

Dr. Paul DiFranco

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



DiFranco Orthodontics

Welcome Letter from Dr. DiFranco

Dear Friend,

If you are researching orthodontists for yourself or your child, then you are in the right place! You should know that just like all teeth are different, every orthodontic practice is different. In your search to find the right provider for your family, you will most likely find similar treatment options. It's important to know, however, that all treatment is not the same.

At DiFranco Orthodontics, our mission is to serve others by changing lives, supporting our community, and taking a patient-centric approach to care. My team and I work hard to offer the highest quality care in a friendly, comfortable environment. With our "patient-first" approach, our biggest reward is seeing how happy our patients are with their new smiles after treatment.



To help support our mission and to help you choose the right practice, I invite you to read my report, **"The Top 10 Things You Must Know Before Choosing Your Orthodontist."** Each section addresses an important question to consider as you research options for your treatment. While many providers fit a few of the criteria, I strongly encourage you to settle for nothing less than the complete package. It's what you and your teeth deserve!

I hope you find my report to be informative and helpful as you begin your exciting journey toward your ideal, healthy smile. If you would like to know more about any of the information I've included here, feel free to call me or speak to a member of my knowledgeable team - simply call **847-318-7711**.

To Your Healthiest Smile,

Dr. Paul DiFranco

P.S. When you are ready, I invite you to schedule your **Complimentary* Smile Assessment**. Your comprehensive appointment includes a discussion of your goals and concerns, an in-depth exam, digital x-rays, a customized treatment plan.

**Our assessment is complimentary for patients age 18 and under. For patients above the age of 18, a \$100 fee is required that will be applied toward treatment costs.*

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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.

If you are seeking orthodontic treatment, the first, and possibly most important information any orthodontic patient should understand, is that while all orthodontists are dentists, not all dentists are orthodontists. In fact, only 6% of dentists have undergone the years of extra training required to become an orthodontist. To be sure your orthodontist is indeed the specialist you're seeking, look for the American Association of Orthodontists (AAO) seal.

Dr. DiFranco has helped to improve over 15,000 smiles since 1985 through a wide variety of orthodontic treatments. As a team, every one of us believes in the importance of staying current with the techniques and technologies available for quality dental care. For this reason, Dr. DiFranco regularly attends continuing education courses to supplement the distinguished education and training that he received while pursuing his dental and orthodontic specialist degrees.

Extensive experience allows Dr. DiFranco to provide expert, professional care that matches each patient's unique needs.



2. Can You Reach Them In An Emergency?

Orthodontic emergencies are rare, but there are times when they can arise. If you or your loved one experiences a problem during treatment, you want your orthodontic office to be there for you – especially if your orthodontic appliance is causing discomfort. Ask your potential orthodontist how long it typically takes to be seen when an emergency arises. You might also ask how long it takes to be seen for non-emergency problems, such as broken brackets on your braces. After all, the longer you must wait to fix a broken bracket, the longer your overall treatment will end up taking!

At DiFranco Orthodontics, we provide our patients with Dr. DiFranco's phone number, so he can always be reached in the event of an after-hours emergency. We see our patients who are experiencing an emergency during our normal office hours. That means that if you ever experience a problem with your orthodontic treatment, you can rest assured that we will see you in our office as soon as possible to start working on a solution.



3. Do They Have Convenient Appointment Times?

In today's world, everyone is busy! Making the decision to get orthodontic treatment shouldn't interrupt your entire schedule, which is why orthodontists should implement flexibility for scheduling appointments. When looking for an orthodontist, make sure they offer flexible hours, short wait times, and same-day starts. With today's technology in a fast-paced world, this is a necessity for any successful orthodontic practice to run efficiently.

At DiFranco Orthodontics, we're committed to providing the highest quality orthodontic care to our patients AND we want to make the treatment process as convenient for you as possible. We never want your busy schedule to deter you from seeing Dr. DiFranco. That's why we offer convenient appointment times including early morning, evening, and one Saturday a month during the school year to accommodate even the most hectic lifestyles. We also keep appointments running on time so you can count on being seen at your actual appointment time.



4. Do They Guarantee Your Satisfaction?

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 DiFranco Orthodontics, we offer a **100% Satisfaction Guarantee** over the course of treatment to every person we treat. If you are not satisfied with your orthodontic treatment during this time, we will do what it takes within reason to make it right at no extra cost to you. We know that braces are no small investment, so we stand behind our treatment ensuring that you can have your happy, healthy smile!



5. Do Local Dentists Trust Them?

When local dentists recommend a particular orthodontist over all others, they are staking their own reputations on that recommendation. That is why a recommendation by dentists is one of the highest accolades an orthodontic office can receive. When you are looking for an orthodontist, therefore, take the time to find out whether a particular doctor gets many referrals from local dentists.

Dr. DiFranco frequently meets new patients who have been referred by their family dentists. In fact, many of these dentists and their team members send their families to DiFranco Orthodontics for treatment! Our reputation for quality treatment, state-of-the-art technology, and a friendly, welcoming atmosphere have made DiFranco Orthodontics an easy choice for dentist referrals. Contact us today to see how we can help you!



6. Can You Get Started At Your First Appointment?

Making the decision to get orthodontic treatment shouldn't interrupt your entire schedule, which is why doctors should implement flexibility for scheduling appointments. When looking for an orthodontist, make sure they offer flexible hours, short wait times, and same-day treatment starts. With today's technology in a fast-paced world, this is a necessity for any successful practice to run efficiently.

At DiFranco Orthodontics, we're committed to providing the highest quality care to our patients AND we want to make the treatment process as convenient for you as possible. We never want your busy schedule to deter you from seeing our specialist. That's why we provide the option to begin treatment on the same day as your initial evaluation. By offering same-day treatment starts, we put your scheduling needs ahead of our own – and we save you money by eliminating the cost of a second appointment! Get started on your best smile today!



7. Do They Use Advanced Technology?

Technology plays an important role in dental health care and is essential for diagnostics, efficient treatment, number of visits, comfort, and accuracy. Incredible advancements have been made in the last 20 years, which is why it's important to find out whether your potential orthodontist uses the latest technology for their patients' benefit.

Here at DiFranco Orthodontics, we use the latest technology throughout your treatment process, starting with your initial diagnostic appointment. From extremely accurate imaging to accelerated orthodontic treatment, our technology helps make the experience faster, easier, and even fun!

To learn more details about the specific types of technology used in our office, please visit our website.



8. Will They Respect Your Time?

When you find an orthodontic office that leaves you feeling cared for and at ease, that doesn't mean you want to spend all your time there! When researching a new orthodontist, ask what his or her scheduling policies are. In addition, consider how long a typical appointment time slot is and whether it leaves time for a thorough exam and any follow-up questions you may have. Avoid offices that double book appointments, because they expect cancellations. When an orthodontist doesn't reserve enough time for each patient, appointments can end up running late. That translates to you having to stay in the waiting room for up to an hour in certain cases!

DiFranco Orthodontics respects your time and busy schedule, and we make sure that your appointment time is accurate and that you are promptly seen upon arrival. We never double book appointments, and we always ensure that plenty of time is allotted to every patient. We want everyone who sees Dr. DiFranco to have plenty of time to get all their questions answered, without making the next patient wait unnecessarily. That's our DiFranco Orthodontics promise!



9. Do They Accept Most Insurance Plans?

Many people simply ask whether their potential orthodontist accepts their current insurance and stop there. Unfortunately, insurance coverage can easily change every few years. Perhaps your employer decides to go with a different insurance plan, or maybe you decide to change plans yourself. When this happens, it can be a hassle to suddenly discover that your orthodontic office doesn't accept your new insurance. One way to avoid this pitfall is to ask your potential orthodontist whether they are in-network with most insurance plans and ask if they are out of network with any major providers. This increases your chances that you can stay with your trusted family orthodontist when your coverage changes.

At DiFranco Orthodontics, we accept most major insurance plans and will gladly file all insurance paperwork on your behalf. We understand how frustrating insurance can be. Our goal is to simplify the process so that you can focus on what really matters – your smile!



10. Do They Have Fun Rewards?

All businesses should give back to their patients in one way or another, whether it be by offering discounts on treatment, or a rewards program to encourage proper oral hygiene and to make treatment fun. When you're considering an orthodontic professional, make sure to ask if they offer any of these benefits to their patients.

At DiFranco Orthodontics, we want you to feel special and know that we appreciate you every day. That's why we have our exclusive Patient Rewards program and Kids Club that offer a host of gifts, prizes, and drawings for our patient community and beyond. We are always adding new ways to participate!

Earn points by joining today, participating in our surveys, social media engagement, showing up to your appointments on time, practicing good oral hygiene, and much more! Ask for more information at your initial consultation!



Bonus: Do They Offer Flexible Financing?

This report was only supposed to include 10 crucial questions to consider when looking for an orthodontist, but affordability is so important that I've included this section as a bonus. Whether or not you have insurance, it's important to understand what kind of payment options your potential orthodontist offers before you make a decision.

At DiFranco Orthodontics, we strongly believe that no one should ever have to delay necessary orthodontic treatment due to financial concerns. That's why we do our best to help you work within your budget while still providing you with high-quality orthodontic care. When you come in for your initial consultation, we'll help you understand all the different payment plans we offer. We accept most insurance plans and offer no-interest payment plans through our in-house financing.

We are here to simplify the financial process so you can focus on what really matters – your new healthy smile. You can rest easy knowing that every facet of your braces and orthodontic treatment will be smooth sailing and worry-free!



Closing Letter from Dr. DiFranco

Dear Friend,

I hope this report has helped you learn more about what you can expect from your orthodontic treatment, as well as what you should expect from your provider. Don't be afraid to ask about each item I included on this list. If you have already signed up for treatment with a provider, feel free to call the office and ask a few follow-up questions. Remember, this is your smile we're talking about here – you deserve to feel confident and comfortable for the entirety of your treatment!



While my primary goal was simply to educate you and facilitate your search for an orthodontist for you or your family, I hope you've also discovered a bit about DiFranco Orthodontics and why I'm so passionate about what I do. Yes, I love creating beautiful smiles, but more than that, I love nurturing great relationships with my patients and helping them be happier and healthier overall. It may sound like I expect a lot from my fellow orthodontists, and that's true, but only because I expect so much from myself. You're putting your trust in me, and that's not something I take lightly.

To learn more about DiFranco Orthodontics, simply call 847-318-7711, and don't forget about your Complimentary* Smile Assessment. A comprehensive consultation may be the only thing standing between you and the smile you've always wanted.

To Your Healthiest Smile,

Dr. Paul DiFranco

P.S. When you are ready, I invite you to schedule your **Complimentary* Smile Assessment**. Your comprehensive appointment includes a discussion of your goals and concerns, an in-depth exam, digital x-rays, and a customized treatment plan.

You can request your appointment by calling **847-318-7711** to reach our friendly office.

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DiFranco-Ortho.com
847-318-7711