



The 7 Things You Must Know Before Choosing Your Family's Orthodontist

**Okay, okay, I know, it said seven.
But here are eleven. Consider the extra 4 a bonus—
it's all information that can help you choose your orthodontist.**

1. Orthodontics today can do far more than just straighten teeth. Sculpting a beautiful smile requires an enormous attention to details that goes far beyond tooth alignment. My passion is not to simply straighten teeth, but rather to create a smile which increases confidence, self-esteem, attractiveness, and happiness for children and adults. I take pride in the fact that my orthodontic care creates life-long advantages and opportunities for my patients. My greatest professional reward is a beautiful "Thank You Smile" from my completed patients.
2. At the time of their initial orthodontic evaluation, many children will not benefit from early orthodontic intervention, yet will benefit when they are older. Dr. Prentice places many children on a suitably timed observation program to monitor their development and begin orthodontic treatment later. Rest assured that Dr. Prentice will wait until treatment should be started to make the treatment as quick, simple, comfortable, and inexpensive as possible. Unfortunately, in our area, not all practices share this viewpoint.

Make your orthodontic experience as simple as possible. Ask what your child gains, in-the-long-run, from doing something right now; especially with early treatment. Only accept a detailed and convincing explanation. If you still wonder, seek another opinion.

3. Dr. Prentice makes orthodontic care *affordable* for your family. We offer **NO COST** initial orthodontic exams and evaluations. In addition, if Dr. Prentice recommends that you begin treatment at the time of your initial visit, we offer many options to make treatment affordable for you. We offer a No Money Down payment option and flexible, Interest-Free payment plans. In addition, we gladly accept all major credit cards—Visa, Mastercard, American Express, and Discover, and automatic debit services.
4. Our practice accepts insurance assignment and we are experts at working with your plan to ensure you receive the maximum benefit available. Why accept anything less which requires much more out of pocket cash from you, while you wait for the reimbursement from your insurance? On average, our patients with insurance coverage have about 30 percent of their orthodontic costs covered by insurance. Some have much more. We gladly assist our patients with their Flex Spending Account dollars to ensure that they plan in advance to maximize their benefit. It's about service to you and doing what's right.

5. Orthodontists are experts in dental and facial development. An orthodontist is a dental specialist, who after graduating from dental school, completes additional full-time university-based education in an accredited orthodontic residency program supervised by orthodontic experts. Specialty training requires 2-3 additional academic years and admission is extremely competitive. Mastering the physics of tooth movement and understanding the biology of facial development and guidance, orthodontists are the specifically educated experts in dentistry to straighten teeth and align jaws.

Orthodontists limit their practices to orthodontics and dentofacial orthopedics. This means that orthodontic treatment is what they do, and all they do. Selecting an orthodontist who is a member of the American Association of Orthodontists (AAO) is your assurance that you have chosen an orthodontist: the dental specialist with at least 2-3 years of advanced specialty education in orthodontics in a university-based program accredited by the American Dental Association.*

* American Association of Orthodontists website - www.braces.org.

6. To seek treatment from an orthodontic specialist, you do not need to be referred by a general dentist. In fact, 30 percent of patients that are treated by Dr. Prentice are not referred by a general dentist. These patients come to us because of the recommendation of their friends and family, regarding their experience with Dr. Prentice and her reputation for personalized care.
7. Orthodontic treatment is not just for children any longer! In fact, 20 percent of the patients treated by Dr. Prentice are adults. Many of our adult patients are finding out now how a healthy, attractive smile can enhance their careers, as well as their self-esteem and happiness. And, treatment time can be greatly reduced as well.

Even though you may not have gotten braces when you were young, why deprive yourself any longer of the many benefits of expert orthodontic treatment? In fact, several new procedures available today, such as Invisalign[®], are much more convenient for a busy adult's schedule, and so invisible you'll be the only one that knows!

8. Be aware that corporate-owned dental centers in our area frequently advertise payment plans with NO money down and low monthly payments, but charge you for 36 months, which can result in a much higher total out of pocket cost to you.

In addition, there are numerous services involved with your treatment plan (like retainers) that Dr. Prentice includes in her original cost of treatment to her patients. We have found that some chain dental centers itemize the costs for numerous services and add those charges to the price they originally quoted, resulting in a much higher total cost to you.

9. Orthodontics is a long-term commitment with a possibility of 2 to 2 1/2 years of active treatment and 1 to 2 years of retention follow-up. Orthodontic associates in a general dentistry practice may change their location before your orthodontic treatment is completed. This may result in an increase in treatment time, an undesirable orthodontic result, and/or the need to find another orthodontist to finish treatment. Dr. Prentice is an orthodontic specialist and has established a reputation of orthodontic excellence in Broomfield.
10. Dr. Prentice offers complimentary initial orthodontic exams and evaluations. In addition, our practice is convenient for our patients. We recognize that time away from school and work is a concern to you. We offer early morning and evening appointments. **To schedule your exam call TODAY at 303.468.7722.**

11. There are many, many details that go into selecting an orthodontic office. Look closely at the details. Ask yourself:

- Who addresses the details for you both professionally and in support service?
- What is the atmosphere you sense when visiting the office?
- Were you treated the way you would choose to be treated?
- Did you walk away understanding the process?

We are very confident about what you will discover at Prentice Orthodontics, and we encourage you to find out for yourself.

Call 303.468.7722 TODAY
To Schedule Your **FREE Exam!**



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