

# SureSmile® Aligners

## Treatment Coordinator Guide



# Incorporating SureSmile Aligner into a new patient exam



## Talking SureSmile Aligners

Most prospective new patients you meet will already have some idea about “invisible braces.” In some ways, this makes your initial conversations easier. You also need to be prepared to distinguish your services from others they may be aware of.

## It's the technology

The foundation of SureSmile Aligner technology is the innovative software. This is a truly differentiating factor when discussing SureSmile Aligner treatment. In most ways, talking about aligner treatment is very much the same as discussing conventional bracket treatment.



## Every picture tells the story

Start with a general statement like “SureSmile technology is an advanced system very different from others.” It's best to support your conversation by showing a previous case (with permission) on a monitor so that the patient and parents, if present, can immediately see how the treatment you offer is very different than what they may have seen before. If parents are present, it's good to ask if they had braces and point out how different the treatment that their child will be receiving is. That's a very powerful communication, as the technology alone is so vastly advanced from anything they've seen before.

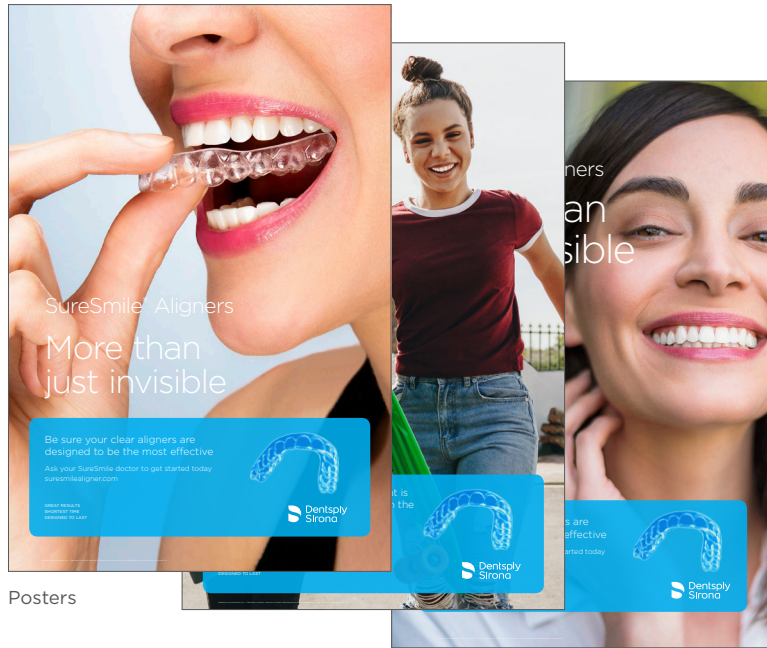
Next, you can move to a discussion of what SureSmile technology does. “We plan each patient's case using SureSmile treatment planning software. The doctor will visualize the desired result and design your sequence of SureSmile Aligners before treatment even starts. Over the course of treatment, your progress will be digitally evaluated and adjustments can be made to your aligners, if needed.”

There's really no need to “over explain,” as the technology you're showing them is so different from anything they've probably seen before.



## Patient Marketing Materials

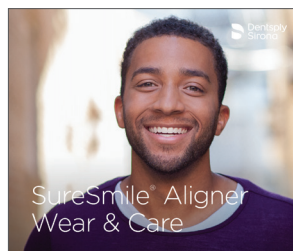
Many people will respond to the comfort of traditional communications material, so don't forget to give them samples to take home and share with family members. Also encourage potential SureSmile patients to visit the SureSmile Patient Website at [SuresSmileAligner.com](https://SuresSmileAligner.com)



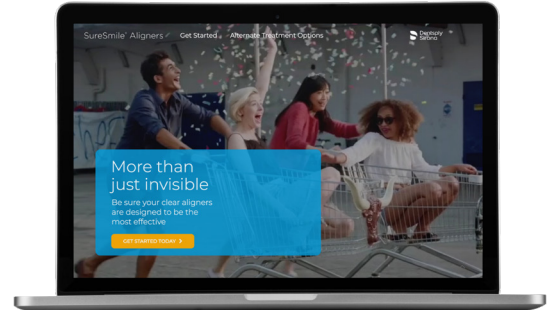
Posters



Window Clings



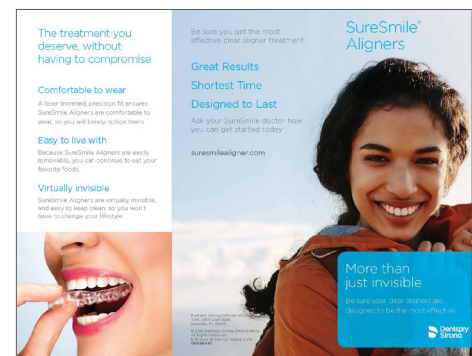
Aligner Care Booklet



Patient Website



Table Easels



Patient Brochure

Be sure to visit [Shopsuresmile.com](https://Shopsuresmile.com)

[ShopSureSmile.com](https://ShopSureSmile.com) is an online portal for SureSmile Aligner marketing materials, patient communication aids and related merchandise. You'll find brochures, posters and logo-branded merchandise—often downloadable at no charge—to support SureSmile Aligner communications.

# SureSmile talking points to help answer your patients' questions

## SureSmile software

Nothing tells the story of SureSmile treatment better than the software itself. Don't miss the opportunity in the New Patient Exam to show patients how SureSmile is so different from any other treatment system and how it empowers their doctor to treat their case with greater precision and efficiency experienced in conventional practices.

Use a diagnostic model of a former patient (with approval) and turn it so the patient can see the lingual view. Explain how this allows their doctor to see every aspect of a patient's teeth and gums, even behind the teeth. You can also show how the doctor can move a tooth with sub-millimeter accuracy, again, highlighting the advantage of SureSmile.

## I came to your office to get a different brand of aligners.

We offer clear aligner treatment with SureSmile Aligners. The SureSmile software has been in use for over 15 years and is proven to be a highly effective technology. Doctors like the control and accuracy when planning your customized treatment and smile design plan that are critical to your final outcome. The high-grade plastic material we use is from the leading plastic company, Dentsply Sirona, and proven to be very effective and efficient in moving teeth.

We are confident that the accurate treatment plan designed by our doctor, combined with SureSmile Aligners, will deliver you a great new smile.

Every product or service we choose in our practice is because we believe it to be the highest quality available. Beautiful new smiles happen with the best orthodontic treatment planning and the best orthodontic therapies available to achieve it.

## Why are you suggesting I wear both braces and aligners, I only want aligners?

The doctor has recommended this combined treatment to achieve your goal of faster treatment. Braces are more efficient/effective at moving really crooked teeth, so we will start you in braces for 4-6 months and then finish your treatment in SureSmile Aligners. We can certainly treat you in only clear aligners, but it will take us longer to finish your treatment. Shorter treatment times also help facilitate better oral hygiene.

## Are SureSmile Aligners less expensive than other brands?

SureSmile Aligners are created using highly sophisticated software and manufacturing technology that enables great accuracy in clear aligners. The cost for treatment will be approximately the same.

## Are SureSmile Aligners as good as other brands?

The SureSmile software has been used with great success for over 15 years and is a sound, proven technology. The doctor likes the control and accuracy he/she has when planning your customized treatment. Creating a realistic smile design plan is critical to your final outcome and SureSmile is the technology, which our doctor prefers to achieve that. The high-grade plastic we use is from the leading plastic company, Dentsply Sirona, and is very effective and efficient in moving your teeth. We are confident that an accurate treatment plan from our doctor, combined with SureSmile Aligners, will give you the beautiful, new smile you've imagined.