

"GIS has exceeded all of our expectations! Before starting treatment for our oldest son (10 years old) we did some shopping around and some of the suggested treatments were down right scary and so long!

After meeting with the doctors at GIS I was in tears! The treatment plan seemed almost unbelievable because it seemed so "easy" compared to what we were told by other professionals.

My son has been in braces for less than 6 months and the change is INCREDIBLE!! I honestly sit and stare at pictures of him in disbelief!! The best part? He hasn't experienced any type of discomfort at all. He loves his braces! What a HUGE relief for this worried mama!!

The doctors and staff of course are fantastic which makes every visit a great one! Too bad we only need to go in every 3 months!

I can't wait to see my son's beautiful smile when he is done with treatment!" –Virginia, Rochester NY



11 THINGS PARENTS SHOULD CONSIDER BEFORE CHOOSING AN ORTHODONTIST

Choosing the right doctor for your family's orthodontic treatment is more confusing than ever. If you are researching different orthodontists, treatment options, types of braces, or whether a clear product like Invisalign is right for you or a loved one, the results can be overwhelming and making a wise decision can seem daunting. To help clarify what important questions to ask, we have composed the following list. We hope you find it helpful.



IS THE DOCTOR A SPECIALIST?

A general dentist is similar to your family doctor that provides excellent care for your well-being and aids in disease prevention and treatment. Dentists are great for monitoring your overall dental health, preventative care, filling cavities, caps or crowns and performing cosmetic procedures. Here is an interesting fact: all orthodontists are dentists but only about 6% of dentists are orthodontists. An orthodontist is a specialist who has 2-3 years of additional education and training beyond dental school and is an expert in designing smiles by gently straightening your teeth. When an office has a team of licensed hygienists they are able to preform a larger scope of practice due to their medical and dental backgrounds. Many orthodontic offices have dental assistants opposed to licensed hygienists. Whether you're considering Invisalign or traditional braces, an orthodontist with a team of licensed hygienists posses the training, experience and treatment expertise to make sure you receive the most beautiful smile as well as the perfect bite alignment.



WHEN SHOULD YOUR CHILD BE EVALUATED?

The American Association of Orthodontics recommends that all children be evaluated by age 7. People are often surprised that orthodontics can be done on children so young. Many children do not need treatment before age 11 or 12, however a certain percentage have problems that are treated much better at a younger age. Left untreated, certain problems can become much harder to correct at an older age. These more difficult issues have the best results when treatment is divided into two phases. The first phase ('Phase 1') is a shorter phase to help with jaw growth, making space and allowing for proper tooth development. The later final phase ('Phase 2') is to perfect the smile and the bite. It is important to have your child screened early to ensure they don't have a condition that would require early treatment.



DOES THE OFFICE HAVE A GREAT REPUTATION?

Do your homework! Check social media sites like Google and Yelp to see what others are saying about the office. Ask your friends and neighbors what they have heard about offices in the area. It may be worth your while to drive a little further to get higher quality treatment and better customer service.





DOES THE OFFICE TREAT ADULTS?

With the rising popularity of clear aligners, aesthetic braces, and accelerated options, more adults than ever are seeking orthodontic treatment. In our office, 40% of our patients are adults and we have treated several patients in their 80's. Yes, I said 80's. We have yet to find someone 'too old' for treatment. It's never too late to have a beautiful, healthy smile. Ask the office what amenities they have specifically for adults. Many practices will have separate treatment areas exclusively for their adult patients.



ARE THE RESULTS GUARANTEED?

Many years ago, orthodontists would tell patients that they could stop wearing retainers a year or two after braces were removed. Then, teeth shifted and

the wisdom teeth were blamed. Now we know that in

order to keep your teeth straight for a lifetime, retainers must be worn indefinitely regardless of the wisdom teeth or any other factor. Assuming you or your child is compliant with retainers, is your orthodontic result guaranteed? We think it



should be!



IS THE QUOTED FEE ALL INCLUSIVE?

Many offices that seem to be 'lower cost' have hidden fees that pop up during treatment. Broken brackets (all patients, kids and adults, have broken brackets from time to time), extra visits, treatment that extends past the estimated treatment time, cancelled appointments, Invisalign refinements, retainers and more can trigger hidden fees at many offices which will raise the price to much more than you bargained for. Be sure to read the fine print and make sure the fee you are quoted is the fee that you will eventually pay. Some offices that seem less expensive upfront actually cost more in the end. Don't be fooled by artificially low 'treatment fees' when the actual total 'out the door cost' is much higher.



IS THE OFFICE UP TO DATE WITH THE LATEST TECHNOLOGY?

The world is changing rapidly. So too is the world of orthodontics. Advances in braces technology, clear aligners and accelerated treatment make treatment more comfortable, efficient, faster, easier and less noticeable than ever before. When your office has the highest level of technology, the doctors are able to 3D treatment plan and use TAD non-surgical procedures to eliminate jaw surgery. If a doctor suggest extractions, headgear, "rapid" palatal expanders or more than 2 years of treatment, make sure to do your homework and get another opinion.



ARE THERE AFFORDABLE MONTHLY PAYMENT AND DOWN PAYMENT OPTIONS?

Braces—even with the best doctors—can be affordable. Interest free payment plans should be available for those that can't afford a large down payment.

Extended payment plans should be available for those looking for more flexible

payment options. Also, many offices will accept and file your insurance which may reduce the out of pocket expense as well as work with flexible spending or health savings accounts which can allow payments to be made pre-tax.





DOES THE OFFICE RUN ON TIME?

Unfortunately, your time is not all that valuable to the medical community. We all know that most doctors' waiting rooms are exactly that: a place where you wait. Your orthodontist should value your time and be prompt both welcoming you to the visit and getting you out within your scheduled time. Your time is valuable too.



DOES THE OFFICE SUPPORT THE COMMUNITY?

The community around an orthodontic office is what supports the practice. Therefore, it is not unreasonable to expect the office to support the community in return. And this doesn't just mean paying for marketing opportunities in local sports programs. The office should be committed to supporting local communities in a meaningful way, set an example for giving back to the children they treat, and donate orthodontic treatment for underprivileged children in the area.



IS THE OFFICE A GOOD FIT FOR YOUR FAMILY?

Orthodontic treatment doesn't have to be awful. It should be fun! Look for the personal touches-fun contests and reward programs-to see how much they truly care about making your child's experience special. Each visit should be something to smile about!

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