# ORTHO2
## *EMPOWERING* PRACTICES

# PRESIDENT'S PERSPECTIVE

Throughout Ortho2's 40 year history, we've been fortunate to go through many periods of aggressive growth. With our DOS product OneTouch being one of the first computerized orthodontic practice management systems in the industry, Ortho2 quickly grew to be used by hundreds of orthodontists by the end of the 1980s. Ortho2 again experienced a period of aggressive growth in the late 1990s/early 2000s with the release of our Windows-based practice management system, ViewPoint, and again in the mid to late 2000s. And while Ortho2 is always steadily growing, we are again experiencing accelerated growth today.

I believe today's growth can be attributed to two main things:

1.  The emergence of many orthodontic service organizations (OSOs) within our space coupled with Ortho2 leading the way with a strong product offering.

2.  Our amazing customers spreading the word about Ortho2.

Ortho2 continues to attract the attention of many OSOs, allowing us to continue to expand Edge Cloud features and Ortho2 resources for all users. Immediate additions allow for new and better integrations via an updated API, as well as improved online resources (such as the Edge Cloud Training Program) with many more additions planned.

Of course, we wouldn't be the company we are today without our customers. We appreciate all the feedback you share with us, and the good things you share about us. There's no better way to start off a conversation with a perspective user than to hear they were referred by someone already within the Ortho2 family. And if you weren't aware, you can earn a $500 Ortho2 credit by referring your colleagues to Ortho2. Simply visit ortho2.com > Our Company > Referral Rewards to fill out a form letting us know who to contact. It's a simple way to help your colleagues and put a little extra back in your pocket.

While these periods of rapid growth present their own set of challenges, they are also extremely rewarding. Helping new users explore Edge Cloud and seeing their faces light up or hearing the excitement in their voice surrounding features that are new to them is gratifying to all of us at Ortho2. And while it does, at times, spread our resources a bit thin, it also motivates us to adapt and to be at our best.

# INSIDE THIS ISSUE

# MESSAGING IN EDGE CLOUD

There are shortcuts in Edge Cloud you can use to make your office more efficient throughout the day. One example is when you are sending a message within Edge Cloud, instead of adding people individually, you can create and select a group.

To do so, click New Message in the Messaging tab of the Home ribbon bar. Then, click To. In the *Select Recipients* window, choose the people you would like to add to the group, and click the right arrow in the middle column. Once you have added everyone, click Add Group. In the *Group Name* window, type in the name of the group, for example Clinical Team. Click OK and OK again. You'll see each name is included in your message.

After you have sent your initial message, the group will show up in the *Select Recipients* window each time you go to send a new message. Simply add them and click ok.

## Inserting Patient Links

You can also include a link to a specific patient in the messages you send. Simply right-click where you would like to include a link to a patient folder, and select Link Patient. If a patient record is already active, that patient's information will be loaded automatically. Otherwise, you use Fast Find to search for the patient to work with.

After you send the message, the recipient can click the link to open the patient folder. If you send a message with a patient link to a professional, the message is saved in both the professional and patient correspondence histories. ↻

Setting up a local image cache with Edge Cloud means images are available much more quickly. The local image cache is a shared folder on your network that all of your other computers can see and access, and houses your images. Your images are still stored in the cloud, but the cache also keeps a local copy of your images on your network.

Every image imported or manipulated in Edge Cloud is sent to our data center while also simultaneously stored in the image cache. This allows instant access to these larger files, without having to download them from the cloud, leaving more Internet speed for data.

You designate a single computer with ample hard drive space to house the image cache. An imaging directory will be created on this computer and shared with all computers. Each computer with Edge Cloud installed will be linked to the image cache.

The next time you open an image, Edge Cloud automatically checks to see if the most current image is stored in the image cache. If it is, the image will be opened from there instead of being downloaded from the data center. If it is not (because you last manipulated the image from home or a satellite office) Edge Cloud will begin downloading the new image from the data center while also storing it in the local image cache.

It is beneficial in almost all instances to have an image cache set up. However, we don't recommend setting up an image cache if you use a laptop or computer that travels from office to office. When a computer is at a location where the image cache path won't work, it can cause slowness.
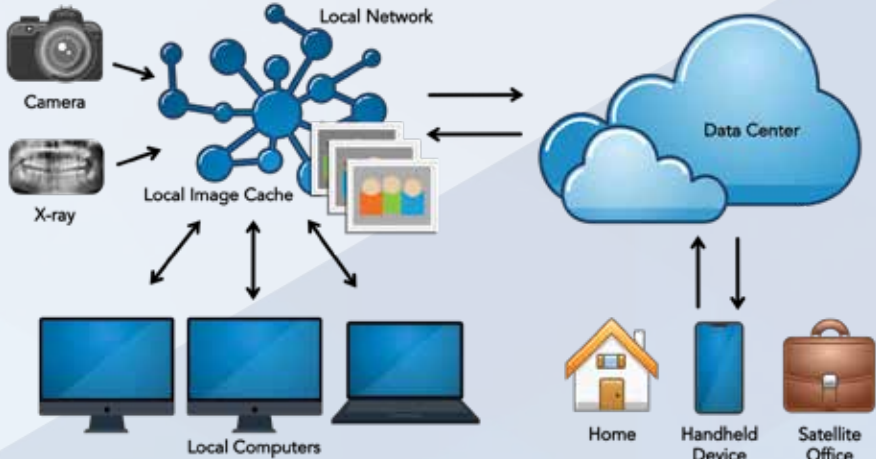
## Setting Up Your Image Cache

Not sure if you have an image cache set up? In Edge Cloud, click User Options in the Tools tab of the Home ribbon bar, then click Imaging. The top setting in this window is your Image Cache Path. If there is a path in there, then you have one set up. It is possible to have an image cache set up on some computers and not on others, so be sure to check all machines in your office.

If you don't have an image cache in place, the first thing you need to do is create a shared folder on your network that all of your computers can access. If you have several office locations, it is best to setup a separate cache for each location, even, and especially, if you have a VPN. After the folder is created, there are two ways to direct your computer to the image cache.

The first way is to click User Options in the Tools tab of the Home ribbon bar, then click Imaging. Click the ... button in the Image Cache Path to navigate to the shared folder that you have created. If you choose to set up the image cache this way, you will need to do so on each machine.

The second way is to go to the Tools Tab of the Home ribbon bar and click Editors > Imaging > Image General. On the bottom of this page you can set an image cache path that will auto-populate to every computer the next time that computer logs in to Edge Cloud.

If you do take a laptop from location to location, and you want to use the image cache for each specific location, you can create several image cache paths, and set the hierarchy for how Edge Cloud tries to access them. Edge Cloud tries to access each cache in the order it shows up on this list. If it can't find the first one, it will try to find the second, and so on and so forth.
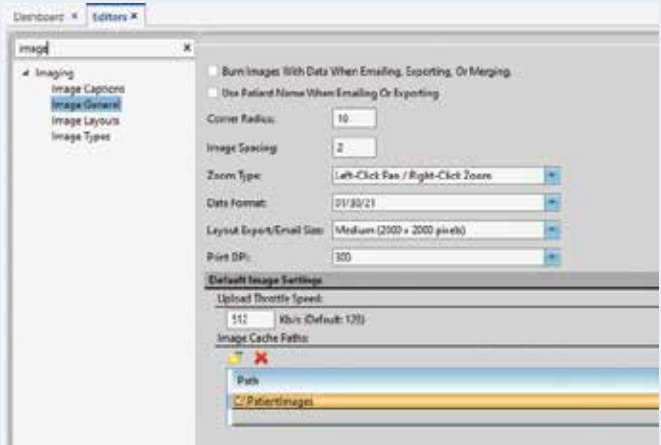
## Tips for Choosing a Computer to Put Your Image Cache On

- A computer that is always on, or is the first computer that is turned on each day.
- A computer with a large hard drive with plenty of free space. While the size of the cache will vary widely from practice to practice, and you can aways delete images in the cache to create space, a good rule of thumb is to have at least 100-200 GB of free space on the hard drive for the computer that hosts the image cache.
- A NAS can be used, but turn off extra features like data scrubbing as it can drastically slow down performance.
- Use a computer that is on a wired network.
- If applicable make sure power management is turned off on the NIC. In the Power Options setting, ensure the hard drive does not turn off and the computer doesn't hibernate or go to sleep.
- In Services, make sure function discovery provider host and function discover resource publication are set to run automatically.
- Set the IP to a static IP address.
- Make sure the firewall allows other computers to access the share.
- Make sure Network Discovery is turned on.

## Tips for a Good Network

- Any chance you have to run a cable, do so. Wireless networks are improving, but a cable is still faster.
- Check the status on your NIC. If it is a wired NIC and it is running less than 1.0 Gbps (for example 100 Mbps) then your internal network is running at 1/10 of the speed that it could. This means that there is an outdated piece of networking equipment that is slowing down your network; it could be an old cable, switch, or even a router.
- Test that your computers can access the image cache from the other workstations. Go to Run from your start menu, type \\"Name of Computer that is Hosting Image Cache", and hit enter. It should pop up a file explorer window that shows everything that is shared from that computer. If it pops up a window asking for network credentials, or a window saying that Windows cannot access that computer, then the image cache won't work.

## About the Author

Christopher Bennett typically sees the world through the lens of his camera. While being the humble narrator of a weekly photo challenge, he also delights in golden retrievers, unfamiliar movies, town signs of Iowa, and his beloved Iowa State Cyclones. Chris has been with Ortho2 since 2006.

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It is now harder to rank your business in areas where you don't physically have an office location.

Google rolled out a significant update to local search results during the first week of December. Our colleagues in the SEO industry noticed a widespread shake-up in the Maps rankings on Google. It is being dubbed the Vicinity Update and here's why:

The main focus of the update is to place more emphasis on the proximity of a business to the location of the searcher, as well as the proximity of the business to the actual city or town that a user types in as their search term. Google is weighing the proximity factor more heavily than before. This update primarily impacts the Maps rankings, with lesser effects on the organic website rankings that can be found underneath the "3-Pack" of Maps listings.
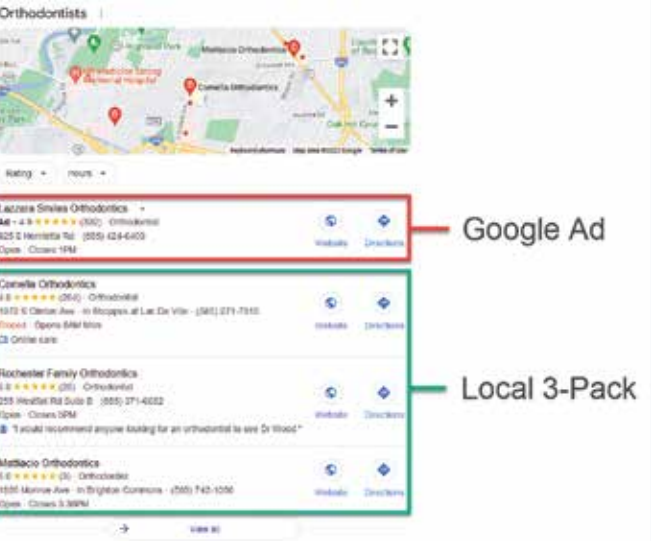


The Vicinity Update brought some volatility to Google rankings for orthodontics and dentistry (as well as lawyers, car dealerships, and myriad other local businesses). One common theme is that smaller businesses are seeing improvements in their rankings for searches conducted in their immediate vicinity. Meanwhile, larger businesses (or older, more established businesses) are losing ground in areas where they may have ranked strongly before.

## Why Did Google Maps Rankings Change?

Google is always looking for ways to improve search results, making them more relevant to the searcher. In the interest of showing the most useful results on local search, Google has now elevated the importance of the proximity signal, making it one of the most heavily-weighted ranking factors in the local algorithm.

Another way to interpret this update is to use an old saying: don't talk about it, be about it!

It is more important than ever to be physically located near a searcher – and therefore more tangibly relevant to a searcher – than to use your on-site and off-site SEO to trick the search engines into believing you are highly relevant to the searcher. It is now harder to rank your business in areas where you don't physically have an office location.

In many ways, this is a positive update. It levels the playing field for smaller businesses and newer businesses that don't have the web traffic or marketing budgets to keep up with larger, more established competitors. It also prioritizes user experience over "playing the game" with outdated SEO strategies like spamming and keyword stuffing.

## Is Local SEO Dead?

Absolutely not! In many ways, local SEO setup is as

## About the Author



Jeff Slater is a Digital Marketing Director at Kaleidoscope. He is a local business expert with more than 10 years of experience in online marketing, SEO, website development, reputation management, Google Maps, and digital advertising for orthodontics.

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Just as it is currently a seller's market in the real estate industry, potential employees have the advantage of a shrinking pool of qualified candidates for employment opportunities. Gone are the days of placing an ad and getting multiple resumes from highly skilled individuals who are looking for a career in orthodontics. Just as it is necessary to be creative when delivering high quality orthodontic treatment, recruiting and maintaining an "A" team requires stepping outside of the box when it comes to the hiring process.

According to *Fortune*, 52% of new hires are recruited by current team members. Create an employee referral program, offering team members a bonus if they recruit a new hire who successfully completes their 90-day probationary period. Experience has taught us that team members will not recommend someone who would not be a great fit in the practice.

Utilize your social media accounts to enhance your search for new employees. 79% of job seekers have used social media in their search for a new career over the past year. Record a short video (two minutes or less) of your current employees giving testimonials as to why they love working for you. Be creative and include fun props, highlighting the unique features of your practice. Candidate applications increase by 34% when the post includes a video.

Make sure that your postings are well structured and proof-read. When creating your post, use the following guidelines:

1. Clearly describe the role you are hiring for.

2. Highlight what opportunity you can offer a new hire- What's In It For Me (WIIFM). Most candidates are looking for a job that will take them into the future.

3. Choose words and a tone that reflects the culture of your practice.

4. Use a balance of a paragraph description with bullet points.

5. Limit the job post to 2,000 characters.

Promote the great work-life balance you offer your employees in your posting. Today employees are not just concerned about how much money they make, they are looking at the quality of life a position will offer. It is important for future team members to have time off and know that work doesn't have to go home with them. If you are fortunate enough to be in an area with great beaches, skiing, hiking trails, golf courses or biking trails, play up the amenities in your ad or video.

When recruiting a new employee, put the future possibilities on the table. Most employees want opportunities to advance, not something where they will be doing the same thing for the next several years. How will the position you are hiring for offer promise for a new employee? Is this a stepping-stone to a position with more responsibilities or an opportunity to develop new skills?

Small businesses often are not able to offer some of the perks large corporations provide. Make your practice more attractive to potential applicants by providing flexible hours and working remote options. No nights and weekends are a huge plus for most applicants. Network with local businesses to arrange discounts for gym memberships or spa certificates for your team members.

Since competition for quality employees is fierce, consider offering a signing bonus. The bonus must be large enough

## About the Author



Debbie Best, Practice Management Consultant, author and lecturer for Debbie Best Consulting Network has more than 48 years of experience in the dental and orthodontic field. Debbie evaluates staffing needs and the office computer system to develop a strategic plan for practice productivity.

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# THE PRIVATE PRACTICE OF ORTHODONITCS IS HERE TO STAY

I am writing this article on behalf of the many orthodontic private practice entrepreneurs. What a great year 2021 was! Even during the time of the pandemic, many orthodontic practices had double digit growth. The question to be asked is what you do to control the growth and continue to create a positive and profitable environment for your family, your team, and your patients.

The orthodontic consumer is seeking the security of an environment where they know their orthodontist and the team that is serving them. This relationship has been amplified during the time of the pandemic and will continue to be very important. The systems that drive the business of orthodontics today will also drive the business in the future. Throughout the past 30+ years that I have been consulting, there have been basic business systems that have not changed and that are fundamental toward efficiency and profitability in the practice of orthodontics.

*Throughout the past 30+ years that I have been consulting, there have been basic business systems that have not changed and that are fundamental toward efficiency and profitability in the practice of orthodontics.*

1. **Goal** setting should be evaluated on an annual basis. Goals should be based on adjusted production only. Calculate this by determining the total of adjusted contracts for the year divided by the number of days worked. When you determine what the average daily adjusted production was, increase the goal by 10-15% per day for the next 12 months. Most practices are working 140-170 days per year with goals set at $10,500 to $22,500 per day. The projection of the daily goal dictates the schedule, and the number of team members needed to facilitate the schedule. The new twist here is that I am seeing 40-60% of the practice production coming from same day starts. The bottom line of the business is driven by the collections and the expenses. A review of the P&L on a monthly/

quarterly basis is required in order to keep the bottom line healthy. Print and review the P&L in the percent to income format and then compare the percents to the standard in the industry. You might produce at a higher level but without managing expenses, the take home could be less. This is where the work smarter not harder phrase comes into play.

2. **Be prepared** to serve the patient and begin the payment and treatment process the day of the initial exam. One of the most important systems to serve this mindset of the current consumer is to be available. "I want it now – I am ready to commit." In order to initiate this system, the practice will need to set up the initial exam process by utilizing a telephone slip for the new patient phone call which will help to screen potential same day starts. The practice will need to have the correct number of scanners and cameras available to expedite the diagnosis and treatment plan. In addition, be prepared so that financials do not become a roadblock for same day starts. The treatment coordinator and financial coordinator should have a plan to present fee agreements to facilitate the patient's start with a down payment or payment in full the day of the exam.

3. **Avoid** putting a bandage on the schedule when it is not working. The schedule should be reviewed, at minimum, on a semi-annual basis. As more practices increase the number of patients whose active treatment is aligner therapy, the number of adjustment appointments needed in the schedule is significantly less. The major adjustments to the schedule would be fewer debonds, fewer conventional starts with braces, changes in the rotation of regular braces to 8-10 weeks,

and the rotation with aligner therapy 10-14 weeks. The first step in evaluating the schedule is to print the appointment kept counts for an 8-10 week period. Then divide the number of appointments by the days worked in order to determine the number of appointments needed in the grid template for each procedure code. The grid schedule should include doctor/assistant/chair time to help maximize profit, utilize the team, and to facilitate fewer days in the schedule while increasing the production.

4. **The Fee Schedule** should be analyzed on an annual basis. The two systems to review as you begin to change fees are the rate of inflation which will affect the cost of goods and the debond analysis that gives you the value per patient visit. Ortho2 has made the debond analysis available with its standard reports. Review this report on a quarterly basis for statistical comparison. The value per visit should increase as the mechanics become more efficient. The fee schedule should be set by treatment type. Aligner therapy may be $500 per visit while standard mechanics might be $400 per visit. This also will depend on what insurance discounts you may be giving. The standard for increase in 2022 might also reflect the rate of inflation at a minimum of 5%.

5. **The Team Set Up** must be considered as the number of appointments decrease due to efficiency with procedures and the shifting of job designs due to same day starts and aligner therapy. The number of team members is currently calculating at $275,000 in production per employee. This would include a scheduling coordinator, a new patient coordinator, a treatment coordinator, an observation coordinator, a financial coordinator, an insurance coordinator, a clinical/patient flow coordinator, an aligner therapy coordinator, OSHA coordinator/assistant, inventory coordinator/assistant, and the number of assistants needed to facilitate the chairs. The job designs have changed dramatically throughout the past two years.

6. **Marketing** strategies in the practice today have shifted to reflect how social media responds to your image.

Social media may dictate your reputation through reviews and postings. I am not an expert in social media, but I will say that one system that has not changed over the years is how the consumer views customer service and the communication from your practice. Good customer service is important. The systems that support customer service include how we greet a patient, how we answer the phone, how we respond to concerns from the patient, how we present questions regarding treatment at the chair, and how we celebrate the positive result. With millions of dollars spent on the benefits of aligner therapy through commercials and social media ads, it is important to know how your practice defines the aligner therapy process in the hands of an orthodontist.

I ask my clients how do you want to live your life in orthodontics? The answer is to set the systems to reflect those goals! Private practices are here to stay as history repeats its self. ☼

## About the Author

Char Eash is the founder and CEO of Profit Marketing Systems South, inc., a systems and communication enhancement firm. She also has been instrumental with OrthoLync an efficiency and workflow company.

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## VISUAL HELP ROUNDUP

If you haven't taken the time to review the visual help videos on our website, now is a great time to do so! There are a variety of topics that you can choose from – ranging from a quick overview to a full in-depth explanation.

Each quarter we'll highlight a set of videos so you can become familiar with the content that is provided to you. This quarter features videos about reports. We often get asked which reports offices should run at the end of the day and month.

- **End of Day Reports:** A quick overview of which reports to run at the end of each day.
- **End of Month Reports:** Review which reports should be run at the end of each month.

To view these videos, log in to support.ortho2.com, then click Product Help > Visual Help > Edge Cloud > Reports. If you have a topic you'd like to see covered in a Visual Help video, email ortho2support@ortho2.com.

## CAREER MILESTONES AND DEVELOPMENT

**Noah Parks** joined the Software Support Team as a Software Support Representative on February 14. He recently graduated from Iowa State University with a bachelor's degree in political science, and worked at Best Buy in the computer department. Welcome aboard, Noah!

Congratulations to **Joe Randazzo**! On February 21 Joe was promoted to Software Support Advanced Tech. He has been with Ortho2 for three years as a Software Support Representative and Trainer.

## ON A PERSONAL NOTE

Congratulations to Software Support Representative and Trainer **Gabrielle Schaaf** and her husband, Brian, on the birth of their daughter Blaire Lillian! Blaire was born on October 13, weighing 8 pounds, 0.9 ounces and measuring 20 inches long. Welcome to the world, Blaire!

**Sean and Rachel Gildersleeve**, Software Support Advanced Tech and Network Engineer, welcomed their daughter Arlette (Lettie) Ann on December 3. She was 8 pounds, 14 ounces and 19 inches long. Lettie already loves watching basketball and hanging with her doggy big siblings. Congratulations to the Gildersleeve family!

## AVAILABLE FROM ORTHO2

Contact an Ortho2 Regional Manager at sales@ortho2.com or 800.678.4644 for details on any of these products and services.

### EDGE CLOUD

Our cloud-based management system.

#### Your Edge Cloud System Can Include:
(Scheduler, Electronic Insurance, and Edge Imaging always included)

- Additional Edge Cloud User Licenses
- Edge Specialist (pediatric dentistry module)
- Edge Proposal (patient-facing financial slider)
- Edge Animations (patient education and case presentation)
- Edge Portal Premium (online account access for patients/parents/professionals)
- Edge Reminders (automated appointment reminders)
- Treatment Hub (electronic charting)
- Patient Tracker (patient sign-in and operatory display)
- Premier Imaging (ceph and morphing)
- HR Manager (securely store employee information)
- Third Party Product Integrations

### ViewPoint™

Our local server management system.

#### ViewPoint Software Modules

- Additional ViewPoint User Licenses
- Edge Imaging for ViewPoint (enhanced imaging functions)
- Edge Animations for ViewPoint
- Edge Reminders for ViewPoint
- Premier Imaging (ceph and morphing)
- Treatment Chart (electronic charting)
- On-Deck Appointment Control (patient sign-in and operatory display)
- HR Manager (securely store employee information)
- VP WebAccess (online account access for patients/parents)
- VP Glance (mobile access to your ViewPoint data)
- Electronic Insurance
- Grid Scheduler
- Third Party Product Integrations
- DataMove Utility (transfer ViewPoint data from location to location)

### INVISIT

#### Virtual Appointment & Consult Solution

- Generate new patients with virtual consults
- Virtually monitor ongoing treatment and retention
- Communicate with patients through two-way text messaging or email
- Customize patient questionnaires
- Configure your management dashboard to fit your needs
- Integrates with Edge Cloud's Treatment Hub to quickly review submitted material
- Import submitted photos into Edge Cloud
- No app to download for patients
- Sign up at www.getinvisit.com

### Ortho2 Services

#### More Than Just Software

- On-Site Training and Refresher Sessions
- Web-Based Training and Refresher Sessions
- Credit Card Transaction Processing
- Edge Cloud (off-site, secure data hosting)
- VP Backup Online Storage
- Data Split (split Edge Cloud/ViewPoint databases)
- Data Merge (combine Edge Cloud/Viewpoint databases)
- Data Conversion (put non-Ortho2 data into Ortho2 file format)
- Image Conversion (convert your images to Edge Imaging)
- Custom Reports
- Custom Online Forms
- Custom Premier Imaging Analyses

### Equipment & Networking (For both Edge Cloud and ViewPoint systems)

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

## MEET THE TEAM – PRODUCT DEVELOPMENT

The Ortho2 Product Development Team does everything from creating and updating our practice management softwares, to maintaining our data center, and investigate and implement new UI/UX concepts. This quarter, we are featuring Sara Harbacheck, Help System Developer, and Brent Jacobson, Data Center Administrator.

**What do you really do here at Ortho2?**

**SH:** I have the best job in the whole company – which is saying a lot, because there are so many great jobs here at Ortho2, and so many great people filling those jobs. But, still, mine is the best; I get to tell everyone what to do! Literally. I develop, write, test, and publish your useful and friendly Ortho2 Help System, release notes, and other user documents that (hopefully) answer your Ortho2 questions lickety-split so you can get on with doing great things at your job. I work closely with the Product Development Team to test out and write about new features, and keep my ears tuned to the Software Support Team so I can make Ortho2 Help documents even more, well, helpful.

**BJ:** I am the Data Center Administrator for Edge Cloud

server platform. I also setup new Edge Cloud customers' databases.

**What's fun/what do you enjoy about your current job?**

**BJ:** Owning what I do and there is always something different every day.

**What do you want our users to know about the Product Development Team?**

**SH:** Sometimes, even the person supplying help needs help! When that happens, I can count on our super-smart Product Development Team to lend me their expertise, experience, and advice quickly, patiently, and always with a dash of humor.

**Sara Harbacheck**
**Two people I would like to have dinner with:** My grandsons, Graham (7 months old) and Simon (2 ½ years old). They're highly entertaining and they enjoy the same foods I do.
**My role model:** My mom. She's the most selfless, wisest, and fittest 88-year-old woman on the planet. When I grow up, I want to be like her.
**I can't go a day without:** Coffee and cats
**What are you listening to right now?** Indistinct chatter
Favorites
**Movie:** *Little Miss Sunshine*
**Book:** *Out of the Nest, Into the Frying Pan* by Eileen Lafferty
**Phone App:** Libby

**Brent Jacobson**
**Vacation destination:** Australia
**Three people I would like to have dinner with:** Jack Nicklaus, Tiger Woods, and Joe Montana
**My role model:** My Dad
**I can't go a day without:** Listening to music
**What are you listening to right now?** Post Malone
Favorites
**Team:** Kansas City Chiefs
**Movie:** Anything action
**Phone App:** iTunes Music
**Hobby:** Playing golf and spending time with my family

## REFERRAL REWARDS

You can earn a $500 credit for each referral that results in an Ortho2 system purchase within six months. You can apply the credit toward any current or future charge or purchase — it never expires. We frequently hear from doctors that they wish we had contacted them before they purchased their current system. We wish we had too, but we didn't know they were looking. You can help us help your colleagues by letting us know when they are considering a change in systems. Enter referrals online at www.ortho2.com > Our Company > Referral Rewards, or call 800.678.4644.

## ORTHO2 ANNIVERSARIES

Congratulations to these Ortho2 staff members who celebrated anniversaries during the first quarter of 2022.

**Forty Years**
Dan Sargent

**Thirty-Two Years**
Jo Jacobson

**Thirty-One Years**
Diane Lyon

**Twenty-Four Years**
Coreen Magnuson
Mike Vest

**Twenty-Three Years**
Doug Olsan

**Twenty-One Years**
Joe Levenhagen

**Twenty Years**
Danetta Hiatt
Amy Schmidt

**Eighteen Years**
Michael DiSalvo
Chad Kellner
Tony Kooima

**Sixteen Years**
Chris Bennett

**Thirteen Years**
Jim Powell

**Eleven Years**
Mike Gude

**Ten Years**
Mark Hoffmann
Joe Lynch

**Eight Years**
Lori Backous
Linda Cooley
David Hohbach
Amia Sult

**Four Years**
Joshua Tolsdorf

**Three Years**
Joe Randazzo

**One Year**
Kimberly Betke
Spencer Herzberg
David Stanley

**President's Perspective**

We are grateful to be in this position and have the opportunity to continue evolving to help all our customers focus on their patients and grow their practice. Thank you for your partnership and the trust you place in us. ↻

*Amy Schmidt*

Amy Schmidt, Ortho2 President

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**Image Cache**

With the first one you can enter network credentials and gain access. However, these credentials can often get lost after a reboot.

- If you are running a work group, make sure all the computers are on the same work group and that they are on a private network.
- If using a wireless router keep it in a central location, away from other wireless devices and don't put it directly next to a wall if possible.

If you have questions about the image cache, contact the Network Engineering Team at engineering@ortho2.com or 800.346.4504. ↻

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**Hiring**

to make a difference ($1,000 - $2,500) and is paid contingent upon a set length of employment. By sweetening the pot with a signing bonus, you can help increase the chance of high-quality employees joining your team, instead of your competition.

Always be on high alert for future employees, from people who work in banks to hostesses in restaurants to flight attendants. When you receive excellent customer service, compliment the employee, and broach the concept of working in the orthodontic profession. I personally hired a flight attendant from one of my flights to work as treatment coordinator. I was so impressed by her attention to detail and ability to relate to the passengers, I scheduled an interview for her before I left the plane. Ten years later, she is one of the best treatment coordinators I have had the pleasure to work with.

Make your offer the offer they cannot refuse. Grab hold of every opportunity and stay ahead of the hiring curve. As I tell my clients, never hire under fire. Your team is your walking brand – hire smart. ↻

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**Google Vicinity Update**

important as ever. Now that we are seeing more of a level playing field, high-quality local SEO provides a real opportunity for businesses to gain invaluable exposure. The "Gold Coast" of the 3-Pack in Google Maps just got a little more accessible.

While it is true that it will be more difficult to rank in many surrounding areas simultaneously, the basic tenets of local SEO will endure. Remember that Google still places a high priority on **Expertise, Authority,** and **Trust** (commonly referred to as EAT) when it comes to your content and online branding. The requirements have not changed for a solid foundation with a targeted approach to your local area.

The value and potential of SEO programs are unique for each business. A variety of ranking signals will factor heavily into how much improvement you might see from boosting your SEO. Here are some of the most important ranking signals to evaluate in your own online presence:

- Existing ranking
- Website structure
- History
- Reviews
- Traffic volume
- Backlinks
- Level of competition
- Online branding setup

After reading this, you should do a few Google searches and see if you notice any movement. Oftentimes with updates, Google will make systematic changes to some Google Business Profiles (formerly known as Google My Business). It may be possible to edit or reverse some of the changes. There has never been a better time to take a closer look at your own online rankings and digital marketing strategy! ↻

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## LOG INTO SUPPORT.ORTHO2.COM

There are many resources available to you on our website. You will find visual help videos, the Edge Cloud training program, printed documentation, request forms, information on upcoming meetings, and more.

If you haven't already created an account to access the Customer Site of our website, you will need to do that. Each doctor and staff member can create their own account. Visit support.ortho2.com, and click Register New User under the Login fields.

You will be prompted for your full name, main office phone number, and Ortho2 customer number. Finally, enter your individual email address, a password of your choice (at least five characters), and a display name that will be publicly visible. ↻

# ORTHO2

**1107 Buckeye Ave., Ames, Iowa 50010**

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## *EMPOWERING PRACTICES*