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ORTHODONTIC SPECIALIST

# TOP 10 THINGS

You Should Know Before  
Choosing An *Orthodontist*

By **Dr. Robert W. Shafer DMD, MS**

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## INTRODUCTORY LETTER FROM DR. SHAFER

Dear Friend,

By reading this, you have now taken your first step towards confidently choosing an orthodontist that is the ideal fit for you. Just like every mouth is different, every orthodontic practice is different. We want you to be educated about your options when it comes to both orthodontists and treatment.



At Shafer Smiles Orthodontics, our mission is to serve you. There is nothing we find more rewarding than seeing you or your child's confident smile after the transformational treatment is complete! To help support our mission of serving you and helping you choose the right orthodontist - even if it is not us - I wrote, "Top 10 Things You Should Know Before Choosing An Orthodontist," to help you feel more confident with your choice for an orthodontist and treatment. Each aspect of this report is the minimum standard you should expect from your orthodontist.

To Your Future Smile,

*Dr. Robert W. Shafer*

P.S. When you are ready, I urge you to schedule your Shafer Smile Assessment which includes an initial exam, comprehensive consultation, digital photos, and more. This is normally valued at \$250 but by calling 217.354.9148 or going to our website you can receive a \$250 savings certificate, making your first visit 100% FREE, Guaranteed!

# #1 DO THEY HAVE A GREAT REPUTATION?

As universal as the internet is today, it is extremely important to research the reputation of any orthodontist you are considering. Many businesses are working harder than ever to keep their patients happy because even one bad review can detrimentally harm their reputation. Be sure to check Google, Yelp, and Facebook at a minimum to see what patients are saying about the orthodontist you are considering!

*Our team at Shafer Smiles Orthodontics work tirelessly to ensure your experience is one that you will be glad to share with your family and friends!*

Our team at Shafer Smiles Orthodontics loves seeing positive reviews from our patients online. On Facebook, the practice has 4.8 stars with over 25 reviews! Be sure to ask your friends who have been treated at Shafer Smiles Orthodontics what they think of their experience and then call 217.354.9148 to schedule your Shafer Smile Assessment!







## ARE THEY A PLATINUM INVISALIGN PROVIDER?

Many orthodontists and dentists claim to offer Invisalign treatment of the highest quality, only for you to find out that they use generic brands and not actual Invisalign treatment. To prevent any disappointment, we suggest that you only look for orthodontists recommended by the Invisalign company. These orthodontists are extensively trained to provide the most efficient plan for your Invisalign treatment, and also have the most experience successfully treating patients with Invisalign.

*Your orthodontist should demonstrate a proficiency with Invisalign, treating a minimum of 100 cases every 6 months.*

As a Platinum Invisalign Provider, the team at Shafer Smiles Orthodontics has achieved a significant level of experience treating patients, like you, with Invisalign & Invisalign Teen. We have successfully treated both minor and challenging cases with Invisalign by treating more than 100 cases with Invisalign every 6 months. As such, we have acquired Platinum Provider status with Invisalign. If you have been told you aren't a good candidate for Invisalign, be sure to schedule your complimentary Shafer Smile Assessment to see if we can help!



# #3

## DO THEY PROVIDE A WELCOMING ATMOSPHERE?

The atmosphere of a typical orthodontic office is no different from a typical doctor's office. You receive minimal communication from the front desk team and the information you do acquire is not enough to make you feel comfortable and confident with your experience. You get minimal communication with the front desk team and the information you do receive is not enough to make you feel comfortable and confident with your treatment plan.

*At Shafer Smiles Orthodontics, the friendly team ensures you feel welcome and comfortable asking any questions!*

Our team at Shafer Smiles Orthodontics will make you feel welcome the moment you schedule your appointment. We know it is imperative to provide a warm, welcoming atmosphere because you will be visiting the practice often over the next couple of years between treatment and retention. We want to ensure you are comfortable and confident with choosing Shafer Smiles Orthodontics.



# #4

## DO THEY HAVE VIRTUALLY NO WAIT TIMES?

At the average orthodontic office, you may experience a 20-40 minute delay at your appointment. This happens because scheduling staff over-books time slots as a buffer for cancellations. The result is that your appointment starts later and ends later in addition to feeling rushed during your appointment.

*Our team at Shafer Smiles Orthodontics believes that your orthodontist should always be punctual and allow you enough time to ask questions and voice concerns!*

Our team at Shafer Smiles Orthodontics understands that your time is valuable. To ensure that we don't waste any of your time, we carefully plan our schedule without any overlap of appointments. You can walk in feeling confident that you will experience virtually no wait times! Additionally, they make sure that each appointment is scheduled with enough time for you to pose any questions or concerns directly with Dr. Shafer.



# #5

## DO THEY OFFER GAG-FREE IMPRESSIONS?

Typically once you are ready to start treatment, your orthodontist must take an impression of your teeth. Traditionally, this meant filling a large tray with sticky goop and holding it on your teeth until it sets. The goop is somewhat uncomfortable, distasteful, and often causes some gagging. However, this method is no longer a necessity! There is now advanced technology that is more accurate than the traditional goop and way more comfortable for the patient.

*An uncomfortable impressions process shouldn't be the first impression you have of your orthodontic experience!*

At Shafer Smiles Orthodontics, we take our impressions digitally! We use iTero, a device that has a compact wand that scans your teeth. We minimize the time it takes to take an impression, the results are available instantly, and best of all no more gagging! We want you to feel as comfortable as possible starting with your first appointment for treatment.







## ARE THEY USING THE LATEST TECHNOLOGY AND TREATMENT OPTIONS?

To save money, many orthodontists cut corners and use outdated technology. Doing so can reduce the effectiveness and increase the time of your treatment as well as cause problems such as discomfort. When choosing your orthodontist, it is important to verify that they are using the most up-to-date technology available.

*Utilizing the latest in technologies ensures that the orthodontist is not going to cut corners on efficiency and accuracy.*

Shafer Smiles Orthodontics is equipped with the most advanced technology available today. Our team uses 3D scanning technology to quickly and safely visualize your facial structure. As previously mentioned, we use iTero digital scanning systems to take impressions of your teeth, allowing for the most accurate treatment available.

## ITERO SCANNER



# #7

## DO THEY PROVIDE ACCELERATED TREATMENT OPTIONS?

If the orthodontist you are considering only offers traditional treatment options such as metal braces, you may be in braces longer than you want to be. You may also be continually exposed to minor inconveniences including potential discomfort for an extended period of time.

*When you choose Shafer Smiles Orthodontics, you are choosing a practice that offers accelerated treatment options for your convenience!*

At Shafer Smiles Orthodontics, we provide accelerated treatment options. For example, we use self-ligating brackets to minimize your treatment time and maximize your comfort. This system can reduce your treatment time by over six months! Additionally, you can reduce your treatment time up to 50% by using AcceleDent which has also been proven to minimize discomfort in braces and Invisalign. Take advantage of these options when you choose Shafer Smiles Orthodontics!



# #8

## ARE RETAINERS INCLUDED?

After your braces come off and you are ready to share your smile, your orthodontist should make sure you have the tools you need to ensure you can keep your perfect smile for a lifetime! Often-times, you may find that the costs of a retainer are not included in the initial treatment cost. You are left choosing between paying for an expensive set of retainers or losing your smile.

*Your orthodontist should include at least one set of retainers in your treatment plan.*

At Shafer Smiles Orthodontics, your retainers are included in your treatment plan! The team at Shafer Smiles Orthodontics believes that your smile should last for a lifetime, and that isn't accomplished without retainers.





## DO THEY OFFER ANY GUARANTEES? IF SO, WHAT ARE THEY?

Finding an orthodontist that offers some type of guarantee on your smile is rare. Your smile should last a lifetime with routine retainer wear. However, without scheduled retainer maintenance and adjustments, your teeth could lose their perfect alignment. At your average orthodontic practice, you will simply be required to pay for full treatment all over again.

*Our team at Shafer Smiles Orthodontics wants your smile to last a lifetime!*

When you choose Shafer Smiles Orthodontics, if you ever require orthodontic treatment again, even if the re-treatment is necessary due to poor retainer wear, you will never pay for the cost of braces twice in our office. We will work with you.





# #10

## DO THEY MAXIMIZE YOUR INSURANCE BENEFITS?

When choosing an orthodontist that is the right fit for you and your family, it is important to find an orthodontist that will maximize your insurance benefits. You will likely find that many orthodontists are simply unwilling to help you with your insurance benefits. Ultimately, they will only provide the basic documentation necessary for you to submit a claim. This is a good indicator that the orthodontist you are considering is only doing treatment for the money.

*An office concerned about you will help guide you through your insurance benefits.*

When you choose Shafer Smiles Orthodontics, you are choosing a team that will help you maximize your insurance benefits. Our team is always happy to help you fill out your reimbursement paperwork, guide you through the process, and file on your behalf. Our team at Shafer Smiles Orthodontics wants to ensure you have the most convenient treatment possible!





## ARE THEY FLEXIBLE WITH PAYMENT OPTIONS?

I know this report says the "Top Ten Things," but flexible payment options are so important that I have included it as a bonus. Transforming your smile should be affordable. However, even with insurance, the entire treatment fee may not be covered. Your orthodontist and his or her team should be willing to work within your budget.

*Our team at Shafer Smiles Orthodontics thinks your best smile should be affordable for you!*

Our team at Shafer Smiles Orthodontics believes that offering flexible payment options is an opportunity to build rapport with our patients. We offer payment plans that are completely interest free! The Shafer Smiles Orthodontics team will find a way to help make you and your child's treatment affordable.



## CLOSING LETTER FROM DR. SHAFER

Dear Friend,

I hope you have found this report informative in your decision-making process for finding an orthodontist that is perfect for you and your family. There are other personal considerations you may want to take into account, however, these top 10 factors should be the very minimum you take into consideration.



If you consider Shafer Smiles Orthodontics among your top choices, feel free to take advantage of our \$250 Shafer Smile Assessment Savings Certificate. The savings certificate will cover the cost of your first visit which includes an initial exam, digital photos, and a comprehensive consultation. You will get to experience all the benefits that my team and I offer our patients currently in treatment.

If after your Shafer Smile Assessment, you don't feel that Shafer Smiles Orthodontics is the right fit for you, we can simply part as friends.

To Your Best and Brightest Smile,

*Dr. Robert W. Shafer*



*Robert W. Shafer* DMD, MS  
ORTHODONTIC SPECIALIST

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