

Quarterly Newsletter

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Ortho2 Perspective

I hope you were able to join us and experience Power Up 2026! More than 600 Ortho2 customers took part in the virtual, two-day meeting at the end of

February. Below you can read the recap of the successful event; you may even find some good reasons why you should attend next year's in-person Power Up. And if

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you haven't heard, the Users Group Meeting became Power Up this year, as we level up our meetings.

Our Power Up events have a lot of benefits for your practice:

1. Learning new ways to make your daily tasks easier with Edge Cloud. Your feedback told us that you want to implement workflows into your practice. Remember, you can always contact our Software Support Team to help set these up. But even small takeaways like running the Morning Meeting report, cleaning up your editors, and using Stacks are what you have told us you're implementing right away after the meeting.
2. Meeting Location. Our virtual events mean more people can join either in the office as a team-building experience or from the comfort of their own couch. Or, if you are like one of our attendees this year, over the friendly skies somewhere between Calgary, Alberta, and Newark, New Jersey. You really can learn right where you are. And, if you decide to join us during an in-person Power Up, we'll take you to some of the best locations in the United States.
3. Talk with other Edge Cloud users and ask questions. The platform we use to run the virtual event tracked our chattiness. There were 500+ messages sent and nearly 250 questions asked during the event. That's a lot of talking! And in ways that you can't get anywhere else. We saw many of you answering each other's questions and interacting with each other. What better way to get ideas than from other people who are in Edge Cloud every day?

We loved answering your questions after the sessions, and we have heard your feedback. We'll include more time at our next virtual event so we can get through even more questions. Here's another good place to plug our amazing Software Support Team.

4. Power Up your practice. Not only did Power Up provide information about Edge Cloud, but it also gave you a chance to learn about and interact with our sponsors for the event. I would again like to extend a sincere thank you to our Gold sponsors, DentalXChange and Kaleidoscope, and our Silver sponsors, Mango and Weave.
5. Don't just take our word for it. We truly would love to have you at Power Up, and we know it's worth attending. Here's what some attendees said during the event:
 - "Gosh, I can't wait to rewatch the recording. I cannot do notes fast enough!"
 - "Amazing!!! I didn't know that."
 - "Learned something new, which is always exciting!"
 - "Support helped us set up a workflow to send out past due account reminders. I love it!"
 - "Awesome day! Thanks for all the great information! Looking forward to tomorrow!"

Now that I have you powered up, be sure to mark your calendar for Power Up 2027, March 4-6 at Caesars Palace, Las Vegas. We can't wait for your team to experience the energy and learning of Power Up in person! 🍷

Amy Schmidt

Amy Schmidt, Ortho2 President



Retraining

Have you hired new staff since your original 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 Regional Manager today at 800.678.4644 or sales@ortho2.com.

POWER UP STARTS WITH EDGE CLOUD MAIN CHARACTER

Orlando is calling. Your upgrade is, too.

Show off your main character energy with experiences patients love. With Edge Cloud, patients can schedule online, choose flexible payment options with the financial slider, and make payments online. You shouldn't blend in with the crowd, and with Edge Cloud, you won't.

AAO Sale: Save \$2,000!

Save more than just money. Our seamless conversion means you won't spend your energy manually entering data. And because you are already part of the Ortho2 family, you keep your history intact so you can move to the cloud with confidence. All of the energy. None of the chaos.

Contact us today to save.
sales@ortho2.com | 800.678.4644

Offer expires May 3, 2026. Restrictions apply.

2026
Orlando
AAO EXHIBITOR
See you at booth 1321!

It's Time for Orthodontic Practices to Get Serious

Recognize that the title may suggest orthodontic practices are not taking their operations seriously. However, let me assure you that I know that orthodontics is an exceptional specialty, and orthodontic teams work diligently to deliver outstanding clinical care and customer service.

So why say it's time to get serious?

Because the competitive and business landscape of orthodontics is changing rapidly. The good news is that practices still have tremendous potential to perform at even higher levels than ever before.

How Things are Changing

For several years, Levin Group has studied the rise in orthodontic competition. New service delivery models have emerged, including corporate orthodontic service organizations (OSOs), dental service organizations (DSOs), and general dentists incorporating aligner therapy into their practices. Additionally, direct fee competition among orthodontists is becoming more common.

These changes are significantly reshaping the future of

orthodontics—particularly over the next five years.

Practices that once benefited from a steady, automatic flow of patients are now seeing those patients distributed across multiple delivery models and price options. Orthodontic practices, much like jewelry stores, are considered "economically elastic." This means that when the economy is strong, demand rises; when it weakens, demand declines. This elasticity was evident during the Great Recession of 2007–2008, when orthodontic production declined by approximately 10%. Today, the stakes may be even higher.

Is this cause for alarm? Not at all.

It simply means it's time to elevate operations and run practices better than ever before. The following six recommendations can help any orthodontic practice rise to the next level.

Recommendations for Building a Highly Successful Orthodontic Practice

1. **Provide Comprehensive Training for the Office Manager**

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Dr. Roger Levin

Roger P. Levin, DDS is the CEO and Founder of Levin Group, a leading practice management consulting firm that has worked with over 30,000 practices to increase production. A recognized expert on dental practice management and marketing, he has written 67 books and over 4,000 articles and regularly presents seminars in the U.S. and around the world.

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The Most Overlooked Strategy in Orthodontics

Walk into almost any orthodontic practice and ask a simple question: how many patients are currently on observation? Most teams can give you a rough estimate. Maybe a few hundred. Sometimes more. But if you ask the follow-up question—when was the last time someone actually reviewed that list—things tend to get quiet. Observation patients are one of the most misunderstood and underutilized assets in an orthodontic practice. These are patients who have already been introduced to your office, evaluated by the doctor, and told they will likely need treatment in the future. They already know your team. They already trust your recommendation. Yet in many practices, they quietly drift into the background.

It's rarely intentional. Most teams truly believe they are keeping track of these patients. The reality, however, is that observation patients often sit without a clear system for engagement. Over time, the list grows longer, recall dates become fuzzy, and before anyone realizes it, patients who were supposed to return in six months haven't been seen in two years. What most practices don't realize is that their observation list is not just a holding place for future patients. It's often one of the largest sources of untapped starts sitting right inside their own database.

To understand why, it helps to think about the typical new patient journey. A family hears about the practice, schedules a consult, comes in for an exam, and listens to the doctor's recommendation. If the patient is placed into observation, the clinical message usually sounds something like, "We're going to monitor growth and development before starting treatment." From a clinical standpoint, that makes perfect sense. Orthodontics is about timing, and sometimes the right treatment plan simply means waiting for the right stage of development. But from the parents' perspective, the message can often translate to something very different. Many families walk away hearing, "Nothing needs to happen right now."

Without intentional follow-up, the emotional urgency of that first visit begins to fade. Life gets busy, kids grow, schedules change, and orthodontics slips to the bottom of the priority list. The family assumes the office will reach out when it's time, while the office assumes the family will call back when they are ready. Somewhere in

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Alisha Holbert

Alisha grew up in orthodontics. From her first job out of high school as a dental assistant, to business manager, she has worn every hat from scheduling to insurance to TC – Alisha has seen it all. As a TC, she learned firsthand what works and what doesn't in a modern ortho office.

Now, Alisha brings all the insights gained as a world-class sales leader, combined with a natural gift for fostering thriving patient-team communities to her work at Straight Consulting.

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The Three AI Marketing Blind Spots Costing Orthodontic Practices New Patients Right Now

Something has quietly shifted in how patients find orthodontists. If you have been watching your analytics over the past 12-18 months, you may have noticed something unsettling: your rankings look solid, but fewer people are clicking through.

New patient inquiries feel harder to come by. The phone is not ringing the way it used to, and yet nothing obvious has changed on your end.

The reality is that everything has changed on the patient's end. AI-powered search is reshaping how people research healthcare decisions, including orthodontic treatment.

Google's AI Overviews, ChatGPT, Perplexity, Reddit, and a growing list of competitors are answering patient questions before those patients ever land on a practice website. The rules of digital visibility have been rewritten, and most orthodontic practices, along with many of the agencies serving them, have not yet caught up.

Over the past year, we have spoken with dozens of orthodontists about their digital marketing. Three concerns come up again and again. Understanding them is the first step toward turning each one into a competitive advantage.

Pain Point #1: My Google Rankings are Fine. Why are Fewer People Visiting my Website?

This is the most common frustration we hear. Orthodontists who have invested in SEO for years, building backlinks, optimizing service pages, and publishing blog content, are

watching their carefully crafted and earned rankings deliver less and less traffic.

The culprit is Google's AI Overview feature, which now sits at the very top of search results for a wide range of healthcare queries.

When a prospective patient searches "Who are the best orthodontists near me?" or "What age should my child see an orthodontist?", Google's AI synthesizes an answer right at the top of the results page. The patient reads the summary, gets what they need, and moves on without clicking a single link.

Your practice may hold the number one organic result below that AI Overview and ads, but in practical terms, you are invisible. Your website is pushed too far down the page. In some searches, your Google Business Profile with reviews appears at the very bottom.



We saw this trend emerge in late 2024. After launching an SEO and AEO solution for orthodontic practices, the gap between those who adapted and those who didn't is now clear, with early adopters seeing increased traffic and new patient growth.

Zero-Click Search

This phenomenon is called zero-click search, and it is accelerating. Industry data suggests that more than half of all Google searches now end without a click to any website.

For practices that have built their acquisition strategy around organic traffic, this is a structural problem, not a seasonal blip.

This also makes it very difficult to measure ROI when evaluating your digital marketing based on past performance metrics alone. The data looks normal. The new patients are not showing up.

The solution is not to abandon



SEO. It is to evolve it. Practices need to optimize for being cited inside AI Overviews, not just ranked below them. That means clearly structured FAQ pages, schema markup under the hood that tells search engines exactly what your content is about, and genuinely expert-level answers to the specific questions patients ask in your local area. Not what you want to tell them as a business owner. The goal shifts from chasing clicks to earning mentions by getting your practice's name embedded in the answer itself.

Pain Point #2: I Know my Website Needs to Change, but I Don't Know What to Change or Why.

Most orthodontic websites were built to impress Google's crawler, not to satisfy an AI retrieval system. The old SEO playbook (keyword-dense service pages, location modifiers, thin blog posts) was designed for a world of ten blue links. That world is gone.

How Do AI-Powered Search Engines Work?

Today's AI-powered search engines do not rank pages and present a list. They read across thousands of sources, synthesize information, and construct an answer.

When AI decides whether to pull from your website or a competitor's, it asks: Is this source authoritative? Is the information clearly structured? Does this content reflect genuine expertise, or was it written to game an algorithm?

This is where E-E-A-T (Experience, Expertise,

Authoritativeness, and Trustworthiness) becomes non-negotiable. If your website does not clearly signal who you are, what your clinical credentials are, and why patients should trust you, AI systems will pass you over in favor of sources that do.

AI doesn't just rank your content. It decides whether your content is worth knowing about at all.

To get orthodontic patients from AI-driven searches, orthodontic websites need to do several things they often do not do well:

- Conversational content that directly answers questions in natural language.
- Schema and structured data markup that labels content types (FAQs, reviews, services, doctor bios) in machine-readable format under the hood of your website.
- Topical authority, meaning comprehensive coverage that establishes the practice as a genuine expert resource.
- Content reflecting real clinical experience: case studies, treatment philosophy, and before-and-after outcomes that a general content writer cannot fabricate.

Practices that make these changes now are entering a space most competitors have not yet reached. The window for early-adopter advantage is open, but it will not stay open as more practices and agencies come on board with AI-targeted services.

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Mary Kay Miller

Mary Kay Miller is a trailblazer in orthodontic marketing with more than 40 years of experience. As CEO and Owner of Kaleidoscope, a digital marketing agency specializing in orthodontics, she has been at the forefront of innovation since 2006. Gaining more than 25 years of experience in private practice as a business and marketing coordinator, she founded Orthopreneur Internet Marketing in 2006, which merged with Kaleidoscope in 2021. Her expertise helps practices attract new patients.


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Appliance Received. Save it when you're done with each appointment code.

If you wrote down the names of any workflows next to Kept in the previous step, we will need to update those existing workflows manually. Go to Editors > Workflows. Select the name of the workflow you wrote down and hit the green + wand icon to add a new activity to the existing workflow. Select the Activity Remove Visual Tag and choose Appliance

Received. Click Ok. Do this for each workflow you wrote down and click Save.

Congratulations! You've now unlocked some new, powerful automations within Edge Cloud 8.0 that will hopefully make everyone's lives easier. As always, if you have any questions about setting up workflows, feel free to reach out to the Software Support Team.👉



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.

the middle, the patient disappears. It's incredibly common for practices to discover dozens, sometimes even hundreds, of observation patients who should have been reactivated months or years earlier. That's where hidden revenue often lies, not in larger marketing budgets or more advertising, but in relationships that the practice has already started.

The challenge most offices face is not a lack of care or effort. It's simply a lack of structure. Observation patients are often scheduled for a future recall appointment, but there is very little engagement between those visits. When the clinic becomes busy, observation appointments can feel less urgent than active treatment appointments. Over time, the list becomes messy and difficult to manage. Statuses may not be accurate, recall dates may be missed, and families may assume the office is keeping track of everything behind the scenes. Without a clear reactivation process, these patients quietly drift away.

One of the biggest mindset shifts teams can make is realizing that reactivation is not about selling treatment. It's about providing continuity of care. When a doctor recommends observation, they make a clinical decision

based on growth and timing. But growth doesn't follow a perfectly predictable schedule, and families don't always notice when things begin to change. A thoughtful follow-up can simply sound like, "We were reviewing our observation list and noticed it's been about six months since we last saw you. Dr. Smith recommended keeping an eye on growth, and this is usually around the time we like to take another look. Let's schedule a quick observation visit to see how things are progressing." That conversation isn't sales-driven. It's proactive care, and it reminds families that their child's development is still being monitored.

Technology has made this process much easier than it used to be. Many communication platforms allow offices to create automated follow-up messages for observation patients. These can be simple texts or emails that go out periodically to keep the practice top of mind. Something as simple as, "We're excited to continue watching your child's smile grow. If you have any questions or feel like things have changed since your last visit, we'd love to see you again," can keep families connected without creating extra work for the team.

Automation helps maintain communication, but it still needs to be paired with accountability.

In the most successful practices, observation and pending patients have a clear owner. Often, that responsibility naturally falls to the treatment coordinator. The TC already understands the patient journey, the doctor's recommendations, and the timing behind orthodontic treatment. When a TC regularly reviews the observation list, they can quickly identify patients who are overdue for recall, recognize when growth changes may signal treatment readiness, and reconnect with families who may have simply lost track of timing. Even setting aside a small block of time each week to review observation and pending lists can create a meaningful difference in patient engagement.

Pending patients deserve just as much attention as observation patients. A pending patient is someone who has already completed a consult and received a treatment recommendation but has not yet started. Sometimes

they are waiting for insurance verification, financial planning, or simply time to think through the decision.

Many practices assume these patients will call when they are ready.

In reality, people rarely move forward

without a little guidance. A thoughtful follow-up can be as simple as checking in and asking if they have any questions after their visit. Often, families appreciate the reminder and the reassurance that the practice is available to help them through the process.

Another hidden challenge inside observation lists is data accuracy. If patient statuses are inconsistent, it becomes difficult to track who should be returning and when. Some patients may be marked incorrectly, while others may not have a recall date at all. Cleaning up these lists can feel tedious, but it's one of the most valuable administrative exercises a practice can do. When observation patients

are clearly categorized, and recall visits are scheduled properly, it becomes much easier to identify opportunities for reactivation. Many practices are surprised by what they find when they take the time to review their lists. They often uncover patients who should have started treatment months ago, families who were waiting for a follow-up call, or children whose growth has reached the right stage for treatment but were never re-evaluated.

One of the best parts about focusing on observation and pending patients is that it doesn't require dramatic operational changes. Practices don't need to hire additional team members or dramatically increase their marketing budgets. Instead, they simply need a system that keeps existing patients engaged with the practice. Assigning ownership of the observation and pending lists, reviewing them regularly, ensuring recall visits are scheduled, and maintaining communication with families can create meaningful increases in starts over time.

Orthodontic practices spend a great deal of time thinking about how to attract new patients. Marketing campaigns, social media strategies, and community outreach events are all important parts of growing a practice. But sometimes the most powerful opportunity is already sitting right inside the practice. Observation

and pending patients represent families who have already taken the first step. They have met the team, heard the doctor's philosophy, and begun building trust with the practice. In many cases, they have already decided that this is the office they want to work with when the timing is right.

They simply need a system that keeps them connected until that moment arrives. When practices begin treating their observation list as an active part of the patient journey instead of just a holding category, they often discover something surprising.

The hidden revenue was there all along.👉

“One of the biggest mindset shifts teams can make is realizing that reactivation is not about selling treatment. It's about providing continuity of care.”

One of the most effective ways to increase collections and overall income is to ensure your office manager functions at a chief operating officer (COO) level.

In my experience, approximately 96% of office managers have no formal management education or prior management experience. While they may be dedicated and hardworking, many are not trained to oversee the full administrative and operational responsibilities of the practice.

When an office manager operates at a COO level, the orthodontist gains the freedom to focus on patient care, strengthen relationships with parents and patients, and increase referrals from both patients and referring doctors.

2. Equip the Treatment Coordinator with Advanced Strategies

As fee competition intensifies, some practices are lowering fees to attract patients. We expect this trend to continue. At least one large DSO now offers full aligner cases at under \$2,000 – a compelling alternative for cost-conscious families.

Today's treatment coordinator must build a stronger value proposition that justifies the orthodontic practice fee.

Key strategies include:

- Developing a positive relationship quickly during every consultation
- Demonstrating clinical and operational excellence
- Using well-designed scripting to communicate value clearly and confidently

When patients understand the value associated with the price, case acceptance improves.

3. Offer Flexible and Modern Financial Options

Decades ago, practices commonly required a 25% down payment, with the balance paid over 24 months. However, shorter treatment times, evolving technologies, and increased household debt have changed financial realities for many families. Patient financing is often the solution.

Although some practices hesitate because financing companies charge fees, the reality is that many parents cannot afford traditional down payments or monthly structures. Providing additional financing options gives families the flexibility they need to move forward with treatment.

4. Build World-Class Practice Systems

The most successful businesses in any industry share one trait: exceptional systems.

Large organizations invest heavily in developing and refining systems for research, operations, sales, and finance. Orthodontic practices must adopt the same mindset.

Efficient, checklist-driven systems ensure that:

- Financial balances are consistently collected
- New patient calls convert to scheduled consultations
- Patients stay on schedule
- Technology is fully utilized

Too often, team members understand only parts of their roles. Well-designed, step-by-step systems clarify expectations and eliminate missed steps. Practices that implement this level of organization can see more patients, increase collections,

reduce stress, and improve overall performance.

5. Develop an Excellent Team

Orthodontics is currently facing a significant staffing shortage. Fortunately, orthodontic practices can train both clinical and administrative team members effectively. To build and retain a strong team, we suggest following these principles:

Keep Your Current Team

Happy. Practices with strong culture and skilled leadership retain team members longer. Office managers who understand human resources, show respect, and consistently recognize performance create stability and loyalty.

Offer Competitive

Compensation. One recent client paid significantly higher wages to new employees but failed to adjust compensation for existing team members. Within six months, they lost 50% of their experienced team. Regularly review market compensation rates to ensure fairness and competitiveness.

Build a Strong Culture of

Positivity. Team members want to work in an environment that is upbeat, respectful, and enjoyable. A positive culture does not happen by accident – it is intentional.

Ways to reinforce a strong culture of positivity include:

- Thanking team members daily for excellent performance
- Implementing team-based bonus systems
- Offering unexpected, fun surprises

Serious continued on next page



Free Cutting Edge Webinar Series

The Cutting Edge Webinar Series features industry-leading consultants and doctors presenting on their expertise in the field. These webinars are free and for anyone - from resident to experienced doctors and staff.



Scan the QR code for a full calendar of webinars and recordings. Webinar recordings can be found at the bottom of the page and will be available for three months after the webinar takes place.

Serious continued from previous page

– gift certificates, event tickets, or even bringing in coffee

There are countless ways to boost morale. Creativity and consistency are key.

6. Deliver Outstanding Customer Service

Good customer service is not enough. Above-average service is not enough. Practices must aim for outstanding, five-star customer service.

In research conducted for a customer service training book, I found that only a small percentage of practices truly operate at a five-star level. Many work hard to avoid dissatisfaction—but that alone does not build growth.

At the five-star level:

- Referrals increase
- Case acceptance improves
- Patient loyalty strengthens

Exceptional customer service must be systematic and consistent. It requires scripting, training, and repetition. How

patients are greeted, how conversations are handled, how farewells are delivered, and how reviews are requested—all must be intentional and standardized.

Five-star service does not happen by accident. It is designed.

Is it time to get serious? Absolutely.

We are entering a new era in orthodontics where performance distribution will widen. The top 25% of practices will enjoy outstanding careers. The next 25% will perform well. Below that, outcomes become uncertain.

Practices that implement the strategies outlined here will steadily rise in performance, collections, and overall success.

In today's environment, standing still means falling behind. That is not pessimism—it is simply the nature of business. The encouraging news is this: any orthodontic practice can achieve tremendous success by approaching the business side of orthodontics with the same excellence applied to clinical care. ☺

Pain Point #3: How Can I Compete With DSOs That Have Unlimited Marketing Budgets?

Private practice orthodontists are watching large dental service organizations deploy AI at scale: chatbots that handle inquiries around the clock, automated follow-up sequences, predictive analytics identifying likely converters, and AI-generated content published across dozens of locations simultaneously.

It is worth noting that AI new patient concierge services are now available to both DSOs and private practices. That represents a meaningful breakthrough for independently owned practices looking to level the playing field.

It is easy to conclude the game is rigged and that the smart move is to focus entirely on retention and referrals. That conclusion is understandable, but it is wrong.

Independent practices have something DSOs cannot manufacture: a genuine, specific, human story. That is precisely what AI-powered search rewards.

Large DSOs face a fundamental challenge in the AI era: their content is inherently generic. Centralized marketing teams serving hundreds of locations cannot capture the authentic voice, clinical philosophy, or community presence of each individual practice. AI systems are increasingly good at detecting thin, templated content and weighing it accordingly.

An independent orthodontist has a natural advantage, but only the practices willing to be specific and authentic will capture it. A site featuring the doctor's actual clinical philosophy, specific before-and-after case narratives, genuine patient testimonials, and a clear treatment approach is distinctive. It reads as authoritative precisely because it cannot be mass-produced.

A practice publishing two genuinely expert pieces of original content per month will outperform a DSO publishing twenty templated articles, because quality and specificity are what

AI retrieval systems optimize for.

That advantage does not activate itself. It requires the right content structure, the right technical signals, and consistent execution. That is exactly what the SEO and AEO solution we built for orthodontic practices is designed to do.

Where technology helps is in automating what does not need to be original: appointment reminders, review requests, lead follow-up workflows, and basic inquiry handling. These tools are increasingly affordable for independent practices.

The clinical and creative content, however, must come from the practice itself. That is not a limitation. That is the competitive moat you can build around your practice.

The Window Is Open, but Not for Long

Digital marketing for orthodontic practices is in transition. The strategies that have worked for the past decade are delivering diminishing returns. AI is still in its infancy, which means practices that adapt now will build advantages late movers will struggle to close.

The three pain points outlined here – traffic loss from AI Overviews, outdated website content, and the perceived resource gap with DSOs – are interconnected and solvable.

Practices that build authoritative, well-structured, AI-compatible content earn citations in AI search results, signal expertise to retrieval systems, and create a presence no DSO content factory can replicate.

The practices that will thrive in the AI era are not necessarily those with the biggest budgets. They are the ones who understand the new rules early and build accordingly.

If you are uncertain where your practice stands, the most useful first step is an honest audit of your digital presence through the lens of AI compatibility, not just traditional SEO metrics. The questions are different now, and so are the answers. ◉

Contact Support

By Phone: 800.346.4504

By Email: ortho2support@ortho2.com

And Don't Forget Our Website:
support.ortho2.com

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

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

Our website gives you 24/7 access to our knowledge base, FAQs, white papers, visual help videos, and more.

Celebrating Ortho2 Anniversaries

Congratulations to these Ortho2 team members who celebrated anniversaries during the first quarter of 2026.

Forty-Four Years

Dan Sargent

Thirty-Five Years

Diane Lyon

Twenty-Eight Years

Coreen Magnuson
Mike Vest

Twenty-Seven Years

Doug Olsan

Twenty-Five Years

Joe Levenhagen

Twenty-Four Years

Amy Schmidt

Twenty-Two Years

Chad Kellner
Tony Kooima

Twenty Years

Chris Bennett

Seventeen Years

Jim Powell

Fifteen Years

Mike Gude

Fourteen Years

Mark Hoffmann

Twelve Years

Lori Backous
Linda Cooley
Amia Sult

Seven Years

Joe Randazzo

Five Years

Kimberly Betke

Four Years

Noah Parks

Three Years

Monica Duarte
Montana Horras
Jordan Neumayer

Two Years

Kay Duran
Anthony Vieger

One Year

Taylor Aukes



EDGEucate Yourself With EDGEisodes

Looking for EDGEducational content to help you become an Edge Cloud guru? Our brand new EDGEisodes series is perfect for you! These bite-size videos will provide you with quick and easy tips to master all things Edge Cloud and are easily accessible on Facebook and Instagram.

ORTHO2
EMPOWERING PRACTICES
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