

MORE THAN A SMILE ORTHODONTICS

The Top 10 Things to Know
About Choosing Your

Orthodontist



DR. CHARLES KOHOUT
DR. EDWIN JAUCH



**Welcome Letter
from
Dr. Kohout
& Dr. Jauch**



Dear Friend,

If you are looking for an orthodontist in western New York, you are in the right place! What you're about to read will give you everything you need to make a smart, well-informed decision that is right for you and your family.

Whether you are researching an orthodontist for yourself or a family member, this special report will reveal some important elements that make each orthodontic practice different from one another. We have outlined for you some key points you will want to consider when choosing your orthodontist – in terms of pricing, treatment options, outcomes, and the length of time your treatment takes.

At More Than A Smile Orthodontics, we have one goal above all others: we want to help you create your healthiest and most beautiful smile. Whether you are interested in Invisalign, Damon braces, traditional metal braces, clear braces, or early intervention treatment, you can count on the right individualized treatment plan to match your unique dental and lifestyle needs.

Sincerely,

Dr. Charles Kohout and Dr. Edwin Jauch

P.S. When you have finished reading this report, we invite you to take advantage of our complimentary More Than A Smile Orthodontic Assessment, by calling 716.795.4308.

This no-obligation package includes an office tour, a comprehensive exam, and a personalized treatment consultation – a \$250 value, yours FREE!

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1

Do They Have Extensive Experience?

Your orthodontist's experience should top the list when it comes to finding a new care provider. When you choose a doctor who has already seen a wide variety of orthodontic needs, that means your doctor will likely have already treated a case similar to your own. That prior experience can help your orthodontist to foresee any potential risks or complications. With this knowledge and foresight, you can feel assured that your treatment recommendation is truly the best one for your situation.

At More Than A Smile Orthodontics, our expert orthodontists have treated over 30,000 smiles since 1981. In addition, Dr. Kohout and Dr. Jauch are both board-certified orthodontists with the American Association of Orthodontists. Through the years, we've gained experience in many treatments for both children and adults. We're proud to offer braces, Invisalign, accelerated treatment, and early orthodontic intervention, plus more!



2

Do They Offer a Free Orthodontic Assessment?

Most orthodontists offer new patients a complimentary examination and consultation, so you and your family can get expert advice about treatment needs, options, and timing before making this important investment. During this exam, you should ask any questions you may have and get to know the staff and the orthodontist.

At More Than A Smile Orthodontics, we offer a free More Than A Smile Orthodontic Assessment to all our patients. This offer includes an initial exam, an office tour, and a comprehensive treatment consultation with one of our experienced orthodontists! We take the time to learn your oral health history and discuss all treatment options with you before determining a plan. This is just another way we strive to put our patients first.



3

Do They Guarantee Anything for You?

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!

When you are considering a new orthodontic office for yourself or your loved ones, ask whether back up their treatments with any guarantees. Also make sure that a guarantee doesn't have any fine print or loopholes, either!

Here at More Than A Smile Orthodontics, your smile is completely backed by our 100% Lifetime Guarantee. We stand behind our treatment. If your teeth shift out of place at any time after your braces come off, we will do what it takes to get your smile back to its healthiest state.



4

Do They Have 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 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.

At More Than A Smile 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 for more information.



5

Are Retainers Included in the Cost of Treatment?

Every orthodontic office has its own fee schedule, and doctors often charge differently for certain procedures. If you are pursuing braces or Invisalign treatment to straighten your teeth, always make sure your contract clearly states ALL treatment expenses before you begin. It is important to know exactly what you will be paying and exactly what it covers.

One common cost that doesn't always get addressed at the beginning is the cost of your retainer. Since retainers are sometimes viewed as after-treatment care, you may not find out about retainer fees until the end of your treatment. Ask your potential braces or Invisalign provider what your retainer will cost, so you won't be caught off guard with another bill later.

At More Than A Smile Orthodontics, we know that retainers are an integral part of braces or Invisalign treatment, and we want you to maintain your newly straightened smile for years to come. That's why we include your retainer with the cost of your braces or Invisalign treatment.



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Is Your Time Respected During Appointments?

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! In researching a new orthodontist, therefore, ask what his or her scheduling policies are. Avoid offices that double book appointments because they expect cancellations, and ask if they reserve time in their schedule for last-minute emergency appointments. Also consider how long a typical appointment time slot is and whether it leaves time for a thorough exam and any follow up questions by a patient. 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 sometimes an hour or longer!

At More Than A Smile Orthodontics, we respect your time and busy schedule, and we make sure that your reserved appointment time is accurate and that you are seen promptly upon arrival. We never double book appointments, and we always ensure that plenty of time is allotted to every patient. That's our More than A Smile Orthodontics promise!



7

Do They Offer Emergency Care, Even on Weekends?

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 More Than A Smile Orthodontics, we keep appointment slots open in our schedule for emergency appointments. That means that if you ever experience a problem with your orthodontic treatment, you can rest assured that we will be able to get you into our office quickly to start working on a solution.



8

Are They an Experienced Invisalign Provider?

If the revolutionary Invisalign orthodontic treatment is what you're looking for, then you'll want to find an orthodontist that's not only certified, but also experienced. All Invisalign providers go through the proper training to obtain certification, but having substantial experience is also necessary to be able to offer exceptional results that last.

More Than A Smile Orthodontics is proud to be a designated Preferred Provider of both Invisalign® and Invisalign Teen®. Preferred Providers must have successfully completed numerous Invisalign treatment cases before they achieve this recognition. Our orthodontists take pride in the successful outcomes we have achieved with both teens and adults using this cutting-edge approach to orthodontics.



9

Do They Offer the Fastest Treatment Available?

When you or a loved one is considering braces, you will want to make sure your orthodontist offers a wide variety of treatment options, including the latest technology that can produce results faster than ever. Since time is of the essence for most people these days, you'll likely want to consider accelerated treatment options.

At More Than A Smile Orthodontics, it's our mission to provide you with the latest, most effective braces and orthodontic treatment options available. With our advanced orthodontic treatment options like Invisalign and Damon braces, you can cut your time in braces and orthodontics by 50% or more! Explore your orthodontic possibilities by making an appointment with More Than A Smile Orthodontics today.



10

Do They Have Patient Rewards?

A great orthodontist shows his or her patients how much they are appreciated and goes the extra mile to make orthodontic treatment as enjoyable as possible. Ask your potential orthodontic office if they take any steps to acknowledge the hard work patients do to keep up with treatment. Especially when it comes to younger teen patients, a fun patient rewards program can make it much easier to stay motivated throughout treatment.

More Than A Smile Orthodontics is grateful to be a trusted source for expert orthodontic treatment in Western New York. We appreciate our patients, and we want to make providing happy, healthy smiles as fun as possible. That's why we offer a Patient Rewards Card to all our patients on their first visit to our office. Patients can earn points for doing a variety of things, like being on time, excellent brushing, and wearing elastics as instructed. Points are redeemable for gift cards for rewards like iTunes, Best Buy, Amazon, Target, and Starbucks. We appreciate our happy patients at More Than A Smile Orthodontics!



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BONUS: Do They Offer Affordable Treatment?

We realize this report is supposed to be the “Top 10 Things to Know About Choosing Your Orthodontist,” but we 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?”

At More Than A Smile Orthodontics, we are here to help you understand the different payment options, from maximizing the most of your insurance benefits to flex spending accounts to even interest-free payment plans. During your initial complimentary examination and consultation, all your questions will be answered, including those about the typical cost of braces and the variety of payment options available.





**Closing Letter
from
Dr. Kohout
& Dr. Jauch**



Dear Friend,

We hope this report was informative! If you've already seen another orthodontist, we encourage you to follow up with them with any new questions or concerns based on what you've learned today. Additionally, we invite you to take advantage of our complimentary More Than A Smile Orthodontic Assessment – whether it is for your first consultation or for a second opinion. There is absolutely no obligation – we simply want to answer your questions, address your concerns, and give you an outstanding More Than A Smile experience.

At More Than A Smile, we understand that there is much to consider when choosing an orthodontist. In fact, we are certain that we could have doubled the length of this report! We are confident, however, that the information you have now will help you choose the right Western New York orthodontist for your needs.

We feel the utmost pride that we are able to transform smiles and transform lives every day. If you would like to know more about any of the information we've included here, feel free to call our friendly and knowledgeable team at 716.795.4308.

To your best smile,

Dr. Kohout and Dr. Jauch

P.S. When you are ready, call 716.795.4308 to schedule your complimentary More Than A Smile Orthodontic Assessment, with an office tour, comprehensive exam, and a personalized consultation with Dr. Kohout or Dr. Jauch – a \$250 value, yours free!



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