows employee work status.

VP To Do: Lets you or your staff assign, prioritize, and track office tasks for improved efficiency.

President's Perspective *continued from page 1*

not having a publicly traded stock price to consider when making decisions.

Having observed the orthodontic software market for over 25 years now, I strongly believe that product and company acquisitions have not generally been beneficial to the orthodontists affected. We look forward to continuing our proud tradition of focused and independent service to the 1,500 (and growing) orthodontists in our Ortho2 family. Please help spread the word that now, more than ever, Ortho2 is *the* choice for focused, stable, and independent orthodontic software!

Tough times. These are tough times and we hear from many of you that your practices are currently slower than normal. As you probably know, in consideration of these challenges we elected to cancel the scheduled support maintenance increase for 2009 to help in a small way. We will also be offering special pricing at the AAO (Booth #1233) to assist those of you who wish to invest in enhancing your system. Because we believe that in addition to challenges there are opportunities during troubling times, we are currently investing heavily in our future. When the economy rebounds, we plan to be an even stronger company with a more impressive line of products and services. You are going to like what you see from Ortho2 in the future! 📌



Join Our E-mail List

Here's an exciting opportunity to enhance your success with Ortho2 products and services. We have launched an e-mail communication program which includes money saving discounts and incentives, overviews of new features, productivity tips, meeting updates, periodic optional feedback surveys, and more. We think you will like getting these messages.

Furthermore, we believe associate doctors and members of your staff will benefit from the productivity and usage tips, and we would encourage them to sign up as well.

To register e-mail addresses for this program, simply visit the Members section of our website, www.ortho2.com/members, using your practice login information, and fill in the "Join Our Mailing List" box. As mentioned above, multiple individuals from your office can register. Even if we already have your e-mail address, it won't hurt to register here, and it will guarantee your inclusion in this program.

And of course, if you or any of your staff ever decide that the messages are not of interest, you can simply use the "opt-out" option provided on each message.

Windows 7

According to microsoft.com, "Information about Windows 7 is preliminary and subject to change," and "The features and functionality you find in the pre-release product may not appear in the final version of Windows 7."

We do not recommend using a beta version of Windows for your practice. When Windows 7 is released, check with Ortho2 for supported versions and upgrade with confidence!

Empowering Communication *continued from page 3*

see any areas that may need more attention. (let the patient show you) That's right. I feel confident you can improve in those areas before your next appointment. Learning to brush with braces is a challenge for everyone, James, and our job is to do what we can to help you meet that goal as quickly as possible."

This is an example of empowering communication:

- A. Document the chart. "Discussed oral hygiene with patient and had him point out missed areas. Send card 03/30/09. Please discuss progress next time."
- B. Send a postcard to the referring dentist if it has been an ongoing problem.
- C. Handwrite an encouragement card to the patient.
- D. If the patient's hygiene does not improve, the parent must be notified. Have the assistant walk the patient out to talk with the parent. "Mrs. Forest, Dr. Sarver wanted me to let you know that we have been working with James in his brushing techniques. Brushing with braces is more difficult. We would like for you to help him with this by encouraging him at home."
- E. Recommend a Sonicare toothbrush.
- F. Reward the patient for improvement.

Elastic and Appliance Wear

If a patient is going to be wearing elastics and headgear, make the patient aware of the goal. Let them know how many millimeters of change you are hoping to achieve. Draw a visual picture on the patient's score card. Indicate the progress at each appointment. The patient must be fully aware of their role in success of the treatment:

"Wanda, Dr. Hudson has asked me to show you how to place these elastics in your mouth today. The purpose of these elastics is to move these teeth (show the patient) from here to here. In orthodontics, we measure that in millimeters of movement, which will create spaces here and here. (point out to the patient) I know you want to get your braces off as quickly as possible. The more we work together, the faster we will reach our goal. At your next appointment, we will mark your progress right here. (show the patient the chart) I feel confident you will have made great progress."

It is important for the assistant to make a note on the record to discuss this with Wanda at the next appointment. If the assistant ignores the progress on the next visit, Wanda will lose motivation. Consistency is key.

The Deband Appointment

Consider scheduling a deband conference where the doctor and a staff member have an opportunity to show

the patient and parent the progress that was made. Dr. Wick Alexander demonstrates the deband appointment very well in his lectures. At the end of the visit he gives the patient a super smile certificate which can be ordered through Orec. Dr. Alexander signs the certificate personally and has it framed, ready to hang on the wall. Even adult patients are excited about the certificate. Many hang them on the wall in their office or home. After he presents the certificate, Dr. Alexander says to the patient:

"Johnny, there is someone else here who we need to thank, and that is your mom and dad. They made a sacrifice for you and you will realize that when you go back to school and see the kids who have not been able to have braces for whatever reason. Your parents could have taken this money and gone on a vacation, but they sacrificed so you could have this beautiful set of teeth. You really need to thank your parents. The best way that you can thank them and me is to get out into this world and make a positive difference. You can be part of the problem or part of the solution. I hope you will make a difference by being part of the solution."

Is that ever empowering! How would you like to be the parent standing there listening to the orthodontist giving your child that type of encouragement. The key to building a successful practice is building relationships.

I always recommend giving the patient an opportunity to write a note to the parent at the deband appointment as a thank you for their braces. The note is then mailed from the office.

Talking with Parents after the Visit

Remember that parents are bringing you their most prized possession, **their children**. As Dale Carnegie writes, visualize a sign on the chest of every patient that says, "Make me feel important!" The most powerful thing a doctor or assistant can say to a parent after they visit is something positive about their child:

"I assisted Dr. Sawrie with Beth's treatment today, Mrs. West. Dr. Sawrie is pleased with her progress. Beth is obviously a very responsible young lady. She has proved this by following Dr. Sawrie's instructions well."

Late Patients and No Shows

Dr. Michael LeBleuof states in his book, *How to Win Customers and Keep Them for Life*, that the greatest business secret in the world is rewarding behavior you want repeated.

When a patient walks in late for the first time say this:

"Randy, we are glad you are here. We were a little concerned since you are one of our patients who is always on schedule."

This philosophy also applies when calling no show patients:

"Mrs. Thomas, this is Pat calling from Dr. Klar's office. Jamie missed his appointment yesterday and we were a little concerned since you are one of our patients who does not miss their appointments."

Financial Accounts

Most payment trends are established within the first three months of setting up an account. Cross check all accounts that have been established for three months. If the account has been paid on time each month, send a letter or card:

"We just wanted you to know how much we appreciate the fact that your account has been paid in such a timely manner since your contract was initiated. Having patients like you brightens our day. Thank you for choosing our office!"

The Patient Exit

When the appointment coordinator makes the next appointment, it is important to bid the patient farewell. Often the card is handed to the patient and the appointment coordinator looks at the next person in line as to say, "Next." Bid each patient farewell instead:

"Thank you for coming in today Sally. We are looking forward to seeing you again in six weeks."

Bidding the patients farewell makes them feel important and makes them think twice about missing the next appointment.

Conclusion

Empowering communication motivates people to take positive action. This creates a win/win situation for the orthodontic team. Patient cooperation enhances appointment book control, overhead control, doctor and staff morale, and collections. Utilize this article in a future staff meeting. You also want to make sure the tone of that meeting is positive. 📌

Charlene White has a unique talent to inform, motivate, and entertain. Since 1980, Charlene's reputation as a management expert and speaker has soared, aided by overwhelmingly positive results reported by her audiences. Prior to founding her consulting firm, Charlene worked for five years as a registered dental hygienist and office administrator. For hundreds of orthodontic professionals each year, Charlene's energy, stage presence, and depth of knowledge have motivated them to greater effectiveness in their practices and individual careers. Her flexible, realistic approach takes a "facilitator's" path to success, emphasizing how to adapt her methods to one's own personal style. If you have any questions or would like to schedule an in-office consultation, contact Charlene White by calling Progressive Concepts at 800 445-7805.

Prospects into Patients *continued from page 5*

comfort, care, and love... such as cookies baking, friendly smiles, interesting games and activities, and soothing décor.

Make an agreement as a team to not be the promoters of doom and gloom but rather of smiles, laughter, and fun! What could be more appealing than that?

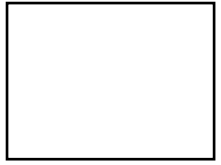
Of course your team will be empathetic to stories families share with you... After all, we are often smile creators offering therapy on the side... And when someone hears a story of struggle, think of positive ways to encourage that family or patient. You might create a small token gift to share or send a note of encouragement from the heart. Remember to treat your patients as more than just patients, but rather as good friends. Offer them a jar with the ingredients for home baked cookies and a delicious recipe or even some bath salts with a pretty ribbon and card for that mother who needs a few minutes in the evening to herself to relax, unwind, and forget the troubles of the day.

You have amazing power to transform people's lives! Never forget that! You offer a service that creates amazing smiles and if you choose to couple that with incredible personal care, you will be unstoppable!

So start getting the news out about you. In addition to the basic progressive marketing methods, don't forget to make your mark in the community and give back. Be a grass roots office that shows how much you care and practices what you preach. Create strong campaigns... Take an idea, create a program, and add multi-levels to create multiple programs within one campaign! Look for the opportunity to give back at every level.

This is not the time to hunker down and weather the storm. This is the time to lead the charge, to show what you are made of—generosity, kindness, compassion, leadership, and excellence. 📌

Through innovative, proven, and proprietary systems, LeeAnn Peniche has consistently brought smiles to orthodontists for more than 20 years. As the founder and president of Peniche & Associates, she has earned a reputation as one the country's premier orthodontic consultants who specializes in case acceptance, scripting, marketing, and practice systemization. Over 2,000 practices have experienced first-hand her creative outlook, years of expertise, and proven track record of success. LeeAnn has lectured both nationally and internationally. Her life has been committed to providing orthodontists and their offices with the tools and systems for their continued success. Peniche & Associates can be reached at 503 666-8538 or leeannpenicheandassociates.com.



ORTHO2

1107 Buckeye Avenue
Ames, IA 50010 USA

“Delivering practical solutions for success to the orthodontic profession...”



The very positive and the highly negative interactions stick in our minds, while the average experiences are forgotten. This same philosophy is true in the orthodontic office.

Page 3

The truth is that when financial times are tough, you can count on the fact that the prospective patients who do choose to walk through your doors are serious about making their desire for a beautiful smile a reality.

Page 5

*April showers
bring...*

The concept of the HR Module was first brought to us by a customer, so we are proud to continue our tradition of using customer ideas and feedback with the release of this module.

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