

IN THIS ISSUE: The 2017 Townie Choice Awards winners

orthotown[®]

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real orthodontics for real orthodontists

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ARE GENERAL DENTISTS EATING YOUR LUNCH?

Clear dental aligners are allowing dentists with little or no formal training in the exacting specialty of orthodontics to treat patients needing orthodontic treatment.

And that's money – a lot of money – out of your pocket.

YOU'RE BADLY OUTNUMBERED ... AND IT HURTS

Over 115,000 doctors have been trained on Invisalign, and there are nearly 55,000 active providers. So general dentists offering Invisalign outnumber orthodontists by at least a 3 to 1 margin.

What would the effect be on your practice if you had just an additional **five clear aligner cases** each month?

READ ON – for orthodontists, knowledge really is power.

We're in a crowded market, and our clear aligner cases had dropped off to practically nothing. SmartBox was instrumental in turning that around for us.

– JT, Orthodontist, South Georgia



WHAT THEY'VE GOT THAT YOU DON'T IT'S A PROBLEM ...

General dentists can add short-term ortho treatment like Invisalign and ClearCorrect with little to no additional investment in equipment or staff. That's not good news for orthodontists for a couple of reasons.

One is that clear aligner cases represent an additional revenue stream for these dentists, rather than being part of the practice's primary revenue stream. GPs can afford to lower their prices to attract more cases. It's tough for orthodontists to compete on price.

Let's not overlook the impact of corporate dentistry on your income potential, either. We're talking serious economies of scale and a broad advertising push that you'll be hard-pressed to match. And now that direct-to-consumer (DTC) companies like Smile Direct Club are tossing their hats in the ring, the situation is looking even more dire.

THE SITUATION IS DESPERATE BUT NOT INSURMOUNTABLE

If you felt the ground eroding under your feet while you read to this point, take heart.

- True, a horde of general dentists are making major inroads into orthodontists' clear aligner cases.
- True, those GPs and corporate dentistry can afford to drop their prices to ridiculous levels.
- True, the direct-to-consumer companies are going to make competing on price even harder.

But here's the good news: You don't have to compete on price because you have advantages that general dentists, corporate practices, and DTC companies don't.

Read on to learn how you can be positioned as *the choice* for the patients who want more and are willing to pay more for the right orthodontist.

Thank you, SmartBox, for setting us right. We're spending less than we used to and getting way more full-value Invisalign cases than we ever did before.

– D.B., Orthodontist, Arizona



TAKE THE HIGH GROUND

WITH THE ULTIMATE CASE START SOLUTION



You cannot win the clear aligner competition by playing general dentists' and corporate dentistry's game. But they can't win if YOU play to YOUR strengths ... and The Ultimate Case Start Solution Free Report will show you how to do exactly that.

Learn the secret to how orthodontists can get the better patients they want and need!

You'll learn how to focus your marketing strongly on the many prospects who value your skill, expertise, and relationship more than just a low price.

You'll learn how to attract those better patients and follow up with them until they pick up the phone to book an appointment with your practice.

Don't keep losing out to general dentists with a FRACTION of your expertise!

Get your copy of The Ultimate Case Start Solution Free Report TODAY at

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WHAT YOU'VE GOT THAT THEY DON'T PLAY TO YOUR STRENGTHS

Let's start by acknowledging that you're not going to get every clear aligner case in your market. You're probably not going to get a majority of them.

That's okay, because the ones you don't get are cases you don't want.

If that sounds outrageous, wait just a moment.

Face it – do you really want price-shopping, insurance-driven cases? Do you want to haggle over price, or waste your time with a preliminary exam and consult that lead nowhere once they hear the cost of treatment?

Or would you rather have patients who value your training and expertise? Patients who are willing to pay more to ensure that their smiles are perfect, and who trust you to achieve that result?

Those patients are out there in your market, and they can be yours if you know how to attract them.

THEY MIGHT EAT YOUR LUNCH, BUT YOU'LL EAT THEIR DINNER

The difference between lunch and dinner isn't the quantity of food ... it's the quality of the meal and the satisfaction you enjoy afterward.

Better patients are a joy to work with, and as a rule they're both grateful and fiercely loyal to the orthodontist they choose to solve their dental problems.



The Ultimate Case Start Solution

Doctor Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

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