

# *The **Top 3 Mistakes*** *Parents Make When Choosing an* **Orthodontist** *for their **Child***

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Dear Friend,

If you are a Mom with a child age 7 or older and you have said to yourself, "if I could just fix my child's teeth so he/she wouldn't be teased or embarrassed anymore" then this might be the most important report you read all year. Here's why...

## **HAVE YOU EVER SAID ANY OF THESE THINGS?**

- *I can't afford braces*
- *They don't accept my insurance*
- *I don't want my child to miss a lot of school for appointments*

## **IMAGINE YOU COULD WAVE A MAGIC WAND...**

Imagine you could wave a magic wand and your child was happy and more confident because he/she had a beautiful straight smile.

## **WHY SHOULD YOU LISTEN TO ME?**

I decided early on after starting college that I wanted to go to dental school. I initially planned on becoming a general dentist. After providing general dental treatment for several years, I realized that I could really help people in a different way. Orthodontics allows me to use my artistic ability to create beautiful smiles and confident people. I decided then and there that I wanted to be an orthodontist.

There is nothing more gratifying for me than to start with an awkward kid barely in their teens that is shy and afraid to smile and turn them into a happy confident young man or woman ready to take on the world with a million dollar smile. I have the best job in the world!

**"Dr. Crouse and his entire staff are very friendly and professional. The office is always clean, bright, and cheerful. Nothing but the best from this office. I would recommend The Brace Place to everyone."- Abbey E.**

## **WHAT YOU'RE GOING TO DISCOVER...**

In this report you are going to discover:

- 1. How straightening your child's teeth can be affordable.*
- 2. Why it's not always in your best interest to choose an orthodontist just because they are the ONLY provider that accepts your insurance.*
- 3. How your child's beautiful straight smile can be achieved in a year or less.*

Each of these are equally important if you want your child to stop being teased and embarrassed by their teeth so they can experience happiness and increased self-confidence with a beautiful straight smile. But we are going to cover each of these points in this order.

### **MISTAKE #1 THINKING THAT STRAIGHTENING YOUR CHILD'S TEETH ISN'T AFFORDABLE**

This is important for you because we know every family's finances are different, just like every mouth is different.

Most orthodontists offer multiple payment options including cash, check, credit card, pay in full discounts, and financing. Some even offer pre-pay options prior to starting treatment in order to help you get started with your down payment. Pay a little each week towards your down payment for orthodontic treatment before you are ever locked into a contract. Ask your orthodontist about their payment options at your consultation appointment to find out which option will work best for you and your family.

So that's how braces can be affordable so your child will no longer be bullied at school by cruel classmates because of their teeth.

**“From the first phone call, it has been a pleasure working with Dr. Crouse and his staff. There were several options for appliances and financing, which was a benefit. I would recommend this office to patients of any age.” - Jonathan F.**

Okay, now you have the first tip to solving your child’s low self-esteem and fear of smiling. So let’s move to...

## **MISTAKE #2 CHOOSING A DOCTOR JUST BECAUSE THEY ARE THE ONLY PROVIDER THAT ACCEPTS YOUR INSURANCE**

So why shouldn’t you base the choice of your child’s orthodontist solely on the fact that they’re the only provider that accepts your insurance? The reason is experience and expertise matter more than insurance coverage. Sure, having your insurance company pay for a portion of the orthodontic treatment is nice but if your child gets stuck in treatment for 3 years or more due to doctor inexperience and you have to go elsewhere for re-treatment, is it really worth it?

We’ve seen multiple patients who unfortunately chose insurance benefits over doctor experience. Take for instance our patient who was in traditional (metal) braces for over 6 years with another orthodontist. She came to us for a second opinion after being frustrated with little to no progress with her other orthodontist. In fact, we’d venture to say her teeth actually looked worse after braces from this other doctor than they had in images we received prior to her treatment. In some cases inexperience can also lead to unnecessary tooth extractions, longer treatment times, and tooth decay.

To make sure this doesn’t happen to your child you should ask for before and after examples of treatment. Make sure your orthodontist has the right experience to give your child the beautiful smile they deserve!

**“Dr. Crouse has helped me so much with my teeth. On my first day, my teeth were so messed up but now they are perfect...All thanks to Dr. Crouse!!!” – Morgan C.**

Now let's move on to:

### **MISTAKE #3 WORRYING THAT YOUR CHILD WILL MISS TOO MUCH SCHOOL FOR ORTHODONTIC VISITS**

This is important for you because we know your time is valuable and you don't want your child to miss school for orthodontic appointments.

Check to see if your orthodontist offers late night or weekend appointments for orthodontic adjustments. This prevents both the parent and child from missing work or school unnecessarily. Also, if they are up-to-date with the latest technology, they should offer ways to accelerate your child's orthodontic treatment with advancements such as Propel or AcceleDent. Devices such as these can help speed up your child's orthodontic treatment time by as much as 50%.

Do your research on the orthodontist you choose and ask questions so you can make orthodontic treatment work best for your family's busy schedule.

**“...I opted for Invisalign and could not be more happy! 9 months after starting my journey it has ended. For most that is a good thing...but I'm sad too because I've enjoyed every visit! I have beautiful teeth, a beautiful smile and have met the best doctor and staff!” – Erin M.**

So now you know which mistakes to avoid so your child can stop being teased or embarrassed because of their teeth so they can experience happiness and increased self-confidence with a beautiful straight smile.

## **SO WHAT DO YOU DO NEXT?**

If you're looking for the best way to straighten your child's teeth, I want to personally help you get the results you desire so I've put together a very special no cost, no obligation very limited time offer just for you and your child.

### **“\$275.00 Straight Smile Planning Session...For FREE”**

I have set aside time to personally meet with you and your child and lay out a customized smile plan so your child will stop being embarrassed by their teeth and will have the beautiful straight smile of their dreams.

During our time together your child will receive a:

- ***Comprehensive Orthodontic Exam:*** A thorough exam by Dr. Crouse will allow him to review bite issues and/or potential bite issues and how to best treat them with orthodontics. In order for Dr. Crouse to get the best view of your mouth and teeth, digital x-rays are included at no additional charge.
- ***Complimentary Benefits Check:*** Our Financial & Insurance Coordinator, Kristina, will review your insurance benefits for orthodontic treatment, at no additional charge during your planning session.
- ***Customized Smile Plan:*** Dr. Crouse will recommend the best course of treatment to give your child a functional bite and a beautiful healthy smile. Multiple payment options will be reviewed at the end of the session as well.

I'm so confident that you'll find the "Straight Smile Planning Session" valuable that I'm going to give you a...

**100% Risk Free Guarantee**

Although your child's consultation is free, I know your time is valuable. I also understand you might be wondering if my offer is as valuable as I say it is so I am putting my money where my mouth is. If after our time together, you don't feel it was worth your time, just tell me and I will give you a \$25 Visa Gift Card.

Remember earlier in this report when I asked you to imagine if you could wave a magic wand and your child was happy and more confident because he/she had a beautiful straight smile?

I can help you make that happen. The first step is to call my office at 410-749-2933 and tell our lovely receptionists "I want to take advantage of Dr. Crouse's Straight Smile Planning Session." And they'll get you all set up.

Sincerely,

James M. Crouse, DDS, PA  
*Specialist in Orthodontics*

P.S. I understand if you're a bit nervous. Many of my happy patients felt the same way before they met with me but here is what they found:

*"Thank you for making my daughter's first visit getting a new appliance SO very positive! She was very nervous but left with a smile on her face." - Nora O.*

*"Dr. Crouse is the best! Amazing office staff! Always so friendly and helpful! It will be bitter sweet when my daughter has her braces off this summer! She loves her ortho visits!" - Myah S.*

*"Very happy with my teeth! About halfway through and they've already improved so much. Can't wait to see the final result." - Shyla*

*"Dr. Crouse is great! His staff is always welcoming and friendly. My Invisalign treatment is going very well and with Dr. Crouse's help, my teeth are already looking 100% straighter!" - Jeremy M.*