



# Practice Complete Management

## President's Perspective

I hope you are aware of Edge Animations and Edge Imaging, which add exciting functionality to both ViewPoint and Edge. Now I'm pleased to announce:

### **Edge Reminders**

—soon available for both ViewPoint and Edge. It will revolutionize what a patient reminders system can do, and also how much it costs!

Edge Reminders supports telephone, text, and e-mail reminders, and each patient can select the reminder (or reminders) that will be the most effective for them. Phone messages use human voices and unique personalized scripts. Edge Reminders is Internet-based, so reminders are sent quickly and don't tie up office equipment.

And talk about cost-effective! Many other reminder services require you to pay for a fixed level of usage. You inevitably either pay for service you didn't use, or get socked for going over the allowed amount (sort of a negative quantity discount). We don't think this pricing model is fair.

So with Edge Reminders you simply pay for what you use. No minimums. No inflated overage fees. And our rates will surprise you—one low fee for each telephone message minute, and one low fee for each text message. Furthermore, confirmation text replies are free! E-mail messages are free! And incomplete calls are free!

Edge Reminders is revolutionary: an excellent reminder service, with a fair pricing structure. You will be hearing a lot more about Edge Reminders in the near future.

### **Resident and Recent Graduate Education**

We are proud to be supporting orthodontic resident and recent graduate education with two new initiatives.

The popular, free **Cutting Edge Webinar Series** began in September and will run into 2011. The series consists of 19 live webinars, and more

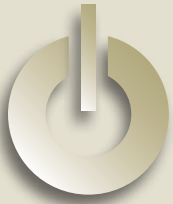


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Comprehensive Orthodontic Practice Management, Imaging, and Communication Solutions



# 2011 Users Group Meeting

Join us in New Orleans, February 17–19, 2011

Your meeting brochure should have arrived recently, and we hope you are making plans to attend the 2011 Ortho2 Users Group Meeting February 17–19 at the Sheraton New Orleans Hotel, located on historic Canal Street, just steps away from the French Quarter and a short walk from Bourbon Street.

## Classes

- Our 2011 keynote session **Waasssuupp with That Good Communication?** will be offered by Rosemary Bray.
- Choose from over forty classes presented by other leading industry consultants and our knowledgeable Ortho2 staff.
- Learn new and proven techniques for maximizing your benefit with ViewPoint and get a closer look at Edge.

## Fun

- Join us at our Unmasked in the Big Easy party on Thursday evening. Awards will be given for most creative mask, craziest hat, and best outfit.
- While in New Orleans for the Users Group Meeting you will see many of the decorations and colors — purple for justice, green for faith, and gold for power — of Mardi Gras around the city without the heavy crowds and madness of Fat Tuesday.
- Stay an extra night to watch the first of the Mardi Gras parades!

## Registration

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](http://www.ortho2.com) > Service Features > Meetings and Seminars > 2011 Users Group Meeting or contact Kim Barker at (800) 678-4644 or [ugm@ortho2.com](mailto:ugm@ortho2.com). Then be sure to mail or fax your registration form with your course selections!

## Contributor Contact Information:

Joan Garbo – Joan specializes in consulting and training business owners and their employees in effective communication skills, team-building, executive coaching, and how these impact customer service. She can be reached at (631) 608-2979 or through her website: [www.joangarbo.com](http://www.joangarbo.com).

Penny Mustard – Mustard Seed Consulting Group has helped many new doctors establish their practices, working with them to create the basic systems necessary for good practice management and growth. Penny can be reached at (480) 205-6122 or through her website: [www.mustardseedconsulting.com](http://www.mustardseedconsulting.com).

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](mailto:nancy@hymanortho.com) or (323) 308-9817.

eting

## Levin Group Total Ortho Success™ Practice MAKEOVER

If growth is one of your most important practice goals for next year, apply to win the 2011 Levin Group Total Ortho Success™ Practice Makeover. Levin Group is once again embarking on a quest to find an orthodontic practice that is ready to reap the rewards of a free year-long orthodontic practice management and marketing consulting program.

You know the importance of having the right business systems in place. So ask yourself, when was the last time you took a close look at your practice's systems? Whether you are in the beginning stage of your career or already experienced and successful, growth is always within your reach—even in this economy.

With Levin Group's expertise and guidance, the winning orthodontic practice will experience improvements in every aspect of the practice. This free one-year management and marketing makeover will be a customized approach based on the orthodontic practice's unique needs, goals, and potential. A previous winner of the Levin Group Total Ortho Success™ Practice Makeover and current Ortho2 user, Dr. Brian Hardy, saw a positive shift in his practice. "The practice makeover has completely transformed my practice in all areas. The Levin Group consultants understand the workings of an orthodontic practice. I experienced an increase in referrals and production as well as a more cohesive and motivated dental team."

### How Do You Apply?

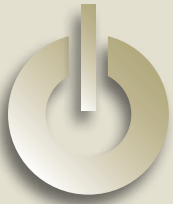
To win this valuable opportunity, visit [www.levingrouportho.com](http://www.levingrouportho.com) and apply online by November 30, 2010. Finalists will be interviewed by phone, and the winning orthodontist will be selected by January 14, 2011. All travel expenses incurred during the program will be the responsibility of the winning orthodontist. For more information, contact Lori Gerstley, Senior Professional Relations Manager, at (443) 471-3164 or [lgerstley@levingroup.com](mailto:lgerstley@levingroup.com).

### 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](mailto:marykay@orthopreneur.com) or call toll-free (877) 295-5611.

### Come visit us at these meetings.

Pacific Coast Society of Orthodontists	October 10–12, 2010
2010 American Orthodontic Society Annual Meeting	October 28–30, 2010
Southwestern Society of Orthodontists	October 29–30, 2010
2nd Annual TAD User Forum	November 6–7, 2010
Northeastern Society of Orthodontists	November 12–13, 2010



# Transaction Groups

Part of an ongoing series spotlighting significant ViewPoint features

If you have groups of charges that get posted to a patient account at the same time (typically, records charges) and you are posting each charge individually, then you are spending more time than you need to spend.

And if you have a single charge "diagnostic records" to speed up the posting process, then you are limiting your ability to track the individual charges.

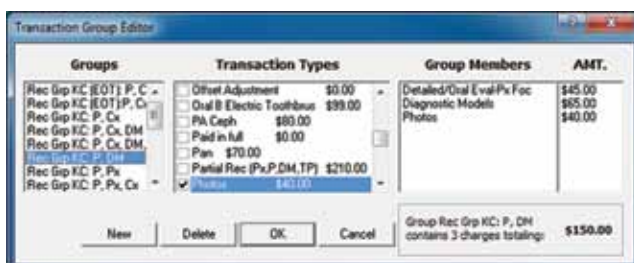
The Transaction Group feature allows you to create groups of miscellaneous charges that often occur together and thereby simplify posting and improve reporting. While a transaction group charge is posted as one transaction, each item appears separately in the patient's ledger, on the Transaction Report (and other reports), and on insurance forms.

## Get Started

First, it is a good idea to review your current charges and their default amounts by printing the Miscellaneous Charge List (Main Menu > Practice Reports > Table). Your miscellaneous charges are the building blocks of your groups.

Transaction groups are created with the Transaction Group Editor (Main Menu > System Tables > Financial).

Click New to create a new group and give it a descriptive name. Select your group in the Groups column and then select the individual charges that make up this group from the choices in the Transaction Types column.



The group members, the individual amounts, and the total amount will appear to the right for your review. When the information is correct, click OK to save your work.

Old, duplicate, or no longer used groups can be deleted.

## Get to Work

Once they are created, your charge groups will appear with your regular charges in the Type list of the Post Transaction window. The name of each group begins with a tilde (~) and they can be found at the bottom of the list.



Post a charge group just as you would a single charge. The Amount field will show the total of the group.

## Learn More

For more detailed information about posting transactions, refer to Chapter 3: Daily Activities, or for system tables refer to Chapter 6: System Tables, of the ViewPoint Training & Users Guide. Both these documents can be downloaded from [www.ortho2.com](http://www.ortho2.com) or requested from any Ortho2 representative.

## Share Your Ideas

Let us know at [editor@ortho2.com](mailto:editor@ortho2.com) how transaction groups have helped you. Or share a powerful way in which you use other ViewPoint features in your office. ☺



# The Backup Plan

## Who's on first?

Remember the old Abbott and Costello movies or their famous sketch "Who's on First?"

An orthodontic practice can become their very own animated version of this scenario when a team member suddenly leaves the practice, leaving no replacement, and walks away with many of the daily operative processes in her head... with no one anticipating the ramifications of this situation.

How do I know this? Because it happens. As a consultant

*I have seen offices totally unprepared and have seen firsthand the disastrous results and fallout*

I have seen offices totally unprepared for this situation and have seen firsthand the disastrous results and fallout that come from it. It is like a malfunctioning garbage disposal—chewing up everything and spewing it back up the drain and all over the kitchen.

Everyone is running around trying to pick up the pieces and perform tasks they do not know how to do. Marketing efforts diminish because everyone is just busy getting through the day. Contracts are not entered properly (if at all) and insurance is not filed correctly because no one understands the ins and outs of the financial functions of the software. Morale has taken its toll and no one is excited about coming to work tomorrow.

We are all members of the same team, each having a different function—much like the human body. But like the body all the members should work together to function as one body, each knowing what the other part's function is. When one part of the body shuts down, usually the body adapts and learns to function, sometimes in a different way. When the right arm is broken, the left arm picks up the slack and the left hand even learns how to write.

The days when an assistant was an assistant and wasn't allowed to answer the phone (because it might be a new patient) are gone. Get with the program folks!

The scheduling coordinator not only needs to be proficient with her job description but perhaps could be cross trained in the clinic as a chairside assistant for when unexpected patient delays occur or be available to pop back in imaging and take an X-ray.

Have you considered having an assistant transform into a treatment coordinator in a time of necessity?

How do you get there? How do you make everyone so transparent? Or why would you want to?

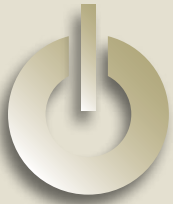
- You want to because production is the livelihood for the doctor and the staff. If you can't see a new patient or be able to obtain case closure it will hurt the bottom line.
- You want to because keeping the consumer happy, providing good patient care, keeps patients coming back and referring to your practice.
- You want to because your expectations need to equal your staff's ability to perform with confidence. A happy doctor makes for a happy staff and vice versa.
- You get there by cross training and then actually

**The Backup Plan** *continued on page 15*

## About the Author



Penny Mustard has been involved in orthodontics for over 20 years as an orthodontic assistant, office manager, treatment coordinator, and marketing specialist. She brings a wealth of experience in the field of computer imaging and technology.



# Internet Marketing

## Part 2: Google Local Maps updates offer new marketing opportunities

One of the most frustrating aspects of Internet marketing today is there are no road maps to help you navigate your way easily around the Internet terrain and keep up with the latest updates and trends.

Internet marketing gurus spend a good portion of their time keeping up with announcements from the major players such as Google, Yahoo, and social media sites. Since the Internet is moving a lightning speed, it is a monumental task sifting through all the information published online.

Like you, I rely upon the experts to keep me current. As updates become available, I in turn pass it on to the orthodontic community. However, since I am continuously working in the backend of the Google Local Business Center with my clients, I am able to stay on top of the latest updates myself, first hand.

As Google continues to overhaul its local search algorithms, new services are appearing to enhance local business marketing opportunities. Yahoo is also updating its local search algorithms. This restructuring is a result of the massive increase in local search queries over the past few years which is currently outpacing general queries by consumers.

### Google Maps Updates—What's New?

1. The Google Local Business Center is now called "Google Places" to keep up the with local search business theme. If you haven't noticed, when you enter the backend of your Google Local Maps verified listing, the local business center link disappeared and is now replaced with the "Google Places" link. The first day of the update, I spent hours trying to figure out what happened.
2. Google Places is now sponsoring local ads. Initially the marketing program was in beta testing in San Jose and Houston at the beginning of the year, but has now rolled out across the country and is promoted

Local business results for orthodontist near San Jose, CA



in all local areas. For \$25 per month, you have the opportunity to highlight your maps listing with a direct link to your website, your videos on YouTube, or your business promotions. You can cancel the ads at any time and it is well worth the minimal cost of the program if you have a page one maps listing. It is questionable if the program is of benefit for businesses not listed on page one of the maps, since few consumers will venture off page one of local search. Only time will tell.

I also determined a sponsored ad will not guarantee a page one maps listing if this is your reason for signing up. Positioning on the maps is usually based on demographic location within the area and possibly organic page ranking. No one is really sure. However, since the updates started in September 2009, I noticed practices with the most reviews seem to fare

**Internet Marketing** *continued on page 15*

## 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 2011 Users Group Meeting.

# Boost Your Marketing into the Stratosphere

Part 1

In 2010, orthodontists in every geographic and economic area report the same finding: Orthodontists are seeing a decline in referrals from general dentists.

Ingrid Snow, partner and senior marketing strategist at Concepts Healthcare Marketing, says, "It's no secret that today's unstable economy is causing a decrease in orthodontic practice revenue, but this also can be attributed to GPs nationwide doing more orthodontic treatment themselves."

Ms. Snow adds, "In order for orthodontists to increase their market share and their bottom line, they need to implement a marketing campaign or enhance the one they are currently using." According to Ms. Snow, many orthodontists are not taking advantage of a potentially huge source of new patients for their practices: their existing patients. "Patient referrals are great for orthodontists because they are the ones doing the marketing, and positive word-of-mouth plays a significant role in the decision making process."

In response to decreasing dental referrals and increased interest in internal marketing I have found the oral hygiene program established by many offices to be a happy marriage of marketing to patients and to the general dentist in one strategy.

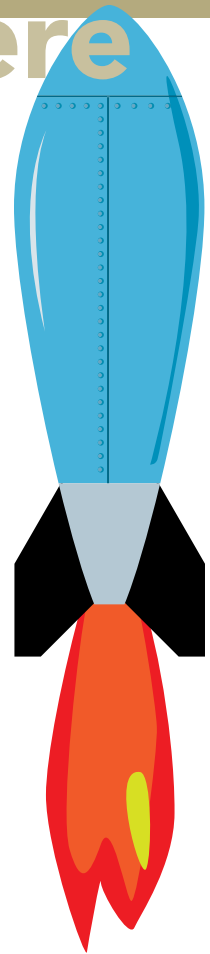
Orthodontic practices often find growth strategies decline in their effectiveness over time. Inertia sets in, patients and professional referral sources lose interest, and the concept ceases to be impressive. This article focuses on boosting your oral hygiene rewards program for maximum effect.

Increase patient and professional referrers' involvement in your oral hygiene rewards program by following a protocol that guarantees all parties are fully aware of your efforts to promote patients' oral hygiene.

## Promotion to Patients

1. Prepare an explanation letter for patients/parents and an oral hygiene card to be signed by the patient and hygiene professional.

2. E-mail blast all patients/parents with letter and sample card. (Consider offering a printable oral hygiene card available on your website for easy patient access).
3. The clinical team will hand each patient/parent a letter and card for 8 weeks to create awareness of the promotion for your active patients.
4. The treatment coordinator will distribute the letter and card to each new exam and recall patient/parent.
5. After the 8 week period each patient/parent is asked at check out if s/he is getting their teeth cleaned in the next 8 weeks. If "yes" give the patient/parent a card with a brief reminder of the promotion.
6. Each month a patient and the corresponding hygiene professional will win a \$50 gift card.
7. Optional: Award points redeemable for prizes to each patient returning a signed card.

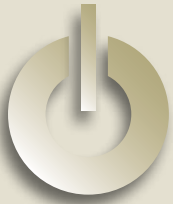


**Boost Your Marketing** *continued on page 14*

## 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 a two part marketing strategies course at the 2011 Users Group Meeting.



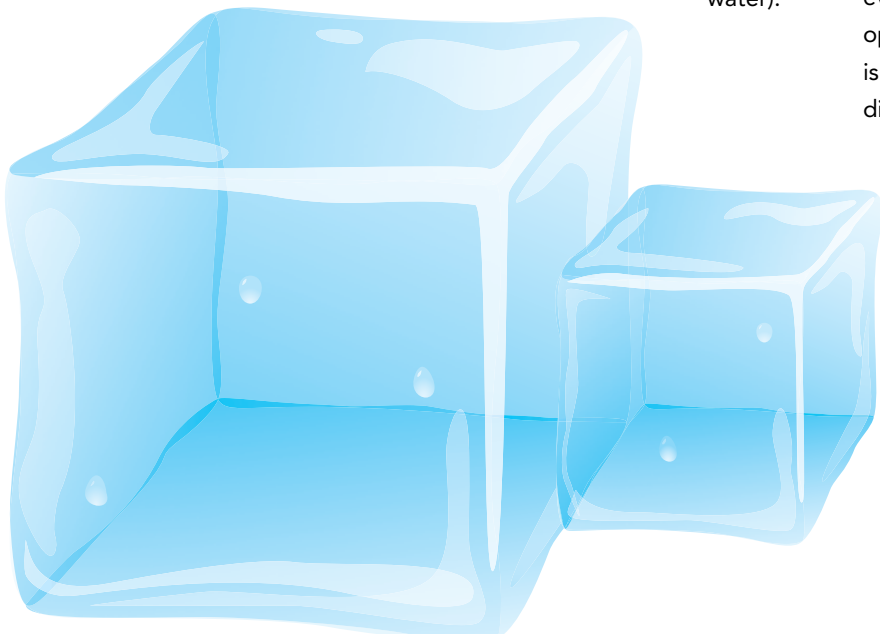
# Are We Having Fun Yet

**D**o you remember your first day on the job? If you are the doctor, do you recall the excitement of walking into “your” practice for the first time? Do you still feel that tingle of excitement whenever you walk through the door? If not, when did your work become a job; when did it become “ordinary” and routine?

While becoming accustomed to one’s environment and repetitive actions can improve efficiency and lead one to mastery of a given task, “routine” can also have a deleterious effect on customer/patient service. Some of the simplest actions determine the experience of excellence in service, such as eye contact and a smile! Yet if people operate automatically, or “on cruise control,” these simple acts are dropped out, and the patient’s experience becomes “nothing special.”

## Entropy

To better deal with what devolves into complacency at work, it would be useful to understand a thermodynamic law of physics: entropy. In layman’s terms, it is the natural tendency of substances to move from a state of concentration to one of dissolution (e.g., ice melting into pools of water).



The only thing that intervenes with entropy is a conscious being! So in the example cited, to maintain ice, someone must make sure the temperature of the ice stays below 32 degrees Fahrenheit. It is also important to note that since entropy is a natural/normal occurrence, there is no element of blame in the dissolution process.

The principle of entropy occurs in relationships as well. Most marriages go through “the honeymoon phase” in which all is well, and the experience of love is in the air. After some time, the experience of “being in love” begins to fade, even when the couple will say they still love each other. There seem to be some unique couples who are able to keep the love fires burning... and it is not an accident or because of the “right chemistry” between them. Rather, it is because at least one, and more often both people, makes conscious efforts to keep the fire burning... that is, a conscious being intervening in the natural devolution of the relationship. They do more than doing things to keep romance alive; they also stay focused on mutual goals and encourage each other in the achievement of the goals. Most important, they communicate openly and effectively when disagreements and problems arise.

In an orthodontic practice, there is an excitement and even a sense of euphoria for some when the practice first opens, when new staff is hired, when a satellite office is opened, and so on. As time goes on, the newness disappears and the practice moves to a phase of “business as usual.” This is entropy in action and it is a natural occurrence. However, a conscious being can intervene with entropy.

## Focus

There are operating principles that, when followed, will keep people focused on their real jobs of providing excellence in service regardless of their actual job descriptions. Following these principles will open up numerous actions that will maintain an atmosphere that attracts new patients and inspires referrals to your practice.

et?

One is the power of focus. Whatever you focus on will grow. So, if your attention is on what's wrong, you will find a multitude of problems. As my mother used to say, "put the acCENT on the right sylLABLE!"

The most important thing to focus on is your vision and mission.

Especially in times of a slow economy, one can be easily distracted by the bad news. Start looking for what is working. Focus on the patients who are in the practice and make sure you excel in attending to them. Create staff games wherein they "count how many people you made smile today," or "how many complements did you receive," or "who found out something new about a patient today." These games keep everyone focused on making sure the patients feel connected to the practice.

Remember, "the attitude of gratitude determines your altitude." At your morning huddle, have everyone write on a flip chart what they are grateful for, and don't have any repetitions for the whole week. Create a "mailbox" for doctor and staff acknowledgement/appreciation notes, and deliver them at the end of the day before the weekend.

These are just a few things you can do to keep **your** economy distinct from **the** economy. When you bring joy to work with you, joy will be with you to take home at the end of the day. ☺

## About the Author



Joan Garbo is dedicated to supporting professionals in creating work environments that are nurturing, productive, and prosperous to management, employees, and clients. She will present on the "power of the intrepeneur" at our 2011 meeting.

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

Mary Kay Miller, Internet Marketing Coach, Orthopreneur™ Internet Marketing Solutions and Consulting, has written part 2 of her **Internet Marketing** article which begins on page 6. Part one appeared in the July 2010 issue.

Nancy Hyman, Practice Growth Consultant, Ortho Referral Systems, wrote **Boosting Your Marketing into the Stratosphere** which begins on page 7. Part two of this article will appear in the January 2011 issue.

Joan Garbo, President, Joan Garbo Consulting, has written **Are We Having Fun Yet?** which appears here to the left.

ORTHO 2  
Users Group Meeting

New Orleans, LA  February 17-19, 2011

# 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 time 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](http://www.ortho2.com) > Services Features > Meetings and Seminars, or contact Judy Brown at (800) 346-4504 or [jkb@ortho2.com](mailto:jkb@ortho2.com).

### Upcoming 2010/2011 ViewPoint Webinar Dates

**October:** Friday, October 8<sup>th</sup>, 10:00–11:00 A.M. or Wednesday, October 20<sup>th</sup>, 2:00–3:00 P.M. Central Time

**ViewPoint 101:** This session provides an opportunity for new staff members and those not familiar with all aspects of the program to become better acquainted. Emphasis will be on practical tips for navigating the program and different areas within the patient record. The basics regarding financial transactions, scheduling, and correspondence will also be covered.

**November:** Wednesday, November 3<sup>rd</sup>, 2:00–3:00 P.M. or Friday, November 19<sup>th</sup>, 10:00–11:00 A.M. Central Time

**AutoUpdate:** ViewPoint's Internet-based AutoUpdate feature allows you to download the most current version of ViewPoint. We'll cover properties that determine how AutoUpdate works, and discuss recommended procedures to keep your ViewPoint system current.

**December:** Friday, December 10<sup>th</sup>, 10:00–11:00 A.M. or Tuesday, December 21<sup>st</sup>, 2:00–3:00 P.M. Central Time

**ViewPoint Word Merge Basics:** This session covers features of the letter library, steps for editing letters and creating new letters, and topics such as basic formatting, variables, and other merge tools.

**January:** Friday, January 7<sup>th</sup>, 10:00–11:00 A.M. or Wednesday, January 19<sup>th</sup>, 2:00–3:00 P.M. Central Time

**ViewPoint Financials—Contracts & Posting:** First, this session will cover the contract editor in detail and the tools available to make entering and changing contracts a breeze. Then we will go over posting everyday receipts and charges, bulk payments, and special transactions.



## 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.

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## 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](mailto:jkb@ortho2.com). If you prefer, register online at [www.ortho2.com](http://www.ortho2.com) > Service Features > Meetings and Seminars.



### Remaining 2010 ViewPoint Seminar Dates

November 10, 11, 12

### Early 2011 ViewPoint Seminar Dates

January 12, 13, 14      March 9, 10, 11

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.

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## Support

### By Phone: (800) 346-4504

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

### By Fax: (515) 233-1454

You can fax us support requests. While not required, forms that help us to identify these requests are available at [www.ortho2.com](http://www.ortho2.com) > Current Users > Online Help > Fax Support.

### By E-mail: [vpsupport@ortho2.com](mailto:vpsupport@ortho2.com)

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

### And Don't Forget Our Website: [www.ortho2.com](http://www.ortho2.com)

Our website gives you 24/7 access to our visual help videos, FAQs, user forums, documentation, and more. You can even request that we call or e-mail you back: [www.ortho2.com](http://www.ortho2.com) > Current Users > Online Help > Online Help Form.



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## Help Us Help You

Please be prepared to provide your customer number, practice name, and office location when you call our support teams for assistance. If you use ViewPoint, you will find your customer number by clicking the Help menu and choosing About. If you use OneTouch, your customer number is located at the top of your main menu. Please be sure to provide this information—and repeat your phone number—when leaving a phone message requesting support. Having clear information helps us serve you more quickly.





## Ortho2 Anniversaries

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

### Twenty Four Years

Craig Scholz

### Sixteen Years

Judy Brown  
Frank Meiners

### Nine Years

Angie DeWaard

### One Year

Judy Denny  
Paul Ezerski  
Nicole Pett  
Michael Scanlon

### Twenty Three Years

Sara Harbacheck

### Fifteen Years

Marla Miller

### Five Years

Michelle Kinnaman

### Two Years

Mike Donner  
Cal Rebhuhn

### Eleven Years

Jim Condon



## 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  
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.

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

Photo at Right: Flooding on Duff Avenue, August 2010, taken by Mike Vest, Ortho2 Equipment Technician/Network Administrator  
Background Photo: Buckeyes, September 2010, taken by Chris Bennet, Ortho2 Equipment Technician

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## On a Personal Note

Happy birthday Alice Katherine DeWaard! And congratulations to **Angie DeWaard**, Ortho2 Software Support Advanced Technician, and Jon DeWaard. Alice was born July 20<sup>th</sup> at 7:47 A.M. and we are so happy to see her.



We'd like to express our admiration for **Paul Lundgren**, Ortho2 Software Support Representative, who participated in the 150 mile Bike MS Cruise the Cornfields August 28 & 29. This is the 6<sup>th</sup> Bike MS event he has raised money for. You too can join the movement and donate to create a world free of MS by visiting [www.nationalmssociety.org](http://www.nationalmssociety.org) and clicking "Donate."

Congratulations to **Katherine A. Roccasacca**, Ortho2 Editor, for finishing her first triathlon: the Hickory Grove Triathlon on August 29<sup>th</sup>. She looks forward to competing in an Olympic distance tri for her 40<sup>th</sup> birthday next spring and encourages anyone "to set big, crazy goals."

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## Rain or Shine—We're Here to Assist You

"We have a limited number of support team members available to assist you due to current area flooding conditions and road closings..." isn't the message you want to hear when you call us for help. And it wasn't a message we wanted to give you! But heavy rains in central Iowa August 8<sup>th</sup>–11<sup>th</sup> meant that by Wednesday morning the city of Ames had record flooding, and many employees were having a hard time finding passable roads to get to work. "The normal 5 minute drive took me 40 minutes today," said Software Support Representative, Scott Petersen. Some couldn't get to the office at all, but with those who did and several remote employees, we were open and able to assist customers all day.

The photo below is of Duff Avenue, which is a major artery just one block east of Buckeye Avenue, the road to our office. Fortunately, the Squaw Creek's southern bank is much higher, and our building sustained no damage.

A situation like this is always good a reminder to review your practice's emergency preparedness plan and consider how you might contact patients in the event you need to close your office or change your schedule. VP Reminders (for ViewPoint users) and Edge Reminders (for Edge and ViewPoint users) allow you to send messages via telephone, e-mail, and/or text message to every patient on your schedule. With remote access, you don't even need to be able to make it to the office! Contact Ortho2 Software Support at (800) 346-4504 for assistance getting the most out of these features.



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**President's Perspective** *continued from page 1*

may be added. Each webinar is moderated by our own Dr. Bob Scholz and features a top name presenter in a topic of importance to residents. The webinar lineup is available at [www.ortho2.com/cuttingedge](http://www.ortho2.com/cuttingedge).

Our other initiative is the **Grad2Guru Mentor Program**

wherein we match an interested orthodontic resident with an experienced Ortho2 doctor. The strong interest in this program confirms that many residents understand that a voice of experience is truly a valuable resource! Would you consider sharing your expertise by becoming a Grad2Guru Mentor? If so, contact Amy Schmidt at [amys@ortho2.com](mailto:amys@ortho2.com). ☺



Dan Sargent, Ortho2 President

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**Boost Your Marketing** *continued from page 7*

**Promotion to Referring Dentists**

(Outreach to all offices on your "hit-list")

Prepare and hand deliver a packet to each staff member and doctor. At our office we included a cover sheet with the following introduction:

Dr. William Hyman and his team are committed to your patients' oral hygiene.

I have enclosed the following information outlining our strategies for patient compliance in your office:

- 1) Progress report to doctor, mailed every two months.
- 2) Progress report to patient, hand delivered to patient/parent every 6 months.
- 3) Oral hygiene rewards card to be signed by the hygiene professional.
- 4) Oral hygiene rewards explanation letter.
- 5) Patient rewards points card indicating that patient may earn rewards for hygiene appointments.

Thank you for being our partner in our mutual patients' oral health.

Samples of the five items are included in the packet.

Your Practice Representative may hand deliver individual packets to referring office doctors and staff members.

Other options for distribution include:

1. Offer a lunch and learn event at referring offices to explain the oral hygiene program.
2. Explain the oral hygiene program and have packets available at CEU events.
3. Deliver the oral hygiene gift card to the winning hygiene professional.

Take your oral hygiene program to a new level with a well crafted campaign that engages the imagination of your patients and professional referrers. The thorough implementation of your marketing strategies is the difference between a thriving practice and commonplace results. ☺

*Part 2 (in the January 2011 issue) will continue with more examples. Samples of all the strategies covered are available by contacting Nancy.*

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## The Backup Plan *continued from page 5*

expecting the staff to perform those tasks and job descriptions on a routine basis. This means performing that job function daily or weekly to stay proficient. Just knowing how it is done does, having the head knowledge, does not mean a team member can actually perform in that position if called upon in a crisis.

- You get there by spending time and money. Time to train with regular staff meetings (times apart from seeing patients) specifically designed to train on different software modules, scripting, and clinical procedures. When was the last time a staff person other than the treatment coordinator ran through the new patient workflow? I know one office that actually schedules one exam into the clinical schedule each day so each assistant gets the opportunity to see one new patient a week.
- You make everyone transparent when you accept everyone's input and shortcomings and work with them to build a team. This means listening to other's views without condescending remarks.

- You make everyone transparent when you accept everyone as being different. Work one on one with staff if they are not quite executing tasks at a level that is acceptable or need specific help with verbal skills. Not everyone will be good at everything. This does not make them a lesser valued team member.

What if your financial person went to the doctor tomorrow and was diagnosed with a long-term, life-altering illness and needed to resign immediately? What would you do? It happens... What is your "Backup Plan"?

You have to decide that cross training is a priority and necessary for your practice and then begin implementing it. Start now... To quote my husband, "You can't steer a parked car." ☺

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## Internet Marketing *continued from page 6*

better on page one maps results than those that don't.

3. QR codes or scan codes, similar to bar codes, are now available on the backend of your verified listing. All you have to do is print the code, scan the printed image, and upload the image to your website, blog, or Facebook page. The QR code offers mobile users with smart phones quick access to your information.

Free software is now available to create your own QR codes for special marketing promotions on your website. As mobile marketing continues to grow, QR codes will be a leading edge marketing tool to direct traffic your listing.

4. Once signed into your Google Places backend, you now have the ability to respond to individual reviews written about your practice. This allows businesses the opportunity to refute a bad review if indicated or respond to positive comments.

Local Maps updates continue to offer more opportunities for local businesses to take advantage of the latest Internet marketing trends available with advanced digital technology. However, unless you verify your listing correctly and index your business with Google, you will not have the opportunity to take advantage of these services.

It's not the big that eat the small... but the fast that eat the slow. If you haven't already done so, take advantage of these new opportunities today. ☺

*Part 1 (in the July 2010 issue) covered Google's SEO marketing algorithm.*



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

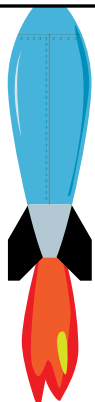


Everyone is running around trying to pick up the pieces and perform tasks they do not know how to do. Marketing efforts diminish because everyone is just busy getting through the day.

*page 5*

There are operating principles that, when followed, will keep people focused on their real jobs of providing excellence in service.

*page 8*



Orthodontic practices often find growth strategies decline in their effectiveness over time. Boost your program for maximum effect.

*page 7*

**ORTHO2**

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