An orthodontic practice management leader, Ortho2 has announced the release of Practice Connect, a new, office-specific app that facilitates patient communication, adds marketing features and expands orthodontists’ practice community.

This Android and iPhone app is uniquely branded for each office and allows practices to customize the information their patients, responsible parties and prospective patients see. The app includes many new mobile features, such as patient access to upcoming appointments, images, animations and even reward points and prizes, as well as global messaging and automatic GPS patient sign-in.

Amy Schmidt, Ortho2’s director of sales and marketing, said: “Practice Connect was developed from specific customer input that we received during the last year. Many of our orthodontists told us they wanted an app that was designed and customized for their office and that they could use to engage their patients as well as drive new patients to their practice.”

Practice Connect lets patients set their own reminders for appointments at exactly the time they want — anywhere from 30 minutes to hours or days before the appointment. In addition, patients can sign in for their appointment via the app’s GPS patient sign-in once they come within a certain distance of your office and within a certain time before a scheduled appointment.

Practice Connect also makes referrals simple and rewarding. Patients can easily enter the name and email address of the person they are referring, with the option to include a phone number. Your office gets an email, as well as the person being referred.

Dr. Tim Dumore, an orthodontist in Winnipeg, Canada, said: “I’m very excited to incorporate Practice Connect into our office. What a fantastic way to interact with our patients, as well as for them to see how their treatment is progressing. This marketing tool will greatly help get our name out to those looking for an orthodontist in the area.”

Practice Connect runs seamlessly on Ortho2’s Edge cloud platform and is the latest in a series of mobile app development.

“The response to Practice Connect has been phenomenal,” said Dr. Craig Scholz, Ortho2’s director of emerging technologies. “We are excited to be able to leverage our cloud-based Edge system by adding a powerful patient-based app that is branded uniquely for each office. Now orthodontists can stay connected with their patients 24/7 by giving them meaningful content and unique mobile functions.”

Ortho2 products can be found in more than 2,000 orthodontic offices, and the company has been providing orthodontic software solutions for more than 30 years.