



Practice Complete Management

President's Perspective

Users Group Meeting *-GROWL-*

Perhaps some of you have seen the Big Ten Network promotion that ends with Joe Paterno growling at a football prospect, "Come to Penn State!!!" (If not, Google "paterno come to penn state" for a chuckle.)

I mention this because, much like JoePa, I wish there were magic words to persuade those of you who have never experienced one of our meetings to sign up this year.

Would you attend if you knew it would energize both you and your staff? Or improve the benefits you get from ViewPoint, thus making your practice more profitable? Or generate an explosion of exciting ideas, many from the networking that takes place among the diverse users of Ortho2? How about all this—plus having a rocking good time?

I imagine that even all this is unlikely to persuade everyone. But I also know that both first-time and many-time attendees consistently report that the Ortho2 Users Group Meeting does all of these things and more. I encourage you to experience it for yourself. Or, to put it another way, "Come to our meeting!!! *GROWL*"



Customer Survey Results

I want to thank those of you who took the time to fill out our biennial customer survey. Approximately 250 surveys were returned.

Many of the possible development candidates received significant interest, but the top three choices were enhanced telephone reminders, enhanced imaging features, and case presentation/patient education videos. A majority stated a preference for no to low cost modules, even if this means having a reduced feature set. (We will strive to find where and when this makes sense, without depriving you of valuable functionality, or hurting our competitive position.)

79% rated our support as "better" or "significantly better" than the support received from other companies, while 88% rated Ortho2 support as "above average" or "well above average." This is always nice to hear, and we have been maintaining a no-queue support call answer rate of better than two thirds in recent months.

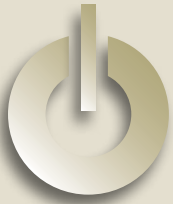
In addition to these statistics, we also received a treasure trove of personalized comments, which we greatly appreciate. Thanks again for sharing your time and thoughts with us. ☺

Dan Sargent, Ortho2 President

Inside this Issue

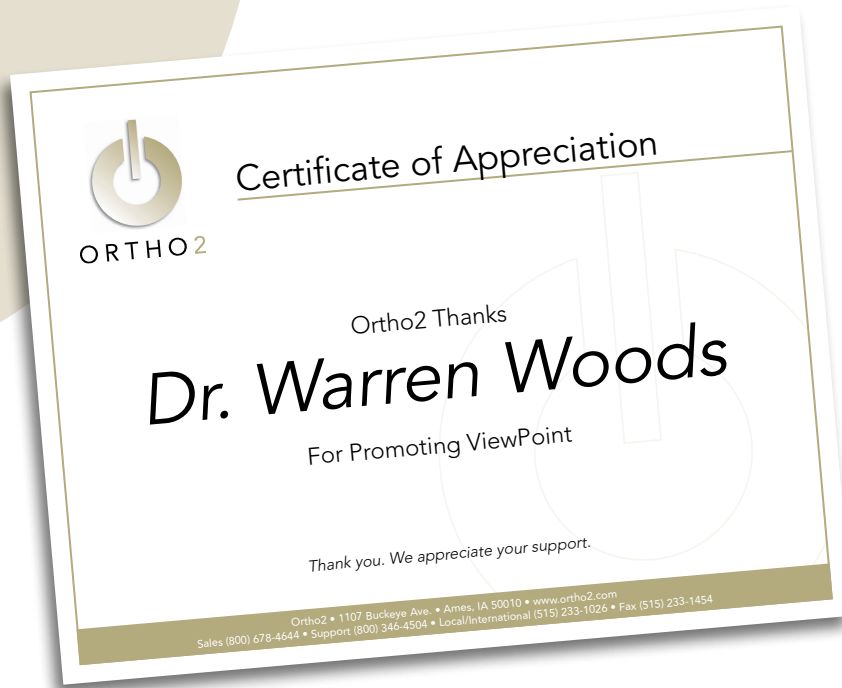
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Comprehensive Orthodontic Practice Management, Imaging, and Communication Solutions



In Recognition

Our mission... benefitting and fostering our Ortho2 family



Dr. Warren Woods (Sandwich, MA) gave another annual presentation for University of Pennsylvania students. Each year he includes how he uses ViewPoint in his practice and supplies attendees with literature on Ortho2. Thank you, Dr. Woods. We appreciate your support.

If you are planning a presentation or lecture at a society meeting, university, or local meeting, we can provide you with any screenshots you need and can discuss how to best use ViewPoint in any situations you may be illustrating. We appreciate the good word you spread and would like to assist in any way we can!

Contributor Contact Information:

Mary Kay Miller – Mary Kay has more than 30 years experience in orthodontic marketing and practice management and 10 years in Internet marketing. For a complimentary demographic evaluation of your website via private webinar, contact Mary Kay at marykay@orthopreneur.com or call toll-free (877) 295-5611.

Nancy Hyman – Nancy has written articles for Orthodontic Products magazine, Bentson Clark reSource, and the Ortho2 newsletter. She is also the author of Winning Marketing Strategies workbook and Winning Treatment Coordinator Strategies. She may be reached at nancy@hymanortho.com or (323) 308-9817.

Rosemary Bray – Rosemary lectures nationally and internationally on a variety of topics, specializing in new patient exams, marketing, customer service, communication skills, and team building. To contact her, visit www.rosemarybray.com, e-mail rosemarybray@msn.com, or call (760) 268-0760.

Introducing VP Glance

See a demonstration at one of the fall meetings



- Access vital practice data from anywhere.
- Use VP Glance on your Web-enabled mobile device.
- Less than \$1 per day.



Ask how you can be the first to use this new, exciting feature of ViewPoint.

Come visit us at the fall meetings.

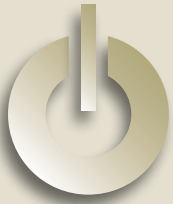
Midwestern Society of Orthodontists	October 16–17, 2009
Pacific Coast Society of Orthodontists	October 23–24, 2009
Great Lakes Association of Orthodontists	October 30–31, 2009
Middle Atlantic Society of Orthodontists	November 4–6, 2009
Northeastern Society of Orthodontists	November 13–14, 2009

Independently Rated as the Best Orthodontic Management System

Gold Standard in Customer Support and Service

Leading-Edge Imaging Options and Technologies

Proven Patient and Professional Communication Solutions



E-mail via Outlook

Part of an ongoing series spotlighting significant ViewPoint features

With the ViewPoint Microsoft Word integration you can e-mail documents from your Letter Library directly to patients, responsible parties, referrers, and a variety of other professionals. But if you need a quick way to send a custom e-mail to any e-mail addresses linked to the patient, ViewPoint can do this as well!

New in ViewPoint 6.0, you can use our E-mail via Outlook feature to automatically generate an e-mail in Outlook 2007, pre-addressed and with any desired patient images attached, with just a couple clicks of a mouse.

This Outlook 2007 integration is absolutely free of charge and is already included in your ViewPoint 6.0 or ViewPoint 7 program. All it requires is Microsoft Outlook 2007 installed on the workstation, as well as the installation of the Outlook 2007 integration. The Add Images feature additionally requires that you use VP Imaging. With these few things in place, using the integration is a snap!


If you happen to be working on a unique case with an oral surgeon, simply click the E-mail via Outlook icon, select the surgeon's address from the list, select any desired images, and type your message. Then send it.

Get Ready

The first step in setting up your integration is to make sure that you have Outlook 2007 installed on your computer.

Then, find the link to Outlook 2007 E-mail Add-In in the Plug Ins section of your Main Menu. When you double-click on "Outlook 2007 E-mail Add-In," a prompt will appear, directing you to install the necessary components for the integration. Just follow the steps, and after a brief installation, you can begin to use your Outlook integration!

Try It Out

Make sure that you have Outlook 2007 open. Now, with ViewPoint in front and a patient record open or active, click the E-mail via Outlook 2007 icon  on the ViewPoint

toolbar. You will see a box containing a list of all of the e-mail addresses currently associated with the patient. Select any addresses by clicking the address, and then clicking the To, CC, or BCC button for the appropriate type.


If you use VP Imaging, you can attach patient images by selecting Add Images in the Attachments section toward the bottom of this window. Once in the Add Images window, just select any image or images that you would like to attach to the e-mail and then click OK. (Tip: Hold down CTRL or SHIFT and click to select multiple images at once!)



Once you have selected your addresses and images, you can click OK in the To window. This will automatically create a blank e-mail in Outlook 2007, addressed and with the selected images attached. From here, all you need to do is fill in the message body and send your e-mail on its way!

For more detailed information about setting up and using this feature, refer to the "E-mail via Outlook" section of Chapter 3 of the *ViewPoint 7 Training & Users Guide*. Users guide chapters can be downloaded from www.ortho2.com or requested from any Ortho2 representative.

Share Your Ideas

Let us know at editor@ortho2.com how the Outlook 2007 integration has helped you, or share a powerful way in which you use it or another feature in your office. 

About the Author



Cal Rebhuhn is an Ortho2 Software Support Representative and Trainer. He joined Ortho2 in 2008 and assists Ortho2 customers with their support needs. He and other support staff will teach many of the classes at the 2010 Ortho2 Users Group Meeting.

Igniting Your Referrals

Ignite the interest of your professional referrals with gifting and signature parties

Savvy team members interacting with the professional community quickly realize that visiting dental offices and delivering muffins and business cards no longer have the desired effect of gaining more referrals.

You may be using these strategies past their effectiveness date or you may be located in a highly competitive area that requires more thoughtful presentations. A small adjustment in your current initiatives combined with fresh strategies may result in renewed interest in referrals to your practice. I have outline below several promotions, reported as very effective returns on marketing dollar investment in the office of Dr. William Hyman and by clients I have recently interviewed.

Monthly Staff Drawing

Every month for the past dozen years I have used this concept and always experience strong participation by referring offices. Institute a monthly staff drawing unrelated to quantity of referrals. This drawing is open to staff only and is a monthly reminder of the benefits of referring to your office. Mail monthly to your full target list and select a winner strategically—either a “B” or “C” referrer whom you wish to intrigue or an “A” referrer as a “thank you.” Hand deliver the prize, valued at \$50.00, along with a food item for the other staff members.

Keep the monthly staff drawing prizes and process simple; the referring staff will complete the form and fax or mail it back to you. I have tested drawings with participation beyond completing the form, such as “my favorite movie is...” The return rate is lower for this type of format.

Suggested prizes include tickets to professional/college sports events, stadium blankets, restaurant gift cards (Marie Callendar’s, Olive Garden, or other moderate price-point selection), car detailing, gift cards (Victoria’s Secret, Barnes and Noble or Borders, Gap, gas card, Target, Wal-Mart, Best Buy, Bed, Bath, and Beyond, Bath and Body Works, or your local supermarket) water park or theme park tickets, lunch for the full office (delivered by your practice rep or in a restaurant), lotto tickets, flowers for each staff member (full team prize), fruit basket, gourmet

food basket, scented candles (full team prize), pumpkin pie, beauty bag (lip gloss, nail polish, and body lotion), manicure/pedicure, spa day, or individual gift cards for full team prize such as Baskin Robbins, Jamba juice, etc.

Birthday Recognition

In 2010 our office is focusing on birthday recognition for all dental referrers and their staff. In 2008 and 2009 I hand delivered birthday cakes to each “A” referral level dentist during his/her birthday week, with a signed card from Dr. Hyman. Our marketing team is gathering the birth dates of all doctors and staff members in our targeted list of 125 offices. Each staff member will receive a gift card and signed birthday card. Due to the volume of recipients we will mail the staff gift cards. Doctors will receive hand delivered birthday cakes. “A” and “B” level referrers will also receive a gift card to an upscale restaurant.

Signature Party and Entertaining

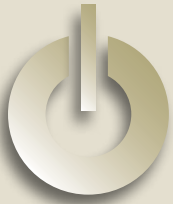
Creating an annual signature party at your office is a wonderful opportunity for referring doctors and their staff to familiarize themselves with your practice in a relaxed atmosphere. Invite all offices on your target list. Timeline: Save the date cards, 6 months prior, hand delivered during practice rep visits; invitation mailed 2 months prior; invitation 1 month prior to non-responders; reminder letter to all attendees 1 week prior; reminder phone call 1 day prior to all attendees. Thursday lunch hour (12:00–2:00) or early evening (5:00–7:00) generate the best response.

Igniting Your Referrals *continued on page 14*

About the Author



Nancy Hyman, founder of Ortho Referral Systems, is dedicated to maximizing patient referrals and case acceptance with innovative, cost-effective solutions. She will present “12 Marketing Concepts in 12 Months” at our 2010 Users Group Meeting.



Communication 101

I grew up in an Italian home where *talking* never stopped. Maybe we didn't always *communicate*, but we sure did talk! My dad, who worked for the phone company his entire life, taught me that the three most effective forms of communication were telephone, television, and telawoman!

Maybe that's cute, but in reality there **are three** forms of communication and we use them daily in our ortho practices:

1. **The telephone...** every time we pick up the handle of that annoying phone,
2. **Our written words...** every letter, postcard, and form we send, now including fax, e-mail, and text,
3. **And the most important, the verbal...** face-to-face, verbally talking to each other.

Every time we write an insignificant postcard to an 8 year old patient or a 3 page technical letter to the oral surgeon... Every time we pick up that darned ringing telephone... Every time we speak face-to-face with our patient, their parent, our co-worker, or the doctor...

The image of the entire practice is now on the line!

Our communication at work is so critical to the image and professionalism of our practice and yet, we continue to take for granted and often even abuse that most important moment of good communication, no matter which of the three forms it has taken. The poet, Rudyard Kipling, once said that "*Words are the most powerful drugs used by mankind.*" Wow, if that is true, let's get rid of the idea that there is nothing to this communication thing.

We have to recognize that it is both difficult and demanding. It is at the very core of every problem facing us as individuals, as families, as spouses, as businesses, and even as nations. The power of the spoken word has tremendous impact on the listener and it directly influences the outcome of the communication—or its lack!

Many businesses (including ortho practices) lose customers, revenue, and goodwill every day because of someone's poor verbal skills. However, a pleasant, professional, understanding voice can accomplish wonders—just as the wrong word, or wrong tone, can create war.

The goals of using professional communication:

1. To create trust
(a main reason why people do business with us)
2. To enhance our service
(people will not buy if they don't understand)
3. To build relationships
(mostly with our patients and parents)
4. To persuade and promote people
(this is again patient, parents, and referrals)
5. To impress and influence others
(mainly patients, parents, and those referrals)

Phone Communication

There is no phone communication as vital to the practice as when we are speaking during that initial phone call to a brand new patient—one who does not yet know us. This is our first opportunity to shine and to help them make the right decision: to become **our** patient! They want the person they are speaking with to be: *efficient, intelligent, empathetic, interested in them, kind, organized, nice,*

Communication 101 continued on page 15

About the Author



Rosemary Bray is an orthodontic consultant and professional speaker with more than 30 years experience in the dental profession. She will present "Wadda Ya Mean I Ain't Talkin' Good?" and another course at the 2010 Ortho2 Users Group Meeting.

Users Group Meeting

Your meeting brochure should have arrived recently, and we hope you are making plans to attend the 2010 Ortho2 Users Group Meeting February 18–20 at Caesars Palace in Las Vegas.

If you have not registered yet, we hope to hear from you soon! Some classes fill up quickly and now is the time to reserve your spot.

Register online at www.ortho2.com > Meetings > Users Group Meeting or contact Kim Barker at (800) 678-4644 or ugm@ortho2.com. Then be sure to mail or fax your registration form with your course selections!

Our 2010 keynote session **Become Your Brand** will be offered by LeeAnn Peniche. Through innovative, proven, and proprietary systems, Ms. Peniche has consistently brought smiles to orthodontists for more than 20 years.

Then choose from nearly forty classes presented by eleven other leading industry consultants and knowledgeable Ortho2 staff.

Photo Credits: Blackjack, Paul Harckham; Vegas at Night, Las Vegas News Bureau/LVCVA



USERS GROUP MEETING
February 18 - 20, 2010

Las Vegas, NV

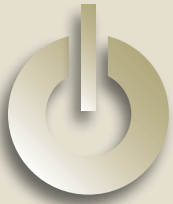
Look for articles written by some of this year's presenters in this issue and next quarter's issue of our newsletter.

Nancy Hyman, Consultant, Ortho Referral Systems, has written **Igniting Your Referrals** which begins on page 5. Part two of this article will appear in the January 2010 issue.

Rosemary Bray, Speaker, Trainer, and Consultant to the Dental and Orthodontic Profession, wrote **Communication 101** which begins on page 6. Part two of this article will appear in the January 2010 issue.

Mary Kay Miller, Internet Marketing Coach, Orthopreneur Marketing Solutions, has written this quarter's feature article **Internet Marketing Do or Die** which begins on page 8.

Cal Rebhuhn, Ortho2 Software Support Representative and Trainer; Jim Condon, Ortho2 Systems Consultant; and other members of the support, sales, and development teams will be teaching classes and staffing the computer room. Read Cal's article **E-mail via Outlook** on page 4. Read Jim's helpful tips in **Demystifying Common Error Messages** on page 15.



Internet Marketing Do

How successful is your Internet marketing campaign?

There are dramatic changes taking place in our society today—changes that heavily influence both how people around the world communicate with one another and the buying decisions of consumers.

Websites, blogs, YouTube, MySpace, Facebook, and Twitter weren't even in our orbit a decade ago. Now, for most consumers in today's tech savvy society, the Internet is the primary source of information and entertainment. The speed, scope, and power of the "new media" is staggering. It's no wonder that professional practices can be intimidated, unsure, and skeptical of the communications superhighway which we are now experiencing with all the advances in Internet marketing and digital technology.

Professional practices spend thousands of dollars on new websites or updates to engage prospective new patients online. Traditional marketing with TV, radio, newspaper ads, and direct mail campaigns are no longer effective with consumers who tune out and don't pay attention to all the marketing clutter. Advertising alone lacks credibility, third party endorsement, and the ability to generate the elusive "buzz" when one person tells someone else about something spontaneously to create emotion. With the new advances in Internet technology in the past few years, you now have the perfect forum to create personal relationships that build credibility online.

Fortunately, with Web 2.0 Internet marketing components that include blogs, video, and social networking, you have the opportunity to deliver your own personal PR message the exact way you want it delivered, twenty-four hours a day, seven days a week, fifty-two weeks a year... over and over again. It is the most cost effective marketing tool available today to reach prequalified audiences looking for your expertise and services, at the exact time they are looking for it.

Even though Internet marketing programs are tough to track, they are a much better return on investment than traditional marketing methods of old that randomly target all consumers, interested or not, in the hopes something will stick. This no longer works in our current cynical marketplace, during an economic crisis. Competition is stiff among peers; general dentists are encroaching upon market share to boost their bottom line; and consumers are wary of long term financial commitment.

Three Keys to Internet Marketing Success

When creating an effective Internet marketing campaign to attract new patients, three key factors come into play:

1. Your website and Web 2.0 marketing programs must be easily found on the search engines based on "consumer" keywords.
2. Your website must appeal to viewers, deliver your personal marketing message in a communication format they are comfortable using, and be presented in a format that is easy to understand and navigate.
3. Once delivered, your message must engage new patients and direct them to "take action" to schedule a new patient exam.

All three components working together simultaneously create an effective Internet marketing campaign. If one link is weak, it affects the strength of your entire marketing promotion. Whether your website is outdated and boring or state of the art and flashy, the ability to attract and engage new patients is mute if your website and Web 2.0 marketing promotion can't be found on the search engines, in one form or another, throughout most of your targeted demographic.

The most common questions orthodontists ask me today is, "Why doesn't my website show up correctly on the Internet?" or "How can I improve my positioning on Google?" I find it ironic that most doctors and staff have



o or Die

no idea if their Internet marketing program or website is a finely tuned Maserati attracting new patients... or a Model T... non-existent in the eyes of consumers on the search engines. They assume that if they have a website, it is doing its job promoting their practice online.

It is my experience that most websites are not coded correctly for their local area and many are outdated and neglected. The new patient phone call is no longer the first form of communication with your practice... it is the Internet. Does your website properly represent your practice online to new patients looking for an orthodontic treatment provider? Look at your website from the "eyes of a consumer." If the content, look, and feel of your website are outdated, their perception is your services are outdated also. This is the reality of marketing your

outdated. The Googlebots scan and index your website content repeatedly looking for updates based on sophisticated mathematical algorithms. Search engines don't care what your website looks like, the quality of your written content, or your experience level and expertise. They are programmed to sort through vast amounts of data based on meta tags, keywords, linking, how long you have been online, and the number of times consumers click on your site... just to name a few. Your results are indexed and compared to other websites providing similar content, then positioned accordingly on the pages.



Each piece of your Internet marketing program must tell the search engines correctly who you are, what you are all

If the content, look, and feel of your website are outdated, the consumer's perception is your services are outdated also.

business today. PR no longer means public relations... it represents delivering your marketing message based on consumer "perception and reality."

The Importance of SEO and Your Internet Marketing Efforts

When designing a website, the hub of any Internet marketing campaign, most professionals fail to comprehend how search engines index their website, blog, social networking sites, and video on the Internet. They leave this up to their webmaster or staff members unfamiliar with Internet marketing. Understanding the basics of SEO (search engine optimization) and how it affects your website and setup, allows you to intelligently monitor your online efforts when outsourcing services or overseeing staff. SEO is the most misunderstood factor when building an Internet marketing program.

Search engines such as Google, Yahoo, and MSN (now Bing) cannot read the written words on your website or determine if your design is new and engaging or old and

about, and where you want to target new patients. If your website, blog, video, and social networking sites are not coded correctly for your local demographic, they won't be found when consumers search. Too often sites are coded with branded business names rather than consumer and local demographics keywords the search engines can index to position your site.

Internet Marketing *continued on page 14*

About the Author



Mary Kay Miller of Orthopreneur™ Marketing Solutions is an Internet marketing coach specializing in SEO and Web 2.0 Internet marketing solutions. She will present two Internet marketing courses at the 2010 Ortho2 Users Group Meeting.

Inside Ortho2

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



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 preregistration 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

November 11, 12, 13

This three-day session covers the design and daily use of Grid Scheduler; basic ViewPoint operation, including understanding the Patient Folder, entering patient data, creating contracts, posting transactions, and filing insurance; and additional topics such as reports, subgrouping, month-end routines, and using Tools & Utilities, as well as creating and merging documents to produce customized correspondence with the ViewPoint/Word integration.



Free Webinars

In addition to our free classroom seminars, we offer you online real time webinars. Each month throughout the year we present a different topic. It's a great solution for training new users, refreshing experienced users, or learning about new features. Selected past webinars are available online at www.ortho2.com > Support > Visual Help.

Webinars begin at 10:00 A.M. Central Time unless noted and last approximately 90 minutes. Preregistration, 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.

Fourth Quarter 2009 Webinar Dates

October 16: Treatment Chart Design and Application: ViewPoint's easy to use Treatment Chart style editor allows you to devise a comprehensive electronic charting and treatment planning system. This session will cover both the design and creation of your system and its daily use, including the integrated tooth chart and various reports.

November 20: VP Imaging: VP Imaging lets you import, view, and manipulate patient images directly inside the ViewPoint Patient Folder. You can compare two images side-by-side on your screen and use drawing tools to add lines and free-hand illustrations during patient/parent consultations. And you have seamless integration of images for impressive case presentation, patient recognition in On-Deck Sign-In, personalized correspondence, and cephalometric tracing. This session will review it all.

December 11: Staying Connected to Patients and Dentists: This session will explore e-mailing and texting patients using VP Reminder, using the new Quick Message feature, sending postcards and e-mails for recall appointments, and e-mailing both patients and dentists with the E-mail via Outlook feature.

Retraining

Have you hired new staff since your original ViewPoint software training? Have you had staff members take on new responsibilities? Do you feel you might not be taking advantage of the enhancements that have been added over the years?

Ortho2 offers many options for refreshing your knowledge of “old” features and informing you of new features, but do you want to be able to set your own agenda to meet the specific needs of your practice?

A “retraining” —either in your office or over the Internet—addresses all these issues. To learn more and to schedule one for your practice, contact your Ortho2 Systems Consultant today at (800) 678-4644.



Free Online Resources

Visual Help

Help movies are available at www.ortho2.com > Support > Visual Help. Some movies are demonstrations of new features —such as the VP7 Enhancements Overview and the HR Manager Demo—providing an easy way to make sure you aren’t missing something good. Other movies include answers to common questions, 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 an updated copy of a chapter from 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 our bug and enhancement database, 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.

Request a Printed Manual

If you would like to receive a complete copy of the *ViewPoint 7 Training & Users Guide*, printed two-sided and ready to insert in a three-ring binder, go to www.ortho2.com > Members > Request a Printed Manual. Or simply talk to any Ortho2 representative.

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.



Holidays

Our corporate office is closed on the following holidays:

New Year's Day

Independence Day

Thanksgiving Day

Memorial Day

Labor 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.

The Friday after Thanksgiving, Christmas Eve, and New Year's Eve are optional holidays. We offer limited support then.



Join Our E-mail List

Here's an exciting opportunity to enhance your success with Ortho2 products and services and be among the first to get news. We have 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.

Photo: Deer behind the Ortho2 building, taken by Mike Vest, Ortho2 Equipment Technician/Network Administrator

Ortho2 Anniversaries

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

Twenty Three Years

Craig Scholz

Fifteen Years

Judy Brown
Frank Meiners

Ten Years

Jim Condon
Jim Robbins

Four Years

Michelle Kinnaman

Twenty Two Years

Sara Harbacheck

Fourteen Years

Marla Miller

Eight Years

Angie DeWaard

One Year

Mike Donner
Cal Rebhuhn



Career Milestones

We're happy to announce **Nicole Pett** joined the sales team on July 9th. A native of central Iowa, she graduated from Iowa State University with a B.S. in Marketing and has since held positions in sales, finance, and customer service. She is now our systems consultant for customers in the Southern Association of Orthodontists region.

We'd like to welcome **Paul Ezerski** to the Product Development team beginning September 1st. Paul earned his degree in Computer Science from Iowa State University in 1998, where he also played varsity tennis. He worked in the crop insurance IT arena for 10 years before starting work for Ortho2 in 2008 as a consultant.

Please join us in welcoming **Michael Scanlon** to the equipment department beginning September 23rd. Mike brings experience in network administration and IT.

We're pleased to announce that a new Human Resources Coordinator joined us on a part-time basis on September 29th. **Judy Denny** brings an excellent record of past HR experience to Ortho2.

We'd like to wish good luck to "HR Dude" **Scott Elston** who has accepted a full time position on the faculty of the Management Department at ISU.



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.



Internet Marketing *continued from page 9*

Does all this sound like Greek to you? It did to me—until I spent hundreds of hours delving into the ins and outs of SEO and Web 2.0 Internet marketing tactics.

Test for Success

How do you determine if consumers can find your website on the Internet and how you compare with your competitors? Test it!

- Go to www.google.com.
- In the search box, type in patient keywords—“orthodontist,” your city or town name, and your state. Orthodontist is the #1 keyword new patients use to search for an orthodontist.
- Jot down your website page ranking and the page ranking of your competitors. If it doesn't show up on page one, write N/S. (You can download a free Excel template to outline this information and my video showing you how to do it correctly off my blog www.orthopreneur.com.)
- While you are there, look to see if your name is showing up on your local map.
- Repeat the same steps again with the keyword “braces” and again with the branded keyword “Invisalign” in place of orthodontist. Do your website, blog, video, and social networking sites display on page one of Google? Does your practice name and website URL show up on Google Local Maps under each keyword?
- Now go through all the steps again, but this time, one by one substitute the names of all the surrounding

towns in your area you target also. Is your website or blog visible? If not, you are overlooking a huge window of opportunity to increase your demographic on the Internet.

Practices located in major metropolitan areas are obviously more difficult to index on page one of the search engines. Competition is fierce. Web 2.0 social networking and video is in its infancy and very effective when marketing on the Internet in these highly competitive areas, if keyword coded correctly. Google's rules of engagement favor new content found on blogs and social networking sites. Information websites that rarely add new pages of content are viewed as outdated. Linking blogs, video, and social networking sites to your website increases your visibility in the eyes of the search engines, which improves page ranking. Older more established websites with long term click through rates also have a distinct advantage.

No matter how great your website design and marketing message, if you can't be found on the search engines, you are missing a wealth of opportunities to build your practice. This can translate into hundreds of thousands of dollars falling into the hands of your competitors over the years.

Your website and Web 2.0 marketing programs are very powerful marketing tools if set up correctly, start to finish. The Internet is here to stay... whether we like it or not. Successfully implementing Internet marketing tactics now, will help secure the growth of your practice in the future. You don't know... what you don't know... till you know it! Find out what you need to know to market successfully online, today! ☺

Igniting Your Referrals *continued from page 5*

Offer a raffle every 10 or 15 minutes for gift cards and/ or gift baskets. Music and a photographer may also be included. Hand deliver photographs to staff or locate a service for instant photos. A wine and beer selection or featured cocktail (cosmopolitan, appletini, sangria, or margarita) may be included at evening events.

Try these recommended party themes:

January: Let's Have a Wonderful New Year

February: Love Is in the Air

March: Luck of the Irish or We Are Lucky to Know You

April: Ladies Spring Lunch

May: Cinco de Mayo

June: Spring into Summer

July: Love the USA or Celebrate the USA

August: Summer Days or Summer Break

September: Football Fever

October: Pumpkin Fest (give each attendee a pumpkin) or Oktoberfest

November: Thanksgiving Feast or We Are Thankful for You

December: Holiday Spirit or Tamale Fiesta

In part two of this article (January 2010) Nancy Hyman will discuss scripting for the practice representative's dental office visits and presentation of professional referral material. ☺

Demystifying Common Error Messages: “Image32 not found”

by Jim Condon, Ortho2 Systems Consultant

We all know that an error message, by definition, means that something unusual has happened. But it doesn't necessarily mean that something is terribly wrong.

If you see the message “Image32 not found” pop up in ViewPoint, don't panic as it may be easily remedied. In fact, the most common cause of this error message is that the computer that stores the images simply isn't on! Here are some things you can check before even calling support:

1. Make sure the computer that stores the images is on.
2. Check to see if the computer that stores the images is visible to the computer you are on by selecting “Network” from your Windows start menu.
3. Check to see if the VP Imaging (or other imaging program integration) settings are filled in and that they are set to access the correct directory.

If you follow all of these steps and still receive the same error message, then our support team may need to investigate further.

Please send an e-mail to editor@ortho2.com if you have another common error message that you'd like “demystified.”

Communication 101 *continued from page 6*

knowledgeable, entertaining, and caring. And... all at the same time!! And, we should be!

I have now made 376 new patient calls to ortho practices, posing as an adult patient, or the parent of a child, and booked an appointment to test the practice and evaluate their phone skills. Out of all those calls, only 29 people have received a grade of A, and 88 have failed. It is much easier to do poorly, than to excel on the phone!

Most ortho team members answering phones have never received any formal training in phone etiquette, but have instead been trained by the person seated next to them or by the one who just left the practice.

And sadly it can often show in the delivery. Do remember —this is the **first** impression and their introduction to you,

your team, your doctor, and your entire practice! If you are experiencing a fair number of no shows, this could be a reason. Please act like you **love** making this type of appointment—that it's the highlight of your entire day. Then make that statement be true. If you do not really feel that way, have someone else (who does feel that way) schedule these important new patients. We want to be passionate but not sappy. Happy but not silly. Sincere but not phony. Love what you are doing and remember this:

If You Do it Right, this New Patient Will Be Writing Your Paycheck Next Month!

In part two of this article (January 2010) Rosemary Bray will cover the second and third forms of communication: written and verbal. ☺



"Delivering practical solutions for success to the orthodontic profession..."



A small adjustment in your current initiatives combined with fresh strategies may result in renewed interest in referrals to your practice.

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You have the opportunity to deliver your own personal PR message the exact way you want it delivered, twenty-four hours a day, seven days a week, fifty-two weeks a year... over and over again. Reach prequalified audiences looking for your expertise and services, at the exact time they are looking for it.

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Let's get rid of the idea that there is nothing to this communication thing. We have to recognize that it is both difficult and demanding. It is at the very core of every problem facing us as individuals, as families, as spouses, as businesses, and as nations.

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