Invisalign® therapy: The path to patient acceptance

During the recall appointment, the hygienist should:
- Perform a hard-/soft-tissue exam, keeping in mind if any conditions are related to malocclusion
- Conduct the 1-second ortho exam and look for CLAWS
- Use Bib-On/Bib-Off conversations and "ING" words to suggest Invisalign therapy
- Share findings with doctor

During the exam, the doctor can:
- Confirm hygienist's findings
- Suggest a complimentary Invisalign consultation using the PCS model

The Treatment Coordinator should:
- Reinforce patient satisfaction with clear aligner therapy
- Gather insurance and FSA information
- Schedule complimentary Invisalign consultation

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It takes a team
Each member of the dental team plays a vital role in gaining patient acceptance.

Hygienist
Doctor
Treatment Coordinator
Assistant

During the Bib-On conversation

<table>
<thead>
<tr>
<th>What to do</th>
<th>What to say</th>
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<tbody>
<tr>
<td>Conduct a 1-second ortho exam</td>
<td>During the recare appointment, look for any conditions related to malocclusion. Ask the patient to close her mouth to inspect the bite. Look for clues (CLAWS) of traumatic occlusion: • Crossing • Lingual inclination • Attrition • Wearing • Shifting</td>
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<tr>
<td>Ask yourself: Is this condition related to malocclusion?</td>
<td>&quot;Are concerned that your teeth are not hitting together properly. Let me show you...&quot;</td>
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During the Bib-Off conversation

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<tr>
<td>Show and tell what success looks like</td>
<td>Use Align Case Studies, &quot;Invisalign Provider Consultation App&quot; and &quot;Evin&quot; example</td>
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</table>
| Hand the patient a set of clear aligners to touch and feel | "I mentioned clear aligner therapy. Here are some before-and-after examples from other patients."

Invisalign clear aligners are a great option for patients like you, and they're easy to wear..." |

Prepare for doctor exam
- Have intra- and extra-oral photos ready if available
- Prepare to provide overview of the patient's problems
- Play "Straight Talk" video if time allows
- Prepare your questions, list of questions with Dr. [NAME] to discuss patient’s options for optimal health

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- Conduct the 1-second ortho exam and look for CLAWS
- Use Bib-On/Bib-Off conversations and "ING" words to suggest Invisalign therapy
- More findings with doctor

The Treatment Coordinator should:
- Reinforce patient satisfaction with clear aligner therapy
- Gather insurance and FSA information
- Schedule complimentary Invisalign consultation

The Assistant should:
- Reinforce health benefits of aligned teeth
- Allocate patient security and answer questions with confidence
**Doctor**

**During the periodic exam**

**What to do**

- During the periodic exam, review patient clinical and photos while hygienist explains findings in patient-friendly terms.
- During exam, seek patient's conclusion, highlighting the need for Invisalign® treatment.
- Reinforce the problem, consequences, and evaluation (PCS model).

**What to say**

- During the transition from the hygienist, invite the patient to ask additional questions.
- Set up a half-hour complimentary consultation, allowing for 15–20 minutes of the doctor's time.
- Do not provide cost information until after the complimentary consultation.
- Ask about flex dollar benefits.
- Prepare for photos: camera, cheek retractors, occlusal mirrors, and articulating paper.
- Know doctor's IPR tool preferences and have them ready.
- Open ClinCheck® treatment plan for visual guidance.
- Deliver the aligners and provide Instructions on Aligner sheet.
- Attachments are tiny, discrete, tooth-colored material placed on your tooth to engage with the aligner and guide the tooth in the right position.
- Invisalign treatment has helped 4 million people, and it is the most advanced clear aligner technology. We'll review the instructions together for use and care. Fit Invisalign to your treatment plan for visual guidance.

**Before the complimentary consultation with the doctor**

**What to do**

- Prepare for the consultation with doctor.
- Review patient clinical and photos while hygienist explains findings in patient-friendly terms.

**What to say**

- Ask open-ended questions: “Do you have any other basic questions about aligner wear and care?”
- The best insurance policy is having teeth that fit together properly.
- The best insurance policy is having teeth that fit together properly. I agree. If we don’t take your teeth out of trauma and correct the alignment of your teeth now, you will need more extensive and costly treatment in the future.
- Do you have questions for [NAME] about what you’ve heard so far?
- How fast will the treatment take, and how many aligners will you receive?
- It’s important to remember that your teeth will move about 0.25 mm every day. How can we help you to reach your goals?
- I’d like to review the treatment plan with you.
- [NAME] is an expert at making this investment in your health and future comfort.
- Ask about flex dollar benefits.
- Let’s set up an appointment at no charge, so I can spend more time and provide a comprehensive treatment plan tailored to your needs.
- As [NAME] mentioned during her exam, your teeth are not hitting together properly. I agree. If we don’t take your teeth out of trauma and provide you with a healthy bite, we will be treating the damage, such as wearing, rather than addressing the cause, which is your bad bite.
- We’ve had lots of Invisalign patients here, and they’ve been thrilled with their results! They like how they’re virtually invisible and so easy to clean. Congratulations on making such a great investment in your smile.
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**Treatment Coordinator**

**What to do**

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**Assistant**

**During patient appointments**

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**About the author:**