



## Clear Aligners Presentation Tips

### Educate the team

Keeping services in-house is beneficial to the practice AND the patient

66% of practices are now offering clear aligner therapy<sup>1</sup>- offering this treatment keeps the practice competitive.

Patients appreciate time-saving options to achieve the smile they want

Clear aligners are in high demand right now<sup>2</sup>

Malocclusion impacts periodontal health, recession, occlusal wear, and can cause TMD.

Studies show that as many as 70% of patients who require orthodontic treatment are eligible as candidates for clear aligners.<sup>2</sup>

Share the importance of setting goals for cases presented as the team learns these new presentation skills.

### Lay the groundwork with patients

Set a protocol for all new patients to get a digital impression. This protocol allows your patients an opportunity to see the technology available and more readily discuss their concerns and potential options. Use the 3-D model on the screen to point out malocclusion. *"Digital impressions allow you to see your oral situation on the screen to better understand your dental needs and will be stored electronically, saving you time should you need additional treatment."*

Include photographs as part of your new patient records

Show patients photos on a large screen to raise awareness – patients may find it easier to point to an area on the screen that is impacting them.

### Ask questions

*"If there is one thing you could change about your smile, what would it be?"*

*"What are the long-term goals for your smile?"*

*"Have you had any type of braces or clear aligners in the past?"* If yes, *"I can see some relapse with your lower anterior teeth, how long has this been happening?"*

*"I noticed your front teeth are angled a bit, how has that impacted you?"* *Flossing is challenging in that area, what are you using to keep that area clean?"* Identify any mobility associated with malocclusion and inform the patient to increase their oral health awareness.

*“Dr. Smith can quickly straighten your lower teeth with a clear aligner to improve your bite and reduce the progression of gum disease. Let’s both look at these areas I’m noticing in the mirror.” Together, we can at least find out how long it may take and the cost when Dr. Smith does your exam.”* (This assumptive close assumes the patient will want more information. If they don’t, you don’t need to waste the doctor’s time.)

## **Listen to the patient’s desires for their smile**

Pay full attention to the patient.

Ask clarifying questions, *“How long has that been bothering you?”*

If they had braces or aligners in the past, listen to their story and address potential concerns for discomfort or future relapse if they go through the process again.

Be a patient advocate- Identify and provide potential cosmetic options not expressed by the patient that can be addressed by the doctor.

## **Educate the patient regarding why clear aligners are a good solution for them**

Show real-time simulations to show what’s possible

Tie back to any impressions the patient has shared (self-esteem, upcoming events, etc.)

Remember, people don’t buy things- they buy what they think it will bring them (straight teeth vs. a more positive body image or more confidence in work meetings)

*“Clear aligners are very discreet and can be removed for a brief presentation when necessary. You may have slight difficulty speaking at the beginning of your treatment, but this should resolve within the first two weeks.”*

*“It will be easier for you to floss, keep your teeth clean, and reduce the potential for gum disease if we can get those lower teeth realigned.”*

In some cases, the treatment time can be rather short. Tie that time frame to their next dental visit. *“You could have these teeth back in alignment before I see you again to clean your teeth in 6 months!”*

## **Present the treatment investment**

As a service and courtesy to your patients, financial discussions should be held in a private area.

51% of patients<sup>3</sup> who didn’t start orthodontic treatment mention financing as the main reason.

Consider changing how you break down the investment, rather than a large deposit, consider *“an initial payment of \$200, and then \$200 per month for 24 months.”*

*“Our office offers financial plans requiring a low-down payment and affordable, interest-free monthly payments.”*

*“We can assess your insurance benefits to obtain the maximum amount and figure out a payment plan that works for you. In the long run, a healthy and functional smile may*

*reduce more costly dental expenses associated with repairing or managing issues such as chips, fractures, decay, and gum disease.”*

*“You are fortunate that the plan your employer negotiated will actually cover part of this treatment.”*

## **Focus on Effective Marketing**

Most patients are already familiar with clear aligners as a generic term leaving no need to differentiate between the system your practice offers and a “big name brand.” Patients are aware there are multiple companies offering these.

Emphasize clear aligners in your social media posts.

For existing patients, email is a great tool for raising awareness about clear aligners and their benefits.

Share “before and after” images throughout the office.

Have team members who’ve undergone treatment share their experiences.

Include a special section on the practice’s homepage that briefly introduces clear aligners with a call-to-action button that sends patients to a dedicated clear aligner landing page that delves deeper into the treatment and highlights all the ways it can benefit patients.

Celebrate each patient’s completion- other patients will hear and ask!

1 Levin Group Survey, Dental Economics, March 2022.

2 <https://www.grandviewresearch.com/industry-analysis/clear-aligners-market#>

3 <https://www.rdhmag.com/patient-care/orthodontics/article/14215178/convincing-adults-to-accept-orthodontic-treatment>