ClearCorrect™, a manufacturer of orthodontic clear aligners (named America’s fastest-growing health company for 2011 by Inc. magazine), recently launched Phase Out™, a new project focused on making a difference.

ClearCorrect CEO Jarrett Pumphrey said, “Five years ago, we started ClearCorrect out of a passion to help. Doctors had no choice in clear aligners, and we wanted to change that. Since then, we’ve remained focused on changing the clear aligner industry. Well, now our ambitions have grown. I’m very happy to announce Phase Out, a new ClearCorrect project we’re kicking off this year. The purpose of the project: To change the world.”

ClearCorrect’s unique phase-based approach to clear aligners is at the heart of the project. Every ClearCorrect case includes a certain number of phases (a phase is a box with four sets of clear aligners).

More often than not, a few phases are left over at the end of treatment. Right now, for each leftover phase, $20 will go toward phasing out life-impacting issues for people in need.

ClearCorrect is partnering with charity: water to launch the first of several Phase Out initiatives envisioned for the project. Phase out unsafe drinking water.

“It’s unbelievable that nearly a billion people on the planet still don’t have access to something so basic as clean drinking water,” Pumphrey said. “Charity: water is an incredible organization working to change that. They have a big job to do, and we want to help them.”

Through Phase Out, every time a phase is left over at the end of ClearCorrect treatment, $20 will go toward building wells and other water projects in developing nations with charity: water. One phase = one person with access to clean, safe drinking water.

About ClearCorrect
Headquartered in Houston, ClearCorrect was founded by dentists to serve the dental and orthodontic industry by providing a more affordable and doctor-friendly clear aligner system. The system provides dentists and orthodontists an alternative to traditional metal braces when straightening teeth. With this system, teeth are straightened using a series of clear, custom, removable aligners. The company’s modern, needs-based approach for serving doctors and patients has earned it a leadership position within the dental industry. Now in its fifth year, ClearCorrect continues to gain popularity with more than 11,000 dentists who are providers, 1,500 of which are orthodontists. For information about ClearCorrect, the company and its products, visit www.clearcorrect.com or call (888) 331-3323.

About charity: water
charity: water is a non-profit organization bringing clean, safe drinking water to people in developing nations. 100 percent of public donations go directly to fund sustainable water solutions in areas of greatest need. Learn more at www.charitywater.org.
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Mobile applications: What is ‘app’-ening?

By Orthopreneur Marketing Solutions staff

In 2010, mobile marketing was on the periphery of an Internet marketing program. In 2012, mobile has become a central pillar of your Internet strategies. If your practice still has yet to “go mobile,” then you’re already losing ground when it comes to building your practice.

Dell, Gateway and HP computers have been upstaged by iPhone 4S, Samsung Galaxy, Kindle Fire, HTC EVO, and iPAD. Will mobile devices render laptops and desktop PC’s irrelevant? Too soon to tell, but the writing is on the Facebook wall: mobile has forced its way into your marketing strategies.

A sleek, precise mobile site enhances your chances of converting mobile browsers into NP calls. A mobile user’s experience makes a powerful first impression about your practice, good or bad. So which will it be?

A convenient, efficient mobile setup offers the consumer a positive experience in a reasonable time frame and will have them eagerly anticipating those same qualities in your orthodontic practice. Conversely, if your site is not mobile-ready (i.e., slow, difficult, dull or unavailable), one might infer that your practice and, more specifically, your orthodontic treatments are outdated.

One term you’ve undoubtedly heard frequently is “app.” It is short for “application,” and it has myriad possibilities and uses. Mobile apps have been created for software, social media, games and GPS programs, to name a few. The app has mass appeal and a novelty about it. But as an orthodontic practice, don’t miss the boat!

Parents/patients are not tapping into the app store to look for an orthodontist. What people are doing is web browsing from a phone and there are applications that don’t require downloading an icon. Therefore, every orthodontic practice should consider a mobile application for their website.

If a parent stumbles upon your website on a smartphone, what will they see? Without mobile optimization, they will see microscopic text and blank white spaces as your graphics struggle to download.

It does not take long for a first-time visitor to decide whether they like being on your site. If they can’t see or tap what they want quickly, they’ll be gone before you finish reading this sentence.

FYI, Google split out mobile search results from local search results and is indexing the two separately. Translation: Google search results from a home or office IP Address can differ from Google search results on a 3G or 4G mobile network.

Search engine bots (or “crawlers”) visit your website once or twice a month; probing, searching, ranking and indexing your written content so the search engines can provide faster, more accurate results to its millions of users. Now the “bots” are looking for mobile content, too. Do you have mobile content?

The first practices to “go mobile” will reap the recurring benefits of a strong mobile search history, higher mobile search rankings and also have first crack at the prime Search Engine Optimized .mobi domain names.

Don’t sit idly by as your competitors speed away with your new patients!

At the AAO
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Price vs. value: the consummate battle

The drawback with making buying decisions based solely on price

By Bruce V. Livingston
President, Boyd Industries

As we prepare to make the annual pilgrimage to the AAO annual meeting, our mindset is to “find the best deal” for the items needed to augment your practice’s overall efficiency. Whether purchasing supplies, capital equipment or professional services, we all want to feel we have gotten a fair price. It is human nature to compare, contrast and negotiate with one and another.

However, when we reflect on our buying decisions, aren’t we really looking for the best value? Many times “best deal” scenarios are really encompassing several factors that in the final analysis equal the “best deal.” For example, quality and service (both during and after the sale) are the other critical factors in determining value.

If we made all our buying decisions based strictly upon price, how many times would we be completely satisfied? I would venture to say very few. For years, there has been an adage out there that states “Price, quality and service: pick two.”

The premise of this statement basically is saying you cannot have it all. You will have to compromise on at least one parameter in the buying equation. Do we really have to compromise? I would argue strongly, “NO.”

Now, I think we must possibly be a moderate not an extremist in evaluating price, quality and service. With an overall buying strategy focused upon overall performance and long-term results, we can make a buying decision that represents the best overall value.

Value should be our watchword when evaluating our vendor partners. Value takes into account all of the buying factors, not just one. In any situation, an overall, long-term, broad spectrum analysis is better than a “tunnel-vision” single-purposed approach.

Let’s take shopping for orthodontic chairs and equipment as a practical example, and a business that I am intimately involved, having spent the last 27 years doing.

So, it is time to do that new office that you have been dreaming about the last several years. You have a need to purchase nine chairs, seven delivery units and a variety of accessories. You set a budget for this purchase of X amount of dollars. Off you go to the AAO and the different equipment companies, armed with your budget and a quest to beat your budget.

“XYZ” Company is your first stop because a lot of your friends have their products and they have a good reputation for quality. After comparing the products to that of the “XYZ” Company, you find Boyd has a lot more selection, more features and seems to be built very well and will hold up. In addition, they have field sales reps that can be onsite to work with the contractor and take care of any problems that occur. At the end of the day, Boyd exceeds your budget number by a small percentage.

What is the better deal? That’s a tough call. If you use the analysis outlined in the previous paragraphs, the value of a product is more than the price. If a product does not hold up to the rigors of a busy orthodontic practice and is down much of the time, this costs you and your team productivity.

Each day a chair is down in your practice represents approximately a drop of 15 percent in overall productivity. It will not take long to eat up any savings you may have realized on the front end of the transaction. Onsite field representation before and during the construction process minimizes the chance that utilities or equipment is incorrectly placed.

Boyd Industries, a market leader in dental and medical specialty equipment, has provided innovative cost-effective equipment to orthodontists since 1957. Photo/Provided by Boyd Industries

At the AAO
To learn more about Boyd Industries, stop by booth No. 1201 at the AAO, or visit www.boydindustries.com.

One mistake in the location of utilities or equipment can more than consume the front-end savings of a limited-service vendor.

In summary, when shopping for needed equipment, supplies or services, make sure price is not the only driver in the decision. Quality, durability and service are all contributors to a product’s overall value.
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Innovations in orthodontics

By Sharon Eder, DDS

Patients are just as concerned with how long it will take to fix their smile as they are with actually fixing it. In the past 20 years, new treatment devices and modalities have made the field of orthodontics more efficient, but not faster.

Many innovations have been introduced to improve bracket design and treatment protocols; however, in the past, the only effective techniques to increase the speed in which teeth move through alveolar bone involved extensive surgery.

New research has shown that when trying to accelerate the rate of tooth movement, biological principles can be activated to accelerate bone remodeling. The challenge to clinicians is how to take advantage of this bone remodeling process and use it for the purpose of orthodontic treatment.

The solution is a new micro-invasive technique called micro-osteoperforation, which stimulates cytokine activity and has been scientifically proven in university studies to accelerate alveolar bone remodeling.

When clinicians create micro-osteoperforations in the alveolar bone, cytokine cascade is activated resulting in a marked increase in osteoclast activity and bone remodeling. When an orthodontic force is applied immediately and pass easily through the remodeled area, micro-osteoperforation has been shown to move teeth more than 50 percent faster than traditional orthodontics alone.

SmileCare unveils orthodontics website

SmileCare launched a dedicated website to provide parents and teens in California, Nevada and Texas with a one-stop resource for information on braces. The new site features a teen-friendly “Get Connected” theme, and engages visitors with informative pages that demystify the complex topic of orthodontics through videos, diagrams, photos and text.

Visitors to www.smilecareortho.com can learn about indications for treatment, view treatment options, find a local orthodontist, read bios, request an appointment and download money-saving coupons.

“Most parents and kids enter unchartered territory when it comes to braces. Our goal in launching the website is to break down a complex topic into understandable pieces with information in several formats so patients can make informed decisions,” said Dr. Cindy Roark, chief clinical director Coast Dental, the organization that acquired SmileCare last summer. “Parents often ask the age at which a child should first see an orthodontist. We included that in the Frequently Asked Questions section. The American Association of Orthodontists says the answer is age 7 so potential problems can be identified and addressed early.”

The well-organized site is packed with information and diagrams that show why braces may be needed, what supplemental appliances may be prescribed and why, and the availability of special offers and financing options.

The site incorporates a fun tool (www.smilecareortho.com/braces-configurator.php) that enables prospective patients to envision their smile with their choice of colored bands. Young patients enjoy showing off their school or team spirit or reflecting a particular season or holiday.

Patients in orthodontic treatment can consult the site for information on home care and guidance on handling braces mishaps and emergencies.

That’s helpful if a bracket or wire becomes loose or breaks when the patient handbook isn’t handy.

About SmileCare and Coast Dental

Coast Dental, P.A., with its professional associations, is one of the largest providers of general and specialty dental care in the United States with 183 affiliated practices operating as Coast Dental, SmileCare and Nevada Dental Associates in Florida, Georgia, California, Nevada and Texas.

Coast Dental Services, Inc. is a private-ly held practice management company that provides comprehensive, non-clinical business and administrative services to its affiliated practices. The company is headquartered in Tampa, Fla. For more information, visit www.coastdental.com.