



Orthodontic Mouthguards and the Patient Experience

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Introduction

In today's economic environment, orthodontists need to provide patients and parents the best value possible. Therefore, in addition to providing exceptional clinical treatment, ortho practices should find ways to enhance the overall patient experience

One solution—provide orthodontic mouthguards to current patients. Required for most sports, ortho-specific mouthguards are designed specially for orthodontic patients to protect their teeth and gums from injury as well as prevent damage to their braces.

Why Mouthguards?

Some orthodontists may be wondering, why provide mouthguards when they are readily available at retail outlets? Patients and parents can go to any sporting good store and pick out the one they like best.

As the orthodontic expert, the doctor should take the lead when it comes to patient care and ensuring a successful treatment outcome. The right mouthguard protects the patient, along with any orthodontic progress already under way. Remember, parents and patients are looking to you, your team and your practice for solutions regarding anything related to orthodontics.

Dispensing mouthguards is a simple but powerful way to exceed patient and parent expectations, resulting in:

- Improved home-care for patients
- A higher level of customer service and care
- Stronger relationships with patients and parents

Improved Home-Care for Patients

Just as your ortho practice provides patients special toothbrushes to clean in and around orthodontic appliances, you should offer a mouthguard specifically made for patients wearing braces. Parents will appreciate this level of care and attention devoted to their child's oral health.



Building TOTAL PRACTICE Success™

Our commitment is to help every orthodontist grow regardless of the economy. Every orthodontic practice has the potential to transform into A Levin Practice™ and anticipate these results:

- Continually increasing production
- Continually increasing profit
- Continually increasing referrals
- A low stress practice environment
- High levels of professional satisfaction
- Reaching financial independence sooner

Our consulting programs are based on proven systems and strategies that have delivered successful results to thousands of practices for more than 24 years. Levin Group Consulting Programs are the established benchmark for practice management excellence in our profession.

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**Ortho Technology and
the AAO Support
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A Higher Level of Customer Service and Care

Orthodontic practices that exceed patient and parent expectations will be the offices that receive the most patient referrals. When you make things easy, parents and patients appreciate it all the more. Providing a high-quality orthodontic mouthguard makes perfect sense from both a patient care and a customer service standpoint.

Stronger Relationships with Patients and Parents

Asking about hobbies, activities and interests helps cement the relationship between the practice and patients. Those who play sports will appreciate the offer of a complimentary orthodontic mouthguard. The more you know about patients, the stronger the relationship that can be created.

Mouthguards—Just One Piece of the Puzzle

The recent recession has changed the way consumers interact with businesses. People everywhere are looking for more value when they spend their money. Perhaps more than any other specialty in dentistry, orthodontics is feeling the greatest impact from this new consumer mentality. Parents and patients are engaging in rampant “ortho shopping,” comparing several ortho practices (and even general practices) against one another.

Orthodontics is a significant investment for parents and patients. They want not only a successful clinical outcome (i.e. a beautiful smile) but also an incredible patient experience. Any positive thing that ortho practices can do to differentiate themselves in this economic environment can be seen as a competitive advantage. Offering orthodontic mouthguards as courtesy to patients represents just one strategy to imbue the practice-patient relationship with additional value.

The value creation process starts with the very first phone call and continues through the consultation and throughout the entire patient experience. Every interaction with patients and parents should be viewed as an opportunity to build a stronger relationship. When ortho practices consistently go the “extra mile,” they are the offices that receive the most word-of-mouth referrals from happy and satisfied patients.

Standard Part of Orthodontic Care

Levin Group recommends providing orthodontic mouthguards as a courtesy to patients. This “value-added extra” should be included as a standard part of orthodontic treatment. Just as ortho practices provide other home-care items such as special toothbrushes and wax, offices should do the same with orthodontic mouthguards. It’s a seemingly small gesture, but parents and patients will greatly appreciate it.

Remember, the more value you provide to patients and parents, the more value you receive back in terms of positive comments to dentists, friends and family. That kind of feedback leads to more new patient referrals—a necessity in any economy!

Conclusion

Offering a quality orthodontic mouthguard allows the practice to deliver a higher level of care and customer service to patients. When parents and patients evaluate their experience in your office, they look not only at the final treatment results but also the entire experience. A seemingly small thing as providing orthodontic mouthguards builds goodwill and generates positive word-of-mouth about your ortho practice.

Attend Dr. Levin’s “The Most Powerful Seminar for Ortho Growth,” December 1–2, in Orlando, FL, tuition-free with an Education Grant. Ask your Ortho Technology representative for more details.

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