

SPECIAL REPORT:

The Top 10 Things

You Should Know Before Choosing An

Orthodontist

by

Dr. Dante Gonzales



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Introductory Letter from *Dr. Dante Gonzales*

Dear Friend,

If you are researching orthodontists and different types of braces for yourself, your children, or a loved one, you are in the right place. Just like every mouth is different, orthodontic practices are different. In your search for finding the right orthodontist, you will most likely find similar treatment options. The brackets, wires, or the clear plastic trays may have the same name, but they are only tools that the orthodontist uses. That being said, not all treatment is the same.

At Dante Gonzales Orthodontics, our mission is to serve others. The 3 basic goals of our practice is to change lives, advance the profession, and support our community. There is no better reward of seeing how happy our patients are after we help transform their smile. To help support our mission, and to help you choose the right orthodontist, even if it is not us, I put this report together, "The Top 10 Things You Must Know Before Choosing Your Orthodontist."

Sincerely,

Dr. Dante Gonzales

P.S. When you are ready, I urge you to schedule your initial Smile Assessment, complimentary initial exam by calling **925.828.2244**.

If you are scheduling the exam for your child, you may be wondering, at what age you should you schedule the first exam? The American Association of Orthodontists recommends a screening by the age of 7 in order to rule out possible problems that will be much harder to correct in later years. While many parents are surprised at 7 being too early, we agree that the earlier the exam, the better, because we will have more options and can even give pre-orthodontic guidance.

If you are scheduling the exam for you or if your child is older than 7, that is okay too. We have helped over 10,000 people from all different ages throughout the Tri-Valley area transform their smiles. Again, when you are ready to learn more about your options with us, we are here for you.

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Number 1: Do They Have Extensive Experience?



No matter what you're researching or seeking, any expert in their field should have enough experience to be great at what they do. In an orthodontic practice, this is extremely important as it has to do with your smile and overall health. Your orthodontist should have enough experience to expertly diagnose and treat whatever orthodontic condition you have.

At Dante Gonzales Orthodontics, we've served over 10,000 patients in the Tri-Valley area since 1998. In addition, Dr. Gonzales has served as an orthodontic instructor at the University of the Pacific Orthodontic Program. And Dr. Gonzales is a Board Certified Orthodontist (only 1 in 5 orthodontists is certified by the American Board of Orthodontics). On Dr. Gonzales' staff you will find Registered Dental Assistants with 10-29 years of experience in orthodontics. This is how we have become experts in the field of orthodontics and recognize what treatment is best for treating your unique case. To find out how Dante Gonzales Orthodontics can help you, call 925.828.2244 to schedule your Gonzales Smile Assessment today!

Number 2: Can They Reduce Your Time In Braces?

When it comes to orthodontics, patients often worry about the length of treatment. How long will you have to wear braces for? How long will you have to take care of them and avoid the foods you love? These concerns and others may make you hesitant to go forward with the treatment you or your loved one needs. Any office can put the braces or Invisalign on your teeth, but will they be taking them off in the original estimated time.

At Dante Gonzales Orthodontics, 92% of our patients get their braces off within the original estimated treatment time. Like Southwest Airlines, we are a stickler for on time arrival. We will do whatever it takes to get our patients finished on time. And if patients really want a fast treatment, we offer the accelerated treatment option of AcceleDent, or Propel. With AcceleDent, you can have straighter, healthier teeth in 38% to 50% of your treatment time. Additionally, we also offer Propel, which allows your treatment with braces or Invisalign to be accelerated by 50% - 60 %!

At Dante Gonzales Orthodontics, we strive to help you chose the treatment option best suited to the individual needs of you or your loved one. We want you to finish your orthodontic treatment with a great result in a timely manner. The sooner you finish treatment, the sooner you can start enjoying your new smile.





Number 3: Do They Utilize Advanced Technology?

Orthodontics today differs a great deal from years past. Computer-designed braces and wires dramatically increase the precision with which we move teeth and shorten treatment time. Tie-free braces systems have made treatment far more efficient and comfortable. Clear braces offer a cosmetically pleasing alternative, while Invisalign® offers patients an entirely brace-free option. Did you know that Invisalign® also has a special treatment system just for teens?

Dante Gonzales Orthodontics offers several of these advanced technology options, including iTero, 3D imaging impressions to help fit you for your Invisalign and Invisalign Teen aligners. We can make your dream of having a new smile come to life, and without any metal! Dr. Gonzales is an Elite Invisalign orthodontist, giving patients a “clearly” effective and incredibly comfortable way to wear braces! Dr. Gonzales has treated over 900 adults and teens with Invisalign and is in the top 1% of all Invisalign providers in the country.

Number 4: Do They Offer A Guarantee?



How many times have you heard someone tell you that they had braces before and now their teeth are crooked because they didn't wear their retainer. And to get their teeth straight again they would have to pay again to go through braces and get re-treated. Re-treatment could cost you anywhere from \$1200-\$6000. You will find that most office will charge a fee for re-treating your case if you don't wear your retainer, or the teeth shift, or you don't like the way your smile looks after the braces come off. Not at Gonzales Orthodontics, if your teeth shift for whatever reason, or you don't like the look at the finish, we will re-treat you at no charge. At our office, you only have to pay for braces once. That's it.

At Dante Gonzales Orthodontics, we offer a lifetime guarantee! We expect you to be 100% satisfied with your smile for a lifetime. If your teeth begin to shift at any time, even if you didn't wear your retainer, we are glad to do a touch up treatment to bring your smile back to its glorious self!



Number 5: Are 2 Sets Of Retainers Included In Treatment?



Each orthodontic office has its own fee schedules, and doctors often charge differently for procedures. All orthodontists should offer you a contract that clearly spells out the expenses for your child's treatment before it begins. Throughout the orthodontic industry, it is common to find that most offices will include only one set of retainers at the end of treatment. But, how many times have you heard of patients losing their retainers and the teeth shifting and getting crooked. Not only will you have to pay for a new set of retainers, but you may also have to pay for re-treatment again.

At Dante Gonzales Orthodontics, we include 2 sets of retainers (\$400 value) with the price of your treatment. We understand how much time, effort, and money you have put into your new smile, and we don't want to see that go to waste because you lost or broke your retainers.





Number 6: Do They Offer Flexible Scheduling Options?



Many orthodontic offices offer limited hours 3-4 days per week, and usually the hours are 9-5. This can make it difficult to schedule an appointment that doesn't disrupt your work day, or school day. Your orthodontist should offer flexible hours that meet your scheduling needs.

At Dante Gonzales Orthodontics, we understand how important school and work is to you, and we will work with your schedule. To help accommodate your schedule, we have adapted our hours to include appointment availability 5-6 days per week, with lots of hours both before and after work or school. We start seeing patients as early as 7am and as late as 7 pm. We even have Saturday appointments available. If you find that our current hours still do not work for your schedule, let us know! We will do the best we can to accommodate you. We want to make it as convenient as possible for you to get your dental work done with a schedule of appointments that work for you.

Number 7: Do They Make It Fun?

Do They Care?

Many offices will offer braces at a low fee. But at many of these offices there is very little patient interaction or patient engagement due to the number of patients seen by the orthodontist. Orthodontists and their assistants need to spend quality time assessing the bite and the teeth on every visit. The visits should not be rushed or too quick. In addition, you want to spend time at an office that makes your child feel special, where the staff takes the time to get to know you, and your child. You should look for an office that your child, or you yourself, will look forward to visiting. Some orthodontic treatment can last 2 years, and if your child needs two phases of treatment you could be visiting the office for several years. You want to look for an office that you and your child enjoy.

At Gonzales Orthodontics, we schedule our appointments with the patient's treatment and their enjoyment in mind. Our appointments are a little longer than most offices. We may not be able to see as many patients in a given day, but we can spend more quality time reviewing what the patients' needs are at every visit. In addition, after every visit parents are informed of what was done, how the treatment is going, and what the patient needs going forward.



Number 8: Are They Board Certified?



It is very natural to want to feel secure about your doctor's medical background. When a doctor is Board certified in both dentistry and orthodontics, it means they have top knowledge in their field. What you need to look for is to see whether the doctor is a diplomate of the American Board of Orthodontics. The ABO is an organization of orthodontists who have completed the highest levels of education and testing. Would you want to go to an orthodontist whose work has never been checked by someone who knows what good orthodontics looks like?

Not only has Dr. Gonzales treated over 10,000 patients but his work has been checked by the American Board of Orthodontics. You have to ask yourself "Do I want to go to the cheapest orthodontic office in the area, or do I want to go to a high quality orthodontist?" Usually, high quality and cheap do not go hand in hand. The most important question you should ask yourself is "Are my teeth, or my child's teeth, worth seeing a Board Certified Orthodontist?"



Number 9: Are There Virtually No Wait Times?

At your typical orthodontic office, you may experience a 20-40 minute delays on your appointments. This happens because the office will try to squeeze as many patients into one day as possible. The end result is your appointments never start on time, coupled with a very rushed appointment, and finally, you leave without an update on how you or your child is doing with their treatment.

The team at Gonzales Orthodontics understands that your time is both precious and valuable. To ensure that we don't waste any of your time, we carefully plan our schedule without any overlap between appointments, and we schedule longer appointments in order to make sure you are well taken care of. You can walk in feeling confident that you will experience virtually no wait times!

Number 10: Is The Timing Of Treatment Right?

Many offices will offer orthodontic treatment, but is it the right time to start treatment? 85% of children age 7-11 do not need any orthodontic treatment yet. Yet, many offices will choose to start early to get you locked into treatment in their office. Don't get me wrong. There are children ages 7-11 that do need early intervention treatment, about 15% of them. There are children that do need two phases of orthodontic treatment: one phase between the ages of 7-10, and a second phase

at age 12 or 13, once all of the permanent teeth have erupted. You should find out whether the early treatment at age 7-10 is absolutely necessary. The main question to ask is "Can this same treatment be done in one phase once all of the permanent teeth come in?"

If the vast majority of patients age 7-10 are undergoing early treatment in a particular office, you may have to ask yourself "Is this the right office for me?" and "Does my child really need this treatment right now?" There are only a handful of issues that need to be treated at an early age. You need to find out if this treatment is absolutely necessary, or am I putting my child through unnecessary treatment, and paying unnecessary expenses. Our office offers a complimentary exam for you or your child to find out if treatment is needed, and if not when should your child get started with orthodontic treatment.



Bonus: Are Their Sterilization Standards Hospital-Grade?

Many orthodontics offices claim to offer the highest level of sterilization standards, only for patients to discover that the practice falls short of their promise. While researching an orthodontist, it is important to ask how they maintain the tools they use for treatment. An orthodontic office that cares for their equipment, cares for your well-being.

At Gonzales Orthodontics, we maintain hospital-grade sterilization standards to ensure that our patients are protected and provided the highest quality of care. The safety and comfort of our patients is important. In our office we sterilize everything that touches our patients mouth, and if it cannot be sterilized, it is only used once and thrown away. Maintaining a clean and properly sterilization facility helps prevent the spread of germs and infection. You can rest assured that the same sterilization processes that heart surgeons use, we are using the same processes.



Closing Letter from Dr. Dante Gonzales

Dear Friend,

I hope this report has helped you learn more about orthodontics in general and potentially show you how Dante Gonzales Orthodontics can help you or your child. To accomplish our mission of serving others, we would be honored and grateful to meet you and learn how we can help transform you or your child's smile.

We simply want to answer your questions, address your concerns, and have you experience Gonzales Orthodontics to see if you could see yourself choosing us for your treatment. In fact, you or your child may not even need treatment.

We will share with you our expert recommendation based on our years of experience, advanced diagnostics, and thorough analysis. If we are not the right fit for you, that is okay and we can part as friends.

We are not only proud of the smiles we transform, but also transforming the lives of our patients and the communities in which they live. We love donating to our local community by donating to all of the local schools, providing no-cost treatment to patients through the Smiles Change Lives program, donating to youth sports and other youth activities, donating surgeries for kids with cleft palate, and any way we can help the Tri-Valley area community.

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.

We are always here to answer your questions.

Sincerely,

Dr. Dante Gonzales

Dante A. Gonzales, D.M.D., M.S.D.

P.S. Remember, the American Association of Orthodontists recommend an orthodontic exam at age 7. When you are ready to schedule your complimentary initial orthodontic exam simply call 925.828.2244.



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**If you have a child that may
need orthodontic treatment,
you should read my free report
on children and braces. Just go to:
www.DoesYourChildNeedBraces.com**