COMPANY: OrthoMinds
PRODUCT: OrthoMinds
WEBSITE: orthominds.com
PHONE: 770-756-6500

Which specific features differentiate your product within the practice management software field?

OrthoMinds sets itself apart with multiple integrations to support the many needs of orthodontic practices. It is an all-inclusive, browser-based practice management system that offers integrated financial services, MMS two-way texting, virtual consults and EasyRx lab tracking and communication software. Also, OrthoMinds' built-in payment slider, patient portal and sign-at-home features help close sales and can increase revenue by more than 10%.

In terms of cost/value, where does your company sit among competitors?

OrthoMinds does not charge for startup or virtual training. Plus, third-party integrations are not required, so practices can save money by having everything they need in one place. OrthoMinds is also one of the few systems that does not charge for additional users or licenses. And with fully integrated financial services, practices do not need a full-time financial coordinator.

Where is practice management software going over the next 10 years, and how are you positioned to lead the way?

Compared with dental and medical offices, orthodontic and specialty practices typically lag in practice management system development. Right now, some of the biggest trends are telehealth, automation, AI-driven scheduling and lead generation, integrated patient portals and the ability to communicate with patients through their preferred method. The only software created by a practicing orthodontist, OrthoMinds is an industry leader that meets modern demands.

Switching practice management software is difficult. How does your company make it easy from a cost and efficiency standpoint?

With no start-up fees and free virtual training, switching to OrthoMinds is affordable. Virtual training is offered until the software's go-live date, and after the launch, training staff assists in person for two to three days to help practices get familiar and comfortable with the software. OrthoMinds also mitigates data transfer, ensuring all data is pulled and placed into the correct fields.