



Practice Complete Management

President's Perspective

AAO 2010 What a great (crazy-busy) experience! Edge, our new management system, was exceptionally well received. I expected more hesitation about hosting data, but most customers and prospects already understand the value of a private cloud design. In addition to our traditional pens and paper, we had fun giving away Ortho2 Rubik's Cubes and also drawing winners for three new Apple iPads. The iPad winners were Dr. John Wirthlin, Pearland, TX (pictured with me); Kristin Haynes with NOVA Pediatric Dentistry & Orthodontics, Ashburn, VA; and Dr. Bernadetta Messana, East Rutherford, NJ. And it was most gratifying to set an **all-time company record** for new system commitments made during the show. *(Thus begins the Edge Revolution!)*



ViewPoint 8 ViewPoint is also surprising us with its continued salability. It's a great fit for those looking for a management system with a proven track record (as the 1,600 orthodontists who use it can attest). You can look forward to ViewPoint 8, which will be released soon. Here are a few of the many improvements:

- New (free) patient compliance animations!
- Comprehensive patient information displayed when hovering on a scheduled cell.
- Improved image accessibility from inside Treatment Chart.
- Tooth Chart functionality has been greatly enhanced.
- HR Manager adds absence requests, an office calendar, and improved employee checklist functions.

Ortho2 Customer Survey I know we bombard you with annual surveys, but it really helps us know how we are doing, where to improve, and what you all want. Occasionally it also validates our effort, and motivates us to reach even higher. A case in point was your recent response to the statement "I would recommend Ortho2 to my colleagues": 98% of respondents said "Yes." Thank you!

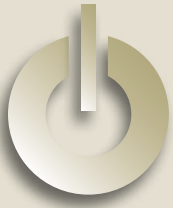
*Recommend Ortho2?
98% say "Yes"!*

Inside this Issue

President's Perspective	1
In Recognition	2
Spotlighted Feature: HR Manager	4
Team Retreat Day by Rosemary Bray	5
Budget Marketing by Pat Rosenzweig	6
Internet Marketing by Mary Kay Miller	7
Do You Need an Office Manager? by Charlene White	8
Inside Ortho2	10-13
2011 Ortho2 Users Group Meeting	14

Comprehensive Orthodontic Practice Management, Imaging, and Communications Solutions

President's Perspective continued on page 15



In Recognition

Our mission... benefiting and fostering our Ortho2 family

We would like to thank the following doctors and staff who worked hard in the Ortho2 booth at the AAO and contributed to our success:

Dr. Barry Feldman

Dr. Rebecca Hohl

Paulette Johnson, Business Operations, Michael R. Ricupito, DDS, MS, Inc.

Jodi Miller, Independent Representative

Marisa Stark, Administrator, Gale Ranch Orthodontics

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 Edge and/or 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:

Charlene White – Charlene has been consulting in orthodontics exclusively since 1983, manages a full schedule of speaking engagements, and has authored books and articles. If you would like more information on having Charlene come to your office for an in-office consultation, please call (800) 445-7805 or visit www.charlenewhite.com.

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.

Pat Rosenzweig – Pat provides practice consulting and training for orthodontic clients. She works directly with offices all over the country and is also available for individualized seminars. Learn more about Mosaic Management Professionals' services at www.mosaicmanagementpro.com or call (303) 660-0605.



Thank you to everyone who stopped by our booth at the AAO!



Contributors Cont.:

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.

Come visit us at the fall meetings.

Southern Association of Orthodontists & Midwestern Society of Orthodontists

September 23–25, 2010

Canadian Association of Orthodontists

September 23–25, 2010

Great Lakes Association of Orthodontists & Middle Atlantic Society of Orthodontists

October 1–3, 2010

Pacific Coast Society of Orthodontists

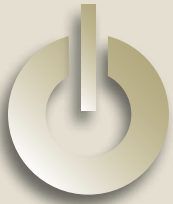
October 10–12, 2010

Southwestern Society of Orthodontists

October 29–30, 2010

Northeastern Society of Orthodontists

November 12–13, 2010



HR Manager

Part of an ongoing series spotlighting significant ViewPoint features

Time-off requests, compensation histories, emergency contact information—do you have too many things you have to document and file for each staff member in your office? Wouldn't it be easier to be able to access this information over a remote connection, rather than needing to bring folders home with you? Wouldn't you sleep easier knowing that this data was secure and could only be accessed by those you allowed?

If you answered "yes" to any of these questions, you could very well be interested in our HR Manager! This module, available for ViewPoint and Edge, can store your vital employee information in a centralized area.

Get Started

The first step is contacting your Ortho2 Systems Consultant to purchase the module. Getting started with HR Manager is easy—it is pre-installed with ViewPoint versions 7 and 8, so you will simply be given a CD Key that you can enter on any machine you want to be able to access the module. Since the data is stored in your secure ViewPoint database, there is no need to adjust your backup routine.

Employees who are entered into ViewPoint as users in the "User Accounts" area will automatically show up in HR Manager. You will also want to edit your rights for each group to indicate access level. You can turn off or on access to certain features.

Get to Work

You (or other HR Manager users with appropriate access) can edit staff biographical, family, and compensation information. Compensation information is hidden by default, but available by clicking on the "Compensation" item on the toolbar. You can indicate how many hours of vacation and well pay are available to a staff member, and VP Timeclock will help automatically adjust how many hours of each staff uses—no more tracking remaining vacation by hand!



HR Manager has its own Letter Library. Forms and letters can be recreated on a template, and will automatically merge information so that you don't have to fill out forms by hand anymore. If you print, scan, or capture an item for a staff member, it is automatically stored in their Document Archive. If you use VP Signature to sign documents electronically, those signatures will also be stored in their Document Archive. This will easily and efficiently eliminate the need for bulky paper files! Checklists and notepads also can be customized for each staff member, so you won't have to worry about losing sticky notes.

Once you update to ViewPoint 8, you will next want to utilize the interactive Office Calendar. Employees can request time off, which can be reviewed and either accepted or rejected by the authorized personnel. Appointments will be shared on the Office Calendar—you can even elect to have this feature show in the Grid Scheduler's "Notes" grid bar.

Learn More

For more detailed information about HR Manager, refer to the HR Manager Fact Sheet or Chapter 13: HR Manager of the *ViewPoint Training & Users Guide*. Both these documents can be downloaded from www.ortho2.com or requested from any Ortho2 representative. ☺



Team Retreat Day

Great teams discuss what has worked and what could work better

Summer is here, offices are busier, and ortho patients all want braces on before they go back to school!

Hello, Reality.

However, it is also the perfect time to fit into your otherwise very busy schedule a full-day, outside-under-a-tree, participation, communication Team Retreat Day!

Once a year at least, great teams gather away from the office environment, the walk-in patients, and the ringing phones to focus on what went well this year, what more they could be doing, and what they might have done that spun wheels, wasted time, or got no bang for the buck. Find a day when everyone can be present, post up in advance an agenda form on which every team member must write something to be discussed at the retreat, and have a sign-up sheet for volunteers to bring the all important snacks and drinks! (What? A meeting with no food? That's an unheard of concept!)

There is no need to spend a lot of money on a Team Retreat Day. The limo, the spa day with massages, the whole gang heading off to Puerto Vallarta for Ortho Camp in 2011... YES! Do it! That is a reward trip, a thank you time to celebrate all the things that you did well and for the hard work all year long.

A Team Retreat Day is a working day with great communication—the kind that is open, honest, and safe—where all of you talk to each other and iron out wrinkles, give praise and say thanks, and apologize perhaps for some things that got in the way of your production, efficiency, and harmony. No alcohol is allowed at this meeting, but lemonade, sandwiches, and yummy snacks are certainly encouraged. Each person has their notebook and pen and writes and verbally shares.

There must be some fun things interspersed between the work to keep it light and motivating. A team building game, a relay race, a scavenger hunt, a word game—anything that creates a pause and some laughter. Many practices hire a facilitator (I do many of these ☺) to run their Team Retreat Day; however, with your great creative minds and fun natures you can certainly put a productive and entertaining day together all by yourselves!

Points to Remember

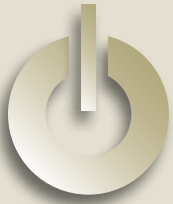
- 1 Plan ahead and be prepared. This is not a last minute event.
- 2 Have a written agenda, timeline, and format to follow.
- 3 Set guidelines so that all of you know you are to be present (both physically and emotionally), to be on time, and to participate.
- 4 Take notes so you can be held accountable for being and doing all you say you will be and do.
- 5 End on an upbeat! This is not a bashing session where you focus on negatives and what went “wrong” or who did (or didn't do) what.
- 6 Prepare a short handout for each person so you are all in sync and can read pages together aloud or to yourselves. Also, have worksheets to fill in with your partners or work groups.

Team Retreat Day *continued on page 14*

About the Author



Rosemary Bray is an orthodontic consultant, trainer, and professional speaker with more than 30 years experience in the dental profession. She will present the keynote session at the 2011 Ortho2 Users Group Meeting in New Orleans.



Budget Marketing

Ideas to market your practice on a budget

We currently find ourselves in an interesting position in orthodontic offices. It's never been more important to market and it's rarely been more difficult to find the dollars needed to do so.

Like the rest of the country, orthodontists are feeling the financial pinch of the recession. And, like the rest of the country, we need to find creative ways to get lots of punch from little investments. Let's look at some ideas to get our office name out there without creating a financial shortfall for the practice.

The first thing most offices should consider is either signing on as a preferred provider for one or two insurances, or adding a new insurance company to the mix. I realize the reluctance of doctors to join insurance plans when they have been strictly "fee for service," but are empty chairs really a better option? Also, every patient who comes to you as an insurance referral has cousins, neighbors, and friends who can be influenced by hearing about the great practice in the neighborhood. Some practices are also adding Medicaid to their roster... and

Are empty chairs really a better option?

really liking the feeling they get from helping to create smiles for youngsters who might have fewer opportunities than the majority of their patients.

Insurance plans, however, are by no means the only way to get the word out about the office in a thrifty fashion. We're in the summer months when fairs, festivals, and farmers markets are plentiful. For the price of a booth, some simple giveaways, and a few hours of doctor and staff time, you can get in front of hundreds of families who can be influenced to come in for a consultation just by meeting you and your staff. And don't forget a simple drawing for a quality electric toothbrush or small basket of goodies. Be sure to add "Would you be interested in being called to set up a complementary orthodontic consultation?" as the last question on the ticket.

Even our old tried and true marketing plans can be pared down without being watered down. Do you usually send gift baskets to referring offices for holidays and at strategic times in the year? If so, be more creative while saving money in the process. If you want to remind referring offices you'd still love to see more of their patients in the summer, purchase inexpensive baskets and stuff them with chips and salsa... lots of fun for the staff at minimal expense. Instead of expensive baskets of goodies for Christmas, fill a basket with enough holiday cookbooks for the entire staff. These are a real fun conversation piece and can be very affordable from discount bookstores.

As a final thought, don't forget the benefit of word of mouth marketing from current patients. Keep games and contests going every month, but get more creative than you have been in the past. One good example of this is instead of counting turkey feathers in November, make the contest one for moms. We appreciate all they do in being the drivers and schedulers for their families, so we have a drawing that the moms enter at the appointments for a gift of a Thanksgiving turkey or ham. You might want to call it the "Great Thanksgiving Gobble" or "Oink Appreciation Event."

Remember, whatever you call it, or how you slice it, you don't need or want to stop marketing... you just need to start thinking outside the box to get more patients in the door. ♡

About the Author



Pat Rosenzweig is co-founder of Mosaic Management Professionals providing management and business consulting for orthodontic offices. Her commitment to creating an individual plan for each client has been a hallmark of her consulting.

Internet Marketing

Part 1: Google updates their SEO mathematical algorithm—do you comply?

The Internet is changing at lightning speed, and staying on top of the latest updates is crucial to your Internet marketing success.

Google recently announced another major update to their SEO (search engine optimization) mathematical algorithm. This formula is used to determine page ranking of your website and blog. The **speed** of your website is now taken into consideration when Google determines page rank. Not only does SEO, longevity, visitor activity, and back links (just to name a few) comprise their formula, they are also looking at how fast your website loads.

The massive growth of the World Wide Web, the explosion in mobile marketing with cell phones, and the addition of the new iPad using mobile 3G technology, prompted Google to be more proactive in controlling massive site design. Google is encouraging Web owners to work with them for a more user-friendly Internet environment while attempting to address Web storage to expedite online search. What better way to grab the attention of website owners and encourage them to cooperate with online efficiency than to penalize them for slow download time in comparison to competitors, which in turn slows down searches. With over 200 million websites online, the timesavings add up.

In addition, the majority of websites today are not mobile ready on a cell phone or iPad. Flash websites or Flash headers found on many websites increase loading time and fail to integrate with mobile units. Most video is incompatible with mobile units or iPad unless in MPEG-4 or 3G compatible formats.

Does this mean you have to redesign your website? The answer is NO... in most cases. However, if you are currently redesigning your website or creating your first website, it is important to address these issues NOW while still in design stage rather than redesigning later.

So, what do you need to know to remain on the "bleeding" edge of Internet marketing today?

Here are **five tips** on how to evaluate your website to meet SEO guidelines and ramp up your website design for mobile marketing and iPad consumers:

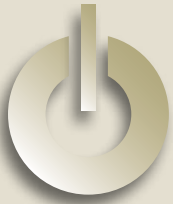
1. Check out how your website looks on a cell phone with Internet access. If your header of video is black or text is overlapping or illegible when zooming in, your website needs editing. In some cases, a site redesign or separate mobile website is indicated. If you find problems on a cell phone, the same is true on an iPad.
2. Remove Flash intros and music. Statistics report consumers don't like Flash intros or music. This is an easy inexpensive fix to speed up loading of your site.
3. Update your Flash header. Although Flash headers are more engaging than stationary headers, it increases load time using multiple photos and is not visible on most mobile units. Contact information embedded in your header disappears. There are different options available without going through site redesign... so don't panic. Feel free to contact me to discuss.
4. Store or embed your video on a separate hosting service. Upload your video to YouTube and embed their code in your website or ask your hosting service to store your video on a separate server. This will speed up download time when visitors enter. However, the video from your hosting service must be in MPEG-4 or

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 transforms orthodontic practices from ordinary to extraordinary with the latest in digital technology.



Do You Need an Office Manager?

This is a big question facing many orthodontists today and, unfortunately, there is no easy “yes” or “no” for anyone.

Your need for an office manager is dependent on many criteria, and the manager’s role in the practice varies among offices. Some practice management firms advocate “self management” and are totally against having a person on the staff with the title “Office Manager” or “Office Administrator.” I do not agree with this because every practice is unique, and let’s face reality, not every office is staffed with a group of self-motivated people. If you eliminate management in this situation, chaos results.

I agree with having an appointed office manager, although I have consulted with offices that were running beautifully without one. These offices were either very small or staffed with a group of self-motivated people who practice excellent teamwork.

If you are unsure about whether or not to appoint an office manager, there are several questions you should consider:

1. Do you feel a need for someone to help you with the administrative aspects of your practice?
2. Are you experiencing stress due to lack of staff motivation?
3. Is there a lack of organization in your practice?
4. Does the teamwork need improvement?
5. Do you feel the need to check up on your staff to make sure their duties are complete?
6. Are you troubled by office conflicts?
7. Do you feel there is a lack of communication between you and your staff?
8. Do you have cliques in your office?
9. Do you feel stress due to lack of office policies being carried through?
10. Do you ever feel like it’s you against the staff?
11. Do you want a person to help you lead your team?
12. Are you a multi-doctor practice?

If the answer to most of these questions is YES, it indicates a need for an office manager in your practice.

Many of my clients have experienced a tremendous decrease in their stress and an increase in their professional enjoyment after appointing a qualified person to help them lead their team.

The Role of an Office Manager

This is an area that I know many doctors are uncertain about because many of the managers I meet are in the role of “sort-of office manager.” This type of situation creates frustration for the doctor, the manager, and the staff. The office management needs the title and the authority to be effective, and only the doctor can make that a reality. Let’s look at some of the situations that create the “sort-of office manager” role:

1. If something goes wrong, the doctor gets frightened and takes some authority away from the “sort-of office manager.” On the other hand, if the doctor is feeling stressed, it becomes convenient to redelegate to this person. The doctor/office manager relationship must be cultivated over a period of time. The doctor must place his/her trust and confidence in the manager to prevent diminished morale.
2. Many doctors are unwilling to make a commitment by announcing a staff member’s appointment to the position of office manager. Often one person has taken the responsibilities of office manager on their shoulders to fulfill the doctor’s requests and to meet the leadership needs of the practice. However, the doctor may be reluctant to announce the appointment, fearing the other staff members will object. This creates a frustrating situation for all, especially for the person in the “sort-of office manager” role. The doctor must make a decision based on what is best for the practice.
3. Many doctors have been reluctant to give their “sort-of office manager” authority because the person has risen up through the ranks in the practice

but does not possess the necessary skills to manage people. There is a tremendous need for advanced management training for the person who is going to be leading the orthodontic staff of the future. Continuing management education and self-study are essential to developing the management and people skills necessary.

To prevent the “sort-of office manager” role from holding back your practice, I recommend the following:

- Find the right person that you respect and trust.
- Outline this person’s job description and distribute it to the team.
- Make an announcement to the staff regarding the appointment and the manager’s role in the practice.
- Make a commitment to support this person 100%. For example, if a staff member comes to you (the doctor) and complains about the manager or asks you a question concerning a department that is a responsibility of the manager, you should say, “Sally, I understand what you are saying, but you will have to talk with Jean about that.”

Many managers undermine their own authority by being message carriers for the doctor. For example: “Dr. Smith wants all of you to clean the sinks better starting Monday.” This is not the role of a good office manager. An effective manager would say, “We all have a responsibility to keep our office clean for our patients. The sinks were not cleaned yesterday. Let’s talk about what is preventing this job from getting done.”

The staff needs to be fully aware of the responsibilities of the office manager. The following is a sample job description of an office manager. Each practice must design their own to meet the needs of their office.

Office Manager Job Description

- Responsible for all personnel issues in the practice, including the following:
 - Recruiting, hiring, and training of all staff (clinical and administrative)

- Management of all staff compensation (insurance, retirement, etc.)
- Daily staff management
- Annual performance and salary reviews of all staff
- Any necessary probation or dismissal action against staff
- Coordinate all staff meetings (daily morning huddles, weekly staff meetings, and retreats).
- Coordinate any staff functions (staff picnics, holiday parties, etc.).
- Act as a liaison for the staff on issues that demand the doctor’s attention.
- Maintain all personnel records.
- Maintain the annual staff empowerment calendar and make sure that all birthdays, anniversary dates, etc., are recognized.
- Act as a liaison between the financial coordinator and the accountant to verify that the financial systems are working properly.
- Frequently review the scheduling coordinator’s template to be sure that the appointments being scheduled adhere to office requirements.
- Oversee staff schedules.
- Stay abreast of new developments in training (home study courses, seminars, etc.) that may be of value to the staff and doctor(s).
- Supervise all marketing strategies of the practice.
- Be properly trained to act in the role of New Patient

Office Manager *continued on page 15*

About the Author



Charlene White is a management expert and dynamic speaker. Her flexible, realistic approach takes a “facilitator’s” path to success, emphasizing how each listener can adapt Charlene’s methods to his or her own personal style.

Inside Ortho2

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



Free Webinars

We offer you free, 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. Webinars are offered twice each month so that you can choose the one that fits best with your schedule. Preregistration, a computer with a high-speed Internet connection, and a phone are required. Register online at www.ortho2.com > Services Features > Meetings and Seminars, or contact Judy Brown at (800) 346-4504 or jkb@ortho2.com.

Third Quarter 2010 ViewPoint Webinar Dates

July: Friday, July 9th, 10:00–10:30 A.M. or Wednesday, July 21st, 2:00–2:30 P.M. Central Time

Auto-Events: Learn how any appointment event, such as scheduling or processing an appointment, can trigger Auto-Events that help keep the patient's information current. For example, you may define an Auto-Event to initiate a miscellaneous charge whenever a Broken Retainer appointment is processed as Kept. Another example would be sending out your New Patient Letter, when you schedule a new patient exam. Auto-Events can include letters, forms, charges, status changes, message boxes, additional appointments to schedule, appliance removal dates and dismissal date.

August: Wednesday, August 4th, 2:00–3:00 P.M. or Friday, August 20th, 10:00–11:00 A.M. Central Time

ViewPoint 8 Enhancements: With every update we add significant enhancements and a variety of improvements. This session will be a general overview of ViewPoint 8.

September: Friday, September 17th, 10:00–10:30 A.M. or Wednesday, September 29th, 2:00–2:30 P.M. Central Time

Tooth Chart: ViewPoint's Tooth Chart allows you to graphically depict the state of your patients' teeth. Record current tooth condition, extraction requests, appliances, temporary anchorage devices (TADs), spacers, and more. You can also color code brackets to indicate torque values for the Damon system. This session will cover setup and daily use. NOTE: it is not necessary to have the Treatment Chart module to use Tooth Chart.



Free Seminars

As our client, you and your staff may attend these free small-group seminars as often as you wish. Learn about your new system, train new employees, and/or implement new features. Seminars are held 9:00 A.M.–4:00 P.M. each day for three days at our office in Ames, Iowa. Class size is limited to assure individual attention and hands-on opportunities, 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 > Service Features > Meetings and Seminars.

Remaining 2010 ViewPoint Seminar Dates

September 8, 9, 10 November 10, 11, 12

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.

Available from Ortho2

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



EDGE

The revolutionary, all-new Ortho2 practice management system.

Your Edge System Can Include:

(Scheduler, Electronic Insurance, and Edge Imaging always included)

- Treatment Hub (electronic charting)
- SmartCeph
- Patient Tracker (patient sign-in and operator display)
- HR Manager
- Edge Animations (patient education and case presentation)
- Patient Portal (account access for patients/parents over the Internet)
- Glance (access to Edge data from your web-enabled mobile device)
- Third Party Product Integrations

Edge Services

- On-Site Training
- Web-Based Training
- Credit Card Transaction Processing
- Data Vault (off-site, secure data hosting)
- Data Conversion (put non-Edge data into Edge file format)
- Image Conversion (convert your images to Edge Imaging)
- Custom Online Forms
- Custom SmartCeph Analyses

ViewPoint™

Our core management system used by more than 1,600 orthodontists.

ViewPoint Software Modules

- Additional ViewPoint Client Licenses
- Grid Scheduler
- Treatment Chart
- Edge Imaging (available for use with ViewPoint)
- SmartCeph
- On-Deck Appointment Control (patient sign-in and operator display)
- HR Manager
- Edge Animations (patient education and case presentation)
- VP WebAccess (account access for patients/parents on the Internet)
- VP Glance (access to ViewPoint data from your web-enabled mobile device)
- Electronic Insurance
- DataMove Utility (transfer ViewPoint data from location to location)
- Third Party Product Integrations

ViewPoint 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 or Edge Imaging)
- Custom Reports
- Custom Online Forms
- Custom SmartCeph Analyses

Equipment & Networking (For both Edge and ViewPoint Systems)

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



Ortho2 Anniversaries

Congratulations to these Ortho2 staff members who celebrated anniversaries during the second quarter of 2010.

Twenty Years

Ken Hoffmeier

Thirteen Years

Katherine Roccasecca

Nine Years

Ron Beniefel
Cathie Raley

Six Years

Micky Augustin

Eighteen Years

Kim Barker

Ten Years

Paul Lundgren

Eight Years

Barb Williams

Four Years

Lindsey Spieker

Fifteen Years

Clarence Bryan

Three Years

Tim Rogers



Ken Hoffmeier

This quarter the employee spotlight falls on Internal Developer Ken Hoffmeier. Ken does for Ortho2 and our employees what Ortho2 does for our clients—he writes and supports applications to track aspects of our business that are important to its operation.

Ken was employee number eight and was hired as a hardware technician in 1990. At that time, he and one other person were the entire hardware team. "When you have eight employees, the group becomes very tight knit and you really feel that how you do your job is an integral part of the success of the company. Even though the number of employees has increased dramatically over the years, Ortho2 has managed to keep instilled in me that feeling that what I do and how I do it is important to Ortho2's success."

Ken is truly an "Iowa boy." He was born and raised here and lived the farm life. "Constantly being outside and in the fields was a great life. I especially liked harvest time and running the combine. The bigger the equipment the more fun it was and the self propelled combine was the largest piece of machinery we had." Unfortunately, a car accident at age 28 resulted in the amputation of his left leg, and he went to Iowa State University and earned his degree.

When not at work, Ken reads as much as possible. Even as a kid growing up on the farm, when he wasn't in the fields he practically lived at the public library. Today he says, "I think getting lost in a great book is one of the more enjoyable experiences in life."



Photo: Five deer outside Ortho2, July 2009, taken by Jim Powell, Ortho2 Graphic Designer

Career Milestones & Development

We are pleased to announce that **Kendal Sickels** joined the Software Support team on Monday, April 26th. He graduated from Iowa State University in December of 2009 with a Bachelor of Science degree. Kendal has worked as a Tech CYte salesperson at the Iowa State University Bookstore since the summer of 2008 providing technical sales and support services. Please join us in welcoming Kendal.

Michael A. DiSalvo passed the Microsoft Certified Professional Test for Supporting Users and Troubleshooting a Microsoft Windows XP Operating System in early May.

We were pleased to add **Joe Waters** to the Software Support team on Tuesday, June 1st, 2010. Joe recently graduated from Iowa State University in May of 2010 with a Bachelor of Science degree in Aerospace Engineering and a Minor in Music. While attending school, Joe performed in the ISU Marching Band and was also employed as a Tech CYte salesperson at the Iowa State University Bookstore where he provided technical sales and support services for the past four years. Please join us in welcoming Joe.



On a Personal Note



Diane Lyon, Ortho2 Software Support Representative, had a new granddaughter, Maya Linda Lyon, born May 7th. Her parents, Jay & Tina Lyon, also have a son Jack, who is 18 months old.

Congratulations to **Jesse Howard**, Ortho2 Systems Consultant, and **Paul Lundgren**, Ortho2 Software Support Representative, for finishing the inaugural Boone Hospital Association Duathlon. The event took place May 17th.

Kendal Sickels, recent addition to the Software Support team, got married June 12th to Ivy Hemann. We wish them both the best.



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2011 Users Group Meeting

Make Your Plans Now!



Get ready to enjoy the sights and sounds of New Orleans next February 17–19 while learning how to make the most of your ViewPoint or Edge software at the 2011 Ortho2 Users Group Meeting.

Rosemary Bray will be this year's general session speaker. Be sure to read her article **Team Retreat Day** on page 5.

Preregister online at www.ortho2.com > Service Features > Meetings and Seminars > 2011 Users Group Meeting, or contact Kim Barker at (800) 678-4644 or ugm@ortho2.com.

Look for your registration brochure with full course descriptions in the mail this fall!

Team Retreat Day *continued from page 5*

- 7 Be sure to have more positives than negatives, more praise than criticism, and more smiles than tears.
- 8 Find a nice place to do this—quiet, private, outdoors (if possible), on a picnic table, near the lake, at the park, in the shade, and barefoot!
- 9 Be sure that on the agenda is a discussion of how to get your team to Ortho Camp 2011 in Mexico! What do you need to do to see this dream become a reality? See www.orthocamp.net for more information on this fun and educational event!

And last but not least,

- 10 Thank your doctor for allowing your team to have this type of a Team Retreat Day. You are getting paid for this day and fed too. It is to enhance your already wonderful practice, so be thankful that you have a doctor who supports this. If you do, that is worth celebrating! ☺

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Internet Marketing *continued from page 7*

- compatible mobile video formats to view on mobile technology or iPad.
5. Streamline or reduce your written content. Remove all fluff, bullet point wherever you can, combine pages where possible, and delete pages consumers don't read. More is not better in the eyes of Google. The average size of an orthodontic website is 25–30 pages. Stay within this range to remain competitive in your local area.

It is too soon to tell how this update will affect the SEO of orthodontic websites. If you see your page rank slipping

in your local area, the speed of your website may be the cause. Check your page ranking on a monthly basis yourself, even if you have services outsourced to track results. Since Internet Explorer stores your Web history, make sure you use Firefox or Safari as your Web browser for a more accurate test. ☺

Part 2 (in the October 2010 issue), will cover the latest updates on Google Maps since June 2010 and what's going on with social networking and Facebook.

Office Manager *continued from page 9*

Coordinator, Appointment Coordinator, or Financial Coordinator when necessary.

- Handle any customer service concerns of parents or patients.
- Must constantly look for ways to streamline office systems.
- Responsible for keeping the practice's policy and procedure manual updated and making sure these policies are followed.
- Ensure that the office facilities are well maintained.
- Oversee any major projects for the practice (computer purchases, facility renovation, etc.).

Qualities of an Effective Office Manager

The following qualities are highly desirable in this position:

- Energetic person who works the hours needed to get the job done.
- Understands the big picture of the practice and shares the same values of the doctor.
- Honest and direct with their communication. Can tell people the truth in a caring yet direct way.
- Unwavering support of the office manual protocol.
- Keeps confidence of the doctor and staff. The staff learns they can trust the manager.
- Sees both sides and works to find win/win solutions.
- Does not show favoritism.
- Motivates and empowers the staff with their actions and communication.
- Frequently solicits feedback from the staff regarding their thoughts and feelings.
- Develops healthy communication lines with the doctor and is not afraid to be assertive when needed.
- Viewed by the staff as a hard worker and totally committed to the purpose of the practice.
- Professional in their look and their actions.
- Proactively takes action and gets things done.
- Knows how to have fun with the staff and still remain effective as a manager.

- Creates a zero fear level. The staff members feel safe in discussing their feelings with the manager.

Evaluation of the Office Manager

Once every 6–12 months, the staff should have an opportunity to evaluate the manager. Confidential forms should be given to the staff. The forms should be returned to the doctor to review. The doctor should discuss the positives and any constructive feedback gleaned from the evaluations with the manager. A synopsis of the evaluations from the leader is more effective than reading them individually. A good manager desires feedback on how they can better serve the team.

Percentage Spent on Staff Salaries

I have reported in many previous publications that the total of staff salaries (not including lab technicians) range from 18% to 23% with the average being 20%. This is the total amount of the W-2 forms. If a doctor decides to add an office manager who does not also function as Financial Coordinator, New Patient Coordinator, or Appointment Coordinator, it will increase the percentage by approximately 2%.

Many doctors tell me that the additional investment in the budget is well worth it because of their reduced stress level. They gladly give up the extra percentage. An effective office manager also helps keep the production moving up therefore balancing out the addition to the salary percentage. ☺

President's Perspective *continued from page 1*

I'd also like to share that three of the survey enhancements that you indicated you wanted the most will soon be available with ViewPoint; patient education animations, enhanced imaging features, and a better patient reminder system. Thanks to those of you who take the time to reply to our annual surveys. We truly appreciate it! ☺



Dan Sargent, Ortho2 President



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

- Organization
- Teamwork
- Administration



You don't need or want to stop marketing... you just need to start thinking outside the box to get more patients in the door.

page 6

Many of the managers I meet are in the role of "sort-of office manager." This type of situation creates frustration for the doctor, the manager, and the staff.

page 8



The speed of your website is now taken into consideration when Google determines page rank.

page 7

COMPLIMENTARY ISSUE

If you haven't discovered the Ortho2 difference yet, please accept this issue of our quarterly newsletter with our compliments.