

# ODONTO

PROFESSIONAL ALIGNERS

# HOW TO BUILD A 5 LAKH PRACTICE !



# BRACE GROWTH

We have recognized long ago that the dentist needed to have an organized way to talk to the teeth with plastic force systems just as some do with wire and braces.

The Odonto E Book Series on Clear Aligners will set the doctor on the right track to do just that.

This book is well organized to help the doctor learn the principles in each case type in an easy-to-read, systematic format.

Each chapter addresses another aspect of correcting malocclusion with clear aligners, and guides the reader through a common-sense approach to virtual treatment planning

The GROW YOUR PRACTICE Guide must-read for all doctors looking to up

WITH ALIGNER Treatment is a their Aligner game.

I highly recommend you study this computer where you work up your if you follow our methods, you will be

book and keep it next to the treatment plans. I am confident that delighted with the results!

The unmet didactic need for the textbook when it comes to aligner plan.

private practitioner is a true 'how to' understanding and then selling an This is the first of its kind towards this endeavor and readily services a doctor's unmet need when treatment planning in the privacy of their offices.

Whether a novice or more experienced, Odonto s logical, methodical, and step-by-step approach is exactly what is needed to streamline the Aligner treatment planning process so it will become as second nature to every dental practitioner.

# YOLO PATIENTS ...!

## YOU LIVE ONLY ONCE

Just 10 years ago, the thought of predictably correcting moderate to severe malocclusions with clear aligners would have seemed farfetched.

In the past, the adult orthodontic market was limited. Many adults who had severe malocclusions weren't offered much more than traditional metal or ceramic or lingual braces. This prevented many adults who didn't want the stigma of braces from getting their teeth straightened.

Today, the evolving technological innovations coming out, enables a large segment of the adult population to use highly esthetic clear aligners to straighten their teeth.

The clear aligners enable adults to avoid the perceived embarrassment of braces and easily persuade them to straighten their teeth even as senior citizens.

At Odonto we have a 65year old who s loving her smile thanks to the Aligner therapy provided to her satisfaction.

The true meaning of YOLO is being experienced by dentists due to the clear aligner treatment being the fore front in their practice today .

Your orthodontic practices can greatly benefit from expansion into the Clear Aligner marketplace. Opening the door for more opportunities to serve the adult market make it a terrific way to grow your practice.

To do this, you will need education about the latest treatment techniques. It may even inspire you to broaden your orthodontic patient solutions using our prescribed principles, practices and methodologies to achieving winning results.

# CHECKLIST

## TICK YOUR WAY TO ALIGN SUCCESS

If you're brand-new to Aligners just start at the beginning and work your way down. If you've already treated a few cases, you may be able to skip ahead. Don't be overwhelmed! You can do this. Just take it one step at a time. Wherever you're at in the process, we hope that this guide helps you take your practice to the next level.

### 1. GET ONBOARD...!

#### REGISTER AS AN ODONTO PROVIDER.

- Register at [odontoaligners.in](http://odontoaligners.in) or give a missed call on 7506040404.
- Relation manager will familiarize you with Clear aligners.
- Join our Free Webinar series every week.
- Read and get acquainted with our knowledge base in our Academy section of our website [www.odontoaligners.in](http://www.odontoaligners.in).
- Attend the Aligner Provider Program (APP) to gain confidence



# CHECKLIST

## TICK YOUR WAY TO ALIGN SUCCESS

### 2. PREPARE YOUR PRACTICE...

#### ARM YOURSELF & BRACE FOR IMPACT...

- Gather supplies. You'll need a way to take and upload high-quality photos.
- Digital camera or smartphone Mirrors for buccal and arch photos.
- To capture your patients' dentition, you'll also need an intraoral scanner or
- PVS impression material.
- Prepare to place engagers or attachments.

We provide complete knowledge and hands on how its to be done.

- **Prepare to perform IPR.** – We provide the necessary equipment to carry out the procedure
- **Set pricing** - Typical patient costs for aligner treatment depend on the complexity of treatment and what the market will bear. Be sure to allow yourself a sustainable profit margin.
- **Aligner Provider Program** - We highly recommend it. Odonto offers a range of courses on topics related to clear aligners. These courses answer many of the most common questions that our support staff receives.

Use the Odonto Sales Pitch with recall Pitch along with props such as Images , Flipchart, Brochures , Flex sheets (we provide once you register on APP)



# CHECKLIST

## TICK YOUR WAY TO ALIGN SUCCESS

### 3. TREAT YOUR FIRST PATIENT.

#### THE ACTION BEGINS...

- Start with a simple case.
- Look for a minor issue that can be corrected in less than a dozen steps, without major crowding or difficult movements. Anterior teeth are easier to correct than posterior teeth, and tipping is easier than extrusion or rotation. You may find it convenient to start with a staff member, a family member, or even yourself.
- Get informed consent. Every patient should read and sign an (Give example format). Make sure they understand these key points.
- Take photos and impressions or scans.
- Submit your prescription.
- Review & approve the treatment setup.
- Teach your patient how to wear & care for their aligners.
- Instructions are printed on the back of each aligner bag. It is absolutely essential for your patient to understand the importance of wearing aligners consistently. This is the single most important factor in treatment success.
- Give your patient two sets of aligners and check their progress at each appointment.



# CHECKLIST

## TICK YOUR WAY TO ALIGN SUCCESS

### 4. PRIORITIZE ALIGNERS...

#### FIRST THINGS FIRST

Unfortunately, you probably can't just sit back and wait for patients to walk in to your practice asking for clear aligners. That might happen occasionally, but most people don't consider correcting malocclusion until the benefits are presented to them.

#### Here are some of the actions that set successful practices apart:

- Ask every patient whether they're happy with their smile. Give every new patient a smile survey with questions like:
  - How would you rate your smile from 1 to 10?
  - What would you change about your teeth?
  - Does it feel like your teeth fit together properly when you bite down?
- Talk to every patient about clear aligners, regardless of what they come in for.
- Even if a patient isn't a good candidate, they may know someone else who is. If they are a good candidate, include aligners in their treatment plan and make sure they have a copy when they leave.
- Play videos for patients in the waiting and exam rooms to introduce them to Aligners
- Tell patients about the benefits of correcting malocclusion.
- We offer a chart of conditions & benefits that you may keep on hand.



# CHECKLIST

## TICK YOUR WAY TO ALIGN SUCCESS

### 4. PRIORITIZE ALIGNERS...

#### FIRST THINGS FIRST

- Put out promotional materials.
- Make sure Odonto is visible in every part of your practice.
- Display brochures in your waiting room and exam rooms.
- Hang posters throughout the office.
- Attach a window cling by your front door.
- Teach patients about aligners with a flipbook and before & after photos.
- Let patients get hands-on with a typodont and sample aligners.

**At Odonto after our program we send you these so that you do not have to worry about preparing your clinic for**

- Set achievable treatment goals. Start simple and work your way up to treating more difficult malocclusion as you gain experience and confidence with aligners. Even minor anterior corrections can make a big difference in a patient's self-confidence.
- Update your website. You can find logos, images, and sample copy as a Odonto provider.
- Instructions are printed on the back of each aligner bag. It is absolutely essential for your patient to understand the importance of wearing aligners consistently. This is the single most important factor in treatment success.



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## TICK YOUR WAY TO ALIGN SUCCESS

### 5. MARKET YOUR SERVICES.

#### REACH OUT TO YOUR PATIENTS.

- Create an on-hold message promoting clear aligners.
- Send postcards and emails to current and potential patients announcing that you offer Odonto Clear Aligners, and promoting specials.
- Run promotions such as:
  - Free whitening with clear aligner treatment.
  - Free initial consultation and treatment setup
  - Free Odonto Flosser/Odonto Speed Device.
  - Discounts on aligners or retainers.
- Generate good word of mouth. Hold a staff meeting to get everyone on board identifying actions to create positive referrals.
- Print referral cards. These can offer services such as free x-rays, exam, and a consultation, and should be distributed to every patient that comes into your office. Be sure to mention the typical cost of these services, to increase the perceived value of the offer.
- Always have a staff member in treatment. It's a great conversation starter, and they'll be able to speak from personal experience.
- Make sure your website is up to date and optimized for search engines.

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### 5. MARKET YOUR SERVICES.

#### REACH OUT TO YOUR PATIENTS.

- You can also invest in paid search results and email marketing. SD offers discounted website design and internet marketing services to Odonto providers.
- Manage your presence on social media. Stay in touch with patients and prospects on Facebook, Twitter, and Instagram, LinkedIn
- Send monthly newsletters promoting current specials and services.
- Establish a practice mission statement and regular goals.
- Consider traditional advertising like TV, newspaper, radio, and billboards if they fit your budget and location.
- Speak about clear aligners at community meetings, school programs, and other events.
- Ask your patient financing provider for support and leads.
- Schedule an ODONTO Day promoting clear aligners and offering discounts for anyone who signs up that day.
- Give back to the community. Select a cause that will position you better with your targeted audience.

# **ODONTO**

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**FOR MORE INFORMATION:**

**ODONTO ALIGNERS**

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