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Innovation never ends.

topsOrtho™ launched in 1992. It's hard to believe it's been twenty-five years!

But it has. And the inexorable march of technology has brought us amazing advances in every area of our lives.

When we began, our efforts went into creating a system that was easy to use. We wanted it to be intuitive and predictive. We focused on having a logical layout with simple tasks to better manage your practice processes. We did this by organizing them around real people. Of course, at the time there was no internet unless you were a serious nerd; yes, we were serious nerds already thinking ahead. As the rest of the world gradually became more connected, we saw the rise of social media and a complete change in how we view the world. Best of all, we also witnessed the introduction of digitally-assisted orthodontics!

For topsOrtho, innovation really took off in 2001 when Apple changed their OS to the very modern, UNIX-based Mac OS X. Calling it a game changer would be cliché. It was an enormous leap forward, as UNIX was designed around multi-user, internet-connected, secure computing.

We then had the great fortune to kidnap Apple expert Aaron Hillegass from Cupertino when he relocated to Atlanta—home to team tops. With Aaron as chief architect, we were able to restructure and design our software around speed, ease-of-use and reliability.

That innovation alone catapulted our capabilities ahead of everyone and revolved around a then-unusual private-cloud architecture. This new topsOrtho generation required no updates by the user. It offered new features such as built-in letter writing and imaging and ran at super high speeds.

We began to expand our development team, bringing in highly-sought talent from companies like NeXT, Apple and Rosetta Stone.

With a crack development team, we added new, highly useful features, like Door-to-Door™, which maps travel from a new patient's home to your practice door and is sent to the patient via email.

We publish an average of 4 updates per year. Each update brings something new. Over time, there have been some enhancements that have earned the title of coveted favorites. One was the 3D interactive tooth chart, which improved patient elastic compliance. The D7 Matrix™ is our advanced control panel for your

Treatment Coordinator. It gives your practice a laser-vision, detailed view into the efficiency and profitability of your clinical team, enabling you to increase your bottom line.

Our unique Off-the-Charts™ enhancement brings chair-side digital orthodontics into a single point of access within the topsOrtho patient chart. It includes Patient Rewards Hub™, Invisalign® ClinCheck® and suresmile®. You have full functionality of each of these services within topsOrtho—right inside the patient chart.

So what's next? topsOrtho version 8.0 with our integrated digital communications suite— topsExpress! This suite contains sophisticated, built-in SMS appointment reminders and secure, encrypted email. It incorporates direct, one-to-one SMS messaging that originates from your primary practice telephone number, not from your staff's personal cells.

Plus, topsOrtho version 8 includes patient education with a trackable viewing history within the patient chart. This ensures you'll know which patients are doing their "homework."

While topsOrtho is known for being smooth, it's our service we are most known for. When you're busy running from chair to chair, you don't want to stop to deal with problems. You want to know that not only are we one call away, but that we are constantly monitoring and updating your topsOrtho system behind the scenes.

topsOrtho continues to evolve at a fast pace. Innovation and creativity never end at team tops. We're already working on new features based on customer input and research. We look forward to announcing those when they're ready!

Mark S. Sanchez, D.D.S., is the founder, CEO and chief developer at tops Software. He practices in one of Atlanta's leading orthodontic practices, and is the only programmer of orthodontic management software who actually uses such a product on a daily basis. Dr. Sanchez developed his programming skills while pursuing a doctorate in physics at Georgia Tech. He earned his dental degree and certificate in orthodontics at Emory University.

