



COMPANY: Tops
PRODUCT: Tops
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Which specific features differentiate your product within the practice management software field?

Tops provides solutions for the entire patient journey, including appointment scheduling, one-touch check-in via iPad and seamless insurance claims. Its newest feature, TopsPay, automates recurring payments, tracks failed payments and makes transactions easier and more efficient. Tops has the highest security and customer service standards, backed by reliable Apple hardware and an experienced support team.

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

Tops meets modern demands and addresses orthodontists' concerns surrounding security, patient flow and finances. Because it runs on Apple hardware, Tops has consistently been a safe and reliable choice for orthodontists. In fact, Tops has never experienced a data breach. It's also affordable; practices can customize their Tops package, omitting features and integrating favorites for software that suits their needs.

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

The future of practice management software is patient-driven. In a digital era, they're faced with more decisions than ever, and online reviews and social media are helping them narrow down their choices. Patients' experiences in orthodontic practices will determine the industry's future, so meeting their expectations is critical. Tops offers fully integrated patient-centric solutions to provide modern, high-quality care and exceeds the fast-paced demands of busy patients.

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

The switch is easy. First, the Tops implementation team helps orthodontists put together a custom package. This way, they aren't purchasing unnecessary features and can keep the software or hardware they enjoy using. Then, Tops provides comprehensive three-day training for staff, helping them fully understand the software. If practices have any questions, an experienced support team is ready to help.