**Smart MOVE Invisible Hard/Soft Aligner System**

New from Great Lakes, the Smart Move Invisible Hard/Soft Aligner System is a cost efficient, highly-effective solution for anterior tooth alignment. Unlike many invisible aligner systems, doctors pay only for the setups and appliances they need, instead of a set price for an entire system of appliances they may never use. The Smart Move concept of two aligners per set up consists of an innovative hard/soft aligner and a hard aligner. The first aligner is fabricated of our exclusive 1.5 mm Invisacryl Hard/Soft material. The material’s highly elastic soft component is designed for easy seating, patient comfort and maximum tooth movement.

The second aligner, made of hard 1 mm Invisacryl, is ideal for retention and minor movement. Each aligner is worn for two to three weeks, depending on the case. One impression can provide up to three set ups and 3 mm of movement.

The Smart Move System offers exceptional seating and movement, high predictability, superior patient comfort and great results without the high cost.

**CV SuperForce archwire**

Masel announces the release of CV SuperForce,™ a new, heat-activated, nickel-titanium alloy that meets the demands of practitioners. At room temperature, the wire is consistently soft, making ligation easier and even further so the most difficult cases can be ligated quickly and easily. CV SuperForce is made from a newly-developed nickel titanium alloy that meets the demands of practitioners.

**Monster**

- Have a very clear written payment plan for each patient, created by the treatment or financial coordinator. Be sure both patient and insurance payment portions are clearly defined and carefully explained to the parent or adult patient. When the front-desk staff knows that payment plans have been thoroughly and completely discussed, they are much less hesitant to ask for payment.
- Keep payment due dates simple and uniform. I strongly suggest having all monthly payments due at the first of the month, but absolutely no more often than the first and the 15th.
- Be sure the insurance filing and follow-up is streamlined so that claim filings and monthly or quarterly re-filings are never lost in the shuffle. Also, be sure that insurance claims are being followed up when payment doesn’t arrive as expected and that all non-insurance balances or transfers are properly posted to the patients.
- Provide the front-desk staff with a clear script to use when asking for payment! We never want them parroting scripts word for word, but having a good guide to presenting office expectations will make words flow more smoothly.
- Finally, be absolutely sure that the occasional patient who “forgets the monthly payment is due” is closely followed with bi-monthly billing and phone calls/letters (as needed).

Once AR has gotten out of control, it takes a good six months to a year of diligent billing, letters and calls to get it back in line. If your AR is starting to creep up, now is the time to have a staff meeting — get it under control now before it becomes a huge, overwhelming problem.

If it’s already in the “trouble zone,” have the aforementioned meeting, then work one-on-one with the financial coordinator and the front desk staff to create a clear plan of action. At this point, you might benefit from bringing in a well-trained consultant or borrowing an experienced financial coordinator from another office.

No doctor ever wants to have to send a patient’s account to a collections agency or small-claims court, and I always strongly discourage doctors from employing these methods. Good follow-up by a well-trained staff is all the equipment you need to get the AR monster back in its cage for good.

**About the author**

Pat Rosenzweig is co-founder of Mosaic Management Professionals, providing management and business consulting for orthodontic offices, as well as general dental and other specialty offices. Mosaic Management Professionals functions on a belief that every office is unique, with its own special dynamic and its own consulting and systems needs. Mosaic is committed to creating an individual plan for each client that puts the office’s particular strengths into play to keep the office at the top of its game.

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