Invisalign Call Reference Guide

THE INITIAL CALL IS AN IMPORTANT FIRST STEP IN SECURING A NEW INVISALIGN® PATIENT FOR YOUR PRACTICE. THE GOAL IS TO SCHEDULE AN APPOINTMENT FOR THE CALLER.

HOW YOU ANSWER A QUESTION IS AS IMPORTANT AS THE ANSWER YOU PROVIDE. HERE ARE FIVE KEY POINTS TO KEEP IN MIND ALONG WITH SOME SUGGESTIONS FOR A SUCCESSFUL CALL.

1. The initial greeting sets the tone for the entire call.
   "Thank you for calling Dr. XXX’s office. We’re so glad you called. Let me answer your questions about Invisalign.”

2. The answers should be informative and specific to the caller, with general human appeal.
   "Doctor XXX has treated a number of patients with Invisalign. Invisalign can be used for most patients.

3. Arranging an initial exam for the caller is the main goal. Only through an exam can the caller become a patient. Encourage the caller to meet the doctor by offering something special, such as a free consultation or free teeth whitening. This will also help ensure the appointment is kept.
   "We’d like to invite you in for an initial consultation with Dr. XXX. Our first appointment is always complimentary, so you can learn more about Invisalign with no obligation.”

4. The doctor and staff are both critical in producing confidence in their patients. Patients will feel secure in the treatment if the doctor is confident when presenting treatment details.
   "Dr. XXX has treated many of his patients with Invisalign and has had excellent results. Patients love it.”

5. Build the connection between the doctor and patient by providing information prior to the appointment. Send a personalized letter and brochure and give a reminder call a few days before the appointment to confirm the time and location.
   "You may want to visit the Invisalign website at www.invisalign.com before your appointment to learn more. On the website you can even view before and after photos of Invisalign patients.”
FREQUENTLY ASKED QUESTIONS

What is Invisalign?
The Invisalign system is an orthodontic treatment that corrects malocclusion with a series of custom-made, nearly invisible aligners that are comfortable to wear, and removable for meals and normal brushing and flossing.

How does Invisalign work?
When you meet with Dr. XXX, he/she will take orthodontic records of your teeth and send all the material to Invisalign.

At Invisalign, a computer model of your teeth and your treatment is created — almost like an animated movie of the way your teeth will move from the current position to the final desired position.

The doctor reviews and approves the treatment plan. Invisalign produces a series of clear, plastic aligners that correspond to the stages of tooth movement in the 3-D movie. Each set of aligners is designed to move the teeth a small amount. You will wear each stage of aligners for approximately two weeks before switching to the next set in the series. Week by week, your teeth are straightened until they reach the desired position.

What are the primary benefits of Invisalign?
• Nearly invisible: You can straighten your teeth without anyone knowing.
• Removable: You can eat and drink what you want.
• Easier to maintain good oral hygiene: You can brush and floss normally to maintain healthy gums and teeth.
• Comfortable: There are no wires or brackets to cause mouth abrasion.

How do I get started?
• Just make an appointment with Dr. XXX for an initial exam.
• You may find more valuable information at www.invisalign.com.

ABOUT TREATMENT

Does a doctor need any special training with Invisalign?
Doctors must attend and complete an Invisalign training seminar to treat patients with Invisalign. Align also provides doctors with many opportunities for continuing education and advanced Invisalign training.

How long does treatment take with Invisalign?
Like traditional braces, the length of treatment depends on the complexity of the case. Treatment time typically is about the same as conventional braces—about a year.

How often must I wear the aligners?
Invisalign aligners should be worn day and night, except when eating, brushing, and flossing. We recommend that the aligners be worn 20-22 hours per day.

Are there restrictions on eating and drinking?
No. Because you remove your Invisalign aligners before you eat, there are no restrictions on the types of food you may eat during treatment.

Does Invisalign hurt?
During the first day that you use each set of Invisalign aligners, you may feel some discomfort. That's because the aligner is gently moving your teeth. In most cases, the discomfort passes within the first day.

Has Invisalign been reviewed by the FDA?
Invisalign has FDA clearance as a Class II device.
ABOUT PRICING

What does Invisalign cost?
As with other orthodontic options, the cost is based on the complexity of your case and the length of treatment.

We don’t want the investment to prevent you from having the smile you’ve always wanted. So during the initial exam, the doctor will determine the complexity of your case, the estimated length of treatment, and the cost for that treatment. We want to make sure that the finances are comfortable for you, so we offer a variety of payment options to suit your individual needs. This is all discussed during your complimentary exam.

Does insurance cover Invisalign?
Typically, an insurance policy that covers traditional braces also covers Invisalign to the same extent. In addition, many doctors offer financing through companies such as CareCredit® as well as in-office financing.

Are financing options available?
Yes. Our practice offers financing options.

ABOUT THE PROCESS

What are the steps involved with Invisalign?
• Schedule an appointment with Dr. XXX
• Dr. XXX writes a treatment plan, takes X-rays, and an impression of your teeth.
• Using 3-D computer imaging technology, your treatment plan is converted into a series of precisely customized aligners.
• You wear each aligner for about two weeks, before moving to the next set in the series.
• You return for appointments typically once every six weeks. This is the way Dr. XXX can be sure the treatment is progressing as planned.
Invisalign Prospective Patient Phone Scripts

Below are three different examples of ways to handle prospective patient phone calls. Please note each call response has a unique approach.

**SCENARIO**
- I am calling about Invisalign
- How does it work?
- Can you tell me more about it?

**USING INVISALIGN**
Dr. XXX will take impressions of your teeth. Invisalign will use these impressions to make a 3-D computerized model of your treatment. They will make a series of custom aligners based on Dr. XXX’s prescription. You will wear each aligner for about two weeks, and during treatment you will visit the office about every six weeks. The aligners will move your teeth to the position that will give you the smile you want. Our Invisalign patients are thrilled with it!

**DOCTOR EXPERTISE**
Dr. XXX is an excellent doctor with over X years of Invisalign experience. He can answer all your questions during the consultation. Patients are delighted by their Invisalign experience with Dr. XXX and their results.

**HYGIENE & LIFESTYLE**
Invisalign aligners are practically invisible, feel smooth and comfortable, and can easily fit within your lifestyle. Invisalign is especially great for people with active and public lifestyles because it is removable. With Invisalign Aligners, you can clean your teeth thoroughly after every meal, snack, or beverage. Your dental hygienist can also continue to thoroughly clean your teeth during treatment. Our patients have loved their experience with Dr. XXX and Invisalign.

**CLOSING POINTS**
- We offer affordable financing options
- Come in for a complimentary consultation to learn more
- May I schedule your appointment today?