

Dr. James Crouse

The Top 10 Things You Must Know Before Choosing Your *Orthodontist*



The Brace Place

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Welcome Letter from Dr. James M. Crouse

Dear Friend,

My team and I at The Brace Place firmly believe that a patient's comfort and health is paramount to everything else. We also realize that what is right for one patient isn't necessarily the best choice for another. If you are currently searching for an orthodontist for yourself, your child, or another loved one, I hope my report, "The Top 10 Things You Should Know Before Choosing Your Orthodontist." helps you to identify your own priorities and questions to ask a potential new doctor.



The authority and expertise that The Brace Place provides are significant benefits of our practice, but what really sets us apart from other orthodontic offices on the Delmarva Peninsula is our passion for helping people. We provide our patients not only with reliable and top-quality orthodontics but also with exceptional and honest care in a friendly, relaxed atmosphere.

In writing this report, I considered the advice I would give my own family if they lived too far for me to treat them myself. The questions I recommend asking here are the ten most important characteristics to look for in a new orthodontist. When you find an orthodontic office that can provide everything I've listed here, then you have likely found a care provider who can help you obtain your healthiest smile without straining your budget or causing you unnecessary discomfort. If you would like to know more about any of the information I've included here, feel free to call my friendly and knowledgeable team at 410-390-0615 We are here for you!

To Your Healthiest Smile,

Dr. James M. Crouse

P.S. When you have finished this report, I invite you to schedule your complimentary **The Brace Place Smile Assessment**, which includes a discussion of your goals, digital x-rays, a 3D digital scan of your teeth, a thorough exam, in-depth consultation, and a free copy of my book, "A Smile to Change Your Life: A Guidebook to Orthodontic Care" – a **\$275 value FREE!** You can call **410-390-0615** or visit our website at **www.drcrousesbraceplace.com**.

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1. Do They Have Extensive Experience?

When it comes to the health and aesthetics of your smile, having experience is key. Some questions to ask a potential orthodontist include how long they have been practicing, how many patients they have helped, and whether their experience includes providing a variety of treatments instead of simply the same one over and over. You should also consider whether they attend continuing education courses to stay up-to-date with modern advancements in the dental health care field.

Dr. James M. Crouse has treated thousands of patients and knows that each smile — and each treatment — is unique. By taking the time to truly listen to patients and their vision of their ultimate smile, we can identify which treatment option is best for each individual patient. We know it's a journey and we're with you every step of the way to provide the positive office experience and excellent results that we know patients seek in an orthodontic practice. We go the extra mile – just to see you smile!

Dr. Crouse's academic achievements include:

- Bachelor's Degree, University of Maryland at College Park
- D.D.S. University of Maryland at Baltimore, Magna Cum Laude
- Orthodontics Degree, Emory University

His professional associations include:

- American Association of Orthodontists
- American Dental Association
- Diplomate of the American Board of Orthodontics
- American Association of Dental Sleep Medicine
- Maryland Sleep Society
- Past president of the Eastern Shore Dental Society

In addition, he is a published author and a volunteer professor at NYU/Langone Pediatric Dental Residency In Princess Anne, MD.

2. Do They Have After Work & School Appointments?

Leaving work to take your child out of school for an appointment, the appointment itself, then driving your child back to school and going back to work can take up a lot of time in your day. Before you choose an orthodontist for yourself or your child, ask if they offer appointments after work or school so you won't have to be inconvenienced.

The Brace Place understands that our patients have busy lives, often filled with sports, academics, work, and other responsibilities. We're committed to providing the highest quality orthodontic care to our patients and want to make the treatment process as convenient for you as possible. To accommodate our patients' busy schedules, we offer after work and school hours - as late as 7 pm - so children don't have to miss school and parents won't have to leave work.



3. Can They Treat Any Case with Invisalign?

Some orthodontic offices will tell you that you are not a good candidate for Invisalign. Or, maybe they have not treated a lot of patients with Invisalign and feel more comfortable offering traditional or clear ceramic braces. 70% of US orthodontists only treat 20% of their patients with Invisalign. It would be in your best interest to ask your potential orthodontic office how many patients they have treated with Invisalign, and what their philosophy is about recommending and treating patients with Invisalign.

At The Brace Place, 80% of our patients are treated with Invisalign and we believe everyone can be a candidate for Invisalign clear aligners. In fact, Dr. Crouse has treated more than 2,000 patients with Invisalign, and is a Diamond tier provider, meaning he is a Top 1% provider of Invisalign in North America.



4. Are They Board-Certified?

When it comes to the health and aesthetics of your smile, having an experienced, board-certified orthodontist is key. Only 1 in 3 orthodontists succeed in meeting the stringent standards of ABO Certification. To achieve certification, orthodontists must not only have significant knowledge and expertise; they must also demonstrate that they follow the highest standard of care by presenting consistent successful orthodontic results from their own patients.

In addition to improving over 6,000 smiles since 1994 in the Delmarva Peninsula, Dr. Crouse is also board-certified by the American Board of Orthodontics (ABO). This experience allows him to properly diagnose your case and expertly recommend the best-suited course of treatment.



5. Do They Have a Lifetime Guarantee?

A great orthodontist will stand behind their treatment, and the best way to do that is with a guarantee. Orthodontists should offer a solid guarantee to make sure you know that you come first no matter what. Your satisfaction and health are of the utmost importance!

At The Brace Place, we stand behind our treatment for you or your children. That's why we offer a Lifetime Guarantee on treatment to all our patients. This means we will do whatever it takes over the course of treatment to make sure you are satisfied. Ask for more information about our Lifetime Guarantee during your initial exam and complimentary consultation with our experienced team.



6. Are They Award-Winning?

Ideally, you should find an orthodontist with a longstanding and excellent reputation. Using the Internet today, it is easy to see ratings and reviews from actual patients. Simply go to Google, and search for orthodontist ratings and reviews within your community.

At The Brace Place, our core purpose is to ensure your comfort and happiness from the moment you walk through our doors. We are proud to announce that our efforts to provide the best orthodontic care possible has been recognized by our peers and we have received the following awards:

- Coastal Style Magazine - Best Of Winner 2018
- Coastal Style Magazine - Best Of Winner 2017
- Numerous 5-star Patient Reviews

To benefit from our award-winning orthodontic care, schedule your complimentary appointment today!



7. Do They Provide Same-Day Appointments & Starts?

Some orthodontic offices make you wait weeks or even months before you can be seen for your initial appointment. When you make the decision to explore your orthodontic treatment options, having to wait that long can be a hassle. The time you must wait for your first appointment can also be an indication of how available your doctor will be if any problems or emergencies arise during your or your loved one's treatment. Avoid all these issues by opting for an orthodontic office with an accessible schedule and reasonable wait times for appointments.

At The Brace Place, we know your time is precious and important. With work, school, and extracurricular activities, finding time in your busy schedule for orthodontic appointments can sometimes be difficult. That's why, as a new patient, we offer you the choice to start treatment on the same day as your initial exam and consultation if that is what you want. Our goal is to work with you to provide the most time-efficient appointment and orthodontic treatment options available to fit your schedule. Not only does this save you time but it also saves you money! This is yet another way that we work to make orthodontic treatment as easy and relaxing as possible for you.



8. Do They Use Advanced Technology?

Technology plays an important role in orthodontics and is essential for diagnostics, efficient treatment, number of visits, comfort, and accuracy. Incredible advances have been made in recent years, too. This is why it's important to find out whether your potential orthodontist uses the latest technology for your benefit.

Orthodontics has become a cutting-edge discipline, and all these innovations mean that we can offer patients like you the very best the industry has to offer. Here are just a few of the state-of-the-art diagnosis and treatment options we offer at The Brace Place.

- CBCT x-ray machine which takes a small 3 dimensional x-ray to see exactly where unerupted or impacted teeth are. Before we had the CBCT machine, we had to guess where unerupted teeth were. So now we can see teeth that may need exposing.
- iTero Digital Impression scanners, which does not use radiation and replaces goopy dental impressions to create digital models of the teeth.
- Gum & Tissue Laser to uncover slowly erupting teeth, some impacted teeth, or to re-contour overgrown gum tissue.
- Cutting-edge self-ligating braces
- Accelerated orthodontics to speed up the treatment process



9. Do They Offer a Free New Patient Exam?

Most orthodontists offer free examinations for new patients so that you and your family can get expert advice about treatment needs, options, and timing before making this important investment. During your first exam and consultation, be sure your questions are being answered, concerns addressed, and you are being educated about all your treatment options. The orthodontist should also include digital photos during the exam at no charge.

No two smiles are alike. That's why The Brace Place offers every new patient our complimentary **The Brace Place Smile Assessment**. This includes:

- Discussion of Your Goals
- Digital X-Rays
- 3D Digital Scan of Your Teeth and Simulation of Treatment Result
- Thorough Oral Exam
- In-Depth Consultation
- BONUS - a FREE copy of Dr. Crouse's book, "A Smile to Change Your Life: A Guidebook to Orthodontic Care"
- **Valued at \$275 -Yours for FREE!**

During your assessment, our team will be happy to answer all your questions about our orthodontic treatments, our Lifetime Guarantee, our flexible payment options, and anything else you may want to know about us!



10. Do They Provide an Exceptional Patient Experience?

When reviewing orthodontists, you've probably found yourself wondering what kind of atmosphere or environment the office has. This varies from one practice to another and also depends on the orthodontist's personal preferences. Do they go above and beyond the norm to make you feel comfortable? Do they answer your questions to your satisfaction so you feel confident your orthodontic care is in the hands of experts?

Our team at The Brace Place lives by our promise -we are dedicated to providing an exceptional patient experience by going the extra mile to ensure your comfort and satisfaction. We know that when you choose an orthodontist to care for you, you are adding people into your life that will not only boost your confidence but will also provide you with an amazing smile that will forever impact your life.

Our state-of-the-art orthodontic office boasts a unique atrium with live turtles for our patients' enjoyment. We strive to make our waiting room comfortable and accommodating by providing toys for kids, a Wii and a 130-game touchscreen wall station, and a coffee and hot chocolate bar.

Our team will always take the time to answer all your questions and ensure you're completely comfortable before beginning treatment - it's our promise to you! At The Brace Place, you can be sure that each and every time you enter the office, you will have an experience that is worthy of a 5-star review.



BONUS: Do They Offer Affordable Payment Options?

I realize this report is supposed to be the “**Top 10 Things You Must Know Before Choosing Your Orthodontist,**” but I just couldn’t leave out some important payment tips to look for when choosing an orthodontist. Once you have chosen an orthodontist you are comfortable with and know which orthodontist you want to treat you or your child, the next question will be: “How much is this going to cost and how am I going to pay for this?”

The Brace Place understands that cost can be a big issue when it comes to braces and orthodontic treatment. We want to make treatment easy and affordable for you or your loved one once you walk through the doors of our office. That’s why we offer in-house financing with 0% interest and allow you to spread the payments out over the course of your treatment time. We also offer multiple treatment discounts, accept CareCredit, and accept most insurance plans. We will even help with filing paperwork with your insurance company. Ask for more information at your initial complimentary consultation.



Closing Letter from Dr. James M. Crouse

Dear Friend,

I hope this report has helped you learn more about orthodontics in general and possibly show you how The Brace Place can help you or your child. To accomplish our mission of giving our best, we would be honored and grateful to meet and learn more about how we can potentially help ignite your or your child's smile.

For your complimentary **The Brace Place Smile Assessment**, which includes a discussion of your goals, digital x-rays, a 3D digital scan of your teeth, a thorough oral exam, an in-depth consultation, and a free copy of my book (a **\$275 value**), there is absolutely no obligation. We simply want to answer your questions, address your concerns, and give you The Brace Place experience that you or your child will get from every visit. During the assessment, we may learn you might not even need treatment! We will share with you our expert recommendation based on our years of experience, advanced diagnostics, and thorough analysis.

We feel the utmost pride as we are able to transform smiles and lives every day. We love giving back to our local community by sponsoring or volunteering at many local community events throughout the year.

I certainly recommend you do your research because ultimately, you have to trust and feel comfortable with your orthodontist and treatment. Obviously, there may be other things you should know before choosing your orthodontist.

In fact, I am sure I could have easily doubled the length of this report, but I am confident its contents will help you in choosing your orthodontist. More importantly, please know that we are always here to answer your questions.

To your healthiest smile!

Dr. James M. Crouse



P.S. When you are ready to schedule your **FREE The Brace Place Smile Assessment (a \$275 value)**, simply call **410-390-0615** and speak to one of our friendly team members. Remember, we do offer after work and school appointments – as late as 7 PM!



www.DrCrousesBracePlace.com
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