



# EDGE CLOUD

COMPLETE PRACTICE MANAGEMENT

# EMPOWERING PRACTICES PRACTICES

## EMPOWERING PRACTICES SINCE 1982

For more than 40 years, Ortho2's mission has been to help our orthodontic partners succeed. And that means more than just software. Your mission is to create beautiful smiles and instill confidence in your patients while providing five-star customer service. You deserve software that is not just dependable and complete, but also dynamic and forward-thinking so you can focus on what truly matters – your patients.

And this is where our missions meet.

Whether it's accessing your data seamlessly from anywhere or leveraging cutting-edge innovations that leave your patients thrilled they chose your practice, our commitment remains unwavering. Our proven history shows we grow with the trends and technology of tomorrow so that together we can shape the future of orthodontics. Welcome to Ortho2!

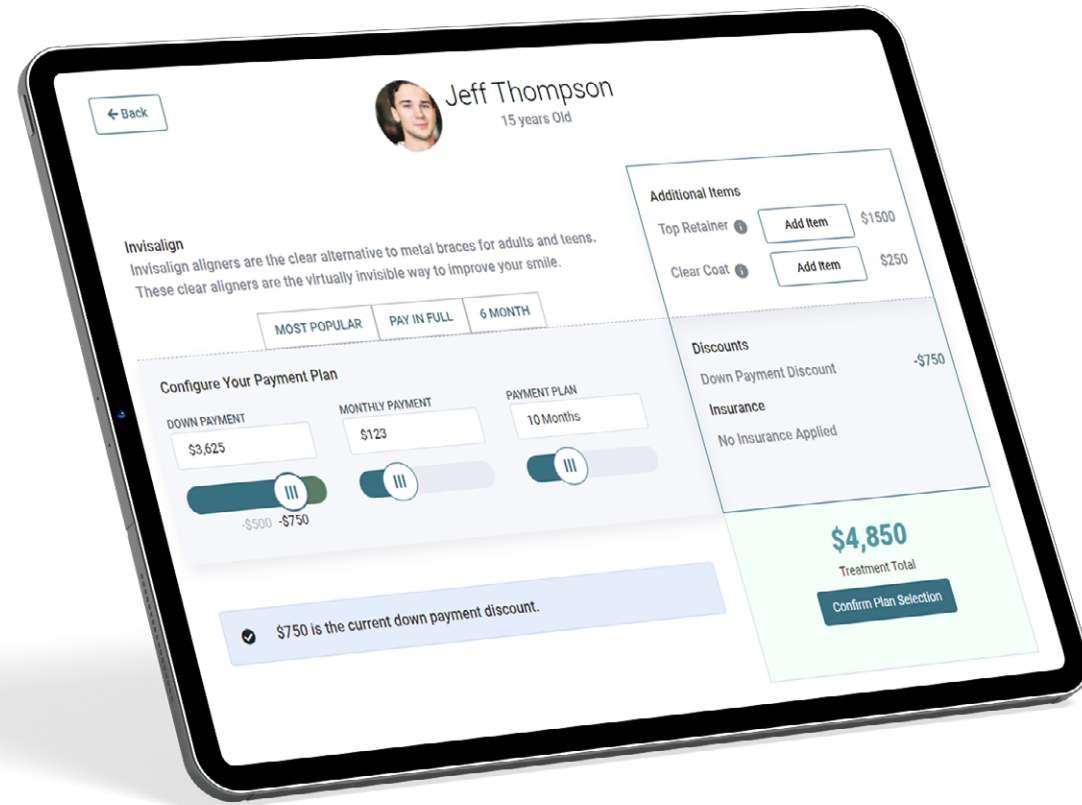


## EDGE CLOUD | complete practice management

Bring sophistication, elegance, and innovation to your practice with Ortho2's Edge Cloud. Edge Cloud delivers premium practice management, imaging, and communication systems—all supported by our white glove customer service team. Edge Cloud elevates the standard in practice management and focuses on patient interactions. With features like two-way texting, online scheduling, financial slider, doctor and patient apps, and online forms—all wrapped into one ecosystem—you'll take your patient experience to the next level. Improve your starts and streamline your success with Edge Cloud.

# THE MOST POWERFUL EDGE CLOUD YET

With features designed specifically for your practice, Edge Cloud transforms the way you serve your patients. With integrated tools that streamline everyday tasks, you'll free up more time for personalized patient care. Edge Cloud is the future in patient-centered innovation.



## EDGE PROPOSAL

slide into more starts

Increase your starts by allowing responsible parties to choose from your flexible financial options with Edge Cloud's interactive slider proposal feature.

- Set the financial parameters and treatment options (e.g., Invisalign, ceramic) your practice provides
- Terms are applied within Edge Cloud once responsible parties choose what works best for their budget
- Track proposals in real time to monitor if the proposal has been viewed, when it was last viewed, when patients accept terms, and more
- Included free with Edge Cloud

## ONLINE SCHEDULING

rethink your scheduling

Make it easy for your patients to book an exam with your office with Online Scheduling. Place a link on your website, direct people from social media, or even give the link to your top referring dentists so they can share it with their patients.

- Fully integrated into your practice website
- Prospective patients have the option to choose which location and which provider to see based on your settings
- Appointments made online sync with the Scheduler in real time
- Included free with Edge Cloud

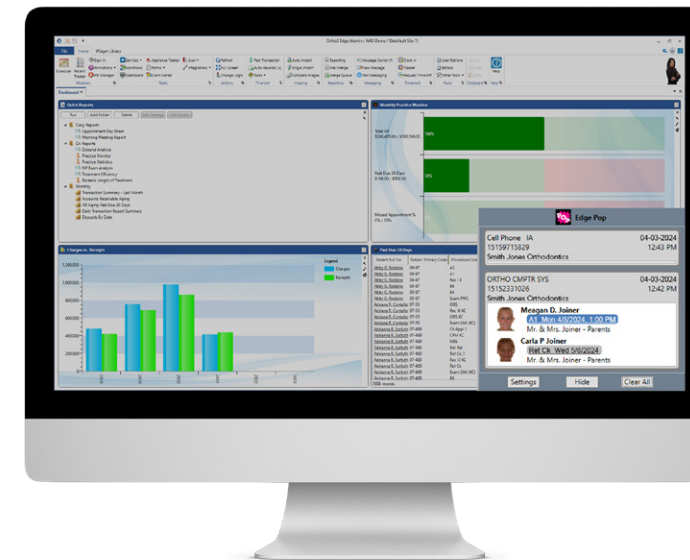


## EDGE POP

incoming call notifications

Never ask a patient how to spell their name when you know who is calling before you pick up the phone.

- Click the pop-up to open the patient's chart, insurance, or financial record
- Create a new patient when an unassociated number calls in
- View a full call history report
- Included free with Edge Cloud



# PATIENT EXPERIENCE

## CREATE A UNIQUE CUSTOMER EXPERIENCE

Build genuine patient connections with five-star customer service. The extra touches are what truly sets practices apart, and our ready-to-go, patient-centered features create that exceptional experience.

## EDGE REMINDERS

Speak their language

Today's reminders are more than just reminding patients of an upcoming appointment; it's saying Happy Birthday and inviting them to your summer outing. Edge Cloud has communication options for your specific message.

- Two-way texting from inside Edge Cloud
- Texts automatically save to correspondence history
- Confirm or reschedule appointments with dynamic reminders
- Save and quickly send frequently used texts
- Inform patients of news and events with branded newsletters



## EDGE ANIMATIONS

wow their experience

Whether adding videos to your website or presenting a case to a patient, Edge Animations brings insight to orthodontic care. Wow and educate your patients with hundreds of videos.

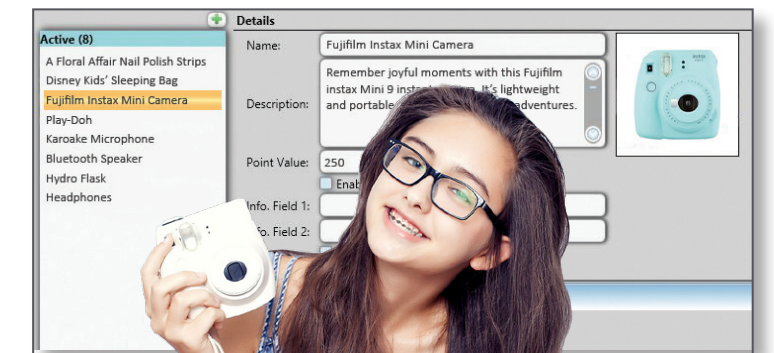
- Publish videos on social media, or email them to patients who don't start same-day
- Incorporate patient images with videos related to their treatment
- Annotate and customize audio for videos
- Take these powerful animations on the go with the Edge Animations App

## PATIENT REWARDS

gamify their treatment

Cultivate patient engagement by recognizing achievements throughout treatment. Reward patients for complying with treatment plans while prioritizing patient success.

- Built by your office for your specific needs
- Automatically assign points based on triggers in the software
- Patients can redeem their points for prizes all within Edge Cloud
- Included free with Edge Cloud



# THE CORE & MORE

## STRONG CORE FEATURES

Beauty is in the details. While most practice management systems include the core features, Edge Cloud stands out because we excel at them. Edge Cloud is complete, which means you don't have to worry about third-party integrations – everything you need and more is already included. Simplify everything, sacrifice nothing.

### DYNAMIC DASHBOARD

Select and configure the information you use the most to appear on your dynamic Dashboard. Track your practice's progress with more than 25 widgets.

### WORKFLOWS

Automate your day and increase your efficiency with custom triggers in your system. For example, a kept appointment can trigger a new treatment chart record or marking a tooth for extraction can trigger an extraction request letter to the general dentist. No additional effort required.

### ONLINE FORMS

Streamline health history forms with our integrated online forms. Whether it's office questionnaires, outpatient interviews, or any other form, the data is automatically entered into Edge Cloud.

### PATIENT TRACKER

Know where your patients are in your office at a glance with Patient Tracker. Stay on schedule by quickly identifying where the orthodontist is needed next.

### EDGE PORTAL

Communicate in a HIPAA-compliant manner with your patients, responsible parties, and consulting professionals. Customize access so groups can view their specific information from anywhere and everywhere.

### ADVANCED EDGE CLOUD REPORTS

Create report groups, such as month-end reports, using smart data selection parameters like "last month" or "tomorrow". Use one-click sorting and drill-down capabilities to access the information you want.



### EDGE MOBILE

Stay on top of your practice in the office or on the go with Edge Mobile. Available for both Android and iOS devices, this free app allows you to easily pull up patient information, check your schedule, and view Dashboard charts anywhere, any time.



### EDGE IMAGING\*

Edge Imaging is an impressive tool to manage your patient photos. Auto-import photos directly into your customized composite layout. All the premium editing features you expect are included along with unlimited 3D/2D file storage.



### TREATMENT HUB

View your treatment plan, treatment notes, tooth chart, patient photos, treatment progress, and patient information all from one spot. Fully customizable so you can view your patients' records the way you want.

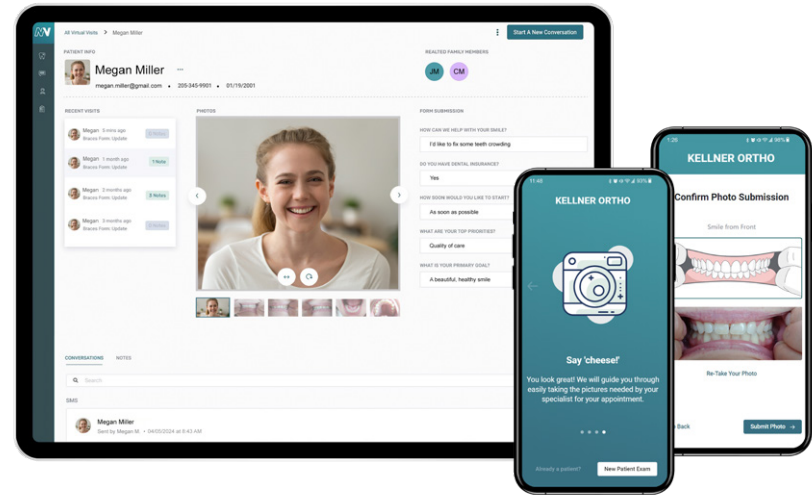
## & SO MUCH MORE

**security** | Your Edge Cloud data is protected in a private, bank-level secured data center, which also complies with PCI DSS and HIPAA.

**education** | Continue learning through our annual Users Group Meeting, free weekly webinars, and a library of online resources.

**support** | Our unmatched white glove customer service team is dedicated to making sure your office is successful.

# EXTENSIONS



## INVISIT conduct virtual exams

See your patients without seeing your patients. Leverage the power of inVisit to manage virtual exams. inVisit works with any practice management software and integrates with Edge Cloud for seamless access to patient information.

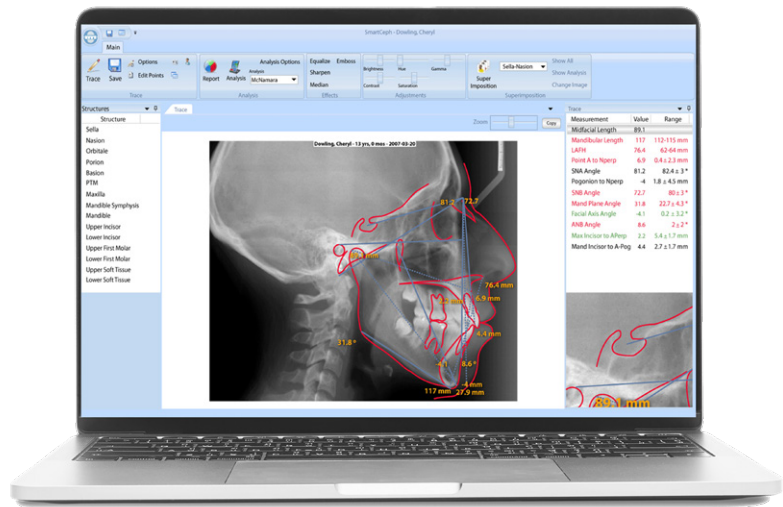
- Attract new patients with virtual consults
- Create unique templates and virtual visit questionnaires
- Virtually monitor ongoing treatment and retention
- Configure management tools that align with your needs



## PREMIER IMAGING\*\* pinpointed accuracy

Give your patients the highest degree of treatment with the tools in Premier Imaging. Ensure your patients' teeth are coming along the way you want them to with our ceph tracing and superimposition tools.

- Trace ceph images, analyze the results, and plan and present your case
- Superimpose multiple timepoints by plane or manually align them on the fly
- Wow your patients with a visual transformation of treatment using timepoint morphing



# GET STARTED

## GET EDGE CLOUD TODAY

Simple month-to-month pricing with no annual fees makes Edge Cloud a no-brainer for your practice! For pricing and more details, contact your Regional Manager.



Scan to find your Regional Manager  
sales@ortho2.com | 800.678.4644



Want to see Edge Cloud in action?  
Scan to view a free demo

\*This software shall not be used as a diagnostics decision making system and must not be used to make clinical diagnosis or replace or overrule a licensed health care professional's judgement or clinical diagnosis. \*\*The use of the Premier Imaging software requires that it be administered under the supervision of a licensed healthcare professional, who has expertise in the interpretation of the appropriate analyses. The software does not identify the presence or absence of any clinical diagnosis and must be used in combination with other diagnostic aids and clinical experience to form a diagnosis. Currently not available for commercial sale outside of the U.S.



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