

# INVISALIGN INSIGHTS

Quarter 4, 2004, volume 4, issue 4

## Giving Back to Our Communities

### Sharing our Good Fortune



*Tom Prescott, CEO of Align Technology, Inc., and family send their good wishes to you and yours.*

The employees of Align Technology acknowledge that we would not be where we are today without a great deal of support: from you, your patients, and from the good fortune that has given to us many opportunities denied to others. As we grow as a company we strive to give as much as we can to those less fortunate than ourselves. That's why Align supports organizations such as Second Harvest Food Drive, Toys for Tots, and Adopt a Family in the communities where we live and work.

On the following two pages are stories of two practices who have taken the idea of "giving back to the community" to heart. Dr. Fry's team has adopted a school and developed programs to help the at-risk children succeed. The staff and their families from Dr. Kuperman's office participated in a Toys for Tots event, as well as helped a family-in-need. We hope they inspire you to do whatever you can where you are.

#### Table of Contents

Sharing our Good Fortune	1
Partnering with the Community	2
The Holiday Season—A Great Time to be Giving...	3
Success using CareCredit®	4

#### Featured Article

NYC's First Spa-Inspired Orthodontic Office	6
---	---

#### Programs & Promotions

Invisalign Rewards!	9
Professional Discount	9
Don't Miss "Ask the Expert"	9
DTC-TV Advertising Campaign	9

#### Products & Services

New CE Courses	10
"Earn \$50 for Published Stories"	10
Winner of the Insights Reader Contest	10
Clearly Beautiful™ Contest in Elle Girl Magazine	10
Tour the Invisalign Manufacturing Facility	10
Pearls from the Field	11
New Invisalign Patient DVD	back page

# Giving Back to Our Communities

## Partnering with the Community

The team at Fry Orthodontics takes great pride in their commitment to their local community and has demonstrated that commitment by adopting Central Elementary School as their business partner. The orthodontic practice and school have joined into a partnership to better support the needs of these elementary children, their families and teachers.

Dr. Fry was involved in many community efforts but it wasn't until the school partnership that the team members were able to take an active part in helping complete the practice commitment to giving back to the community. The practice chose a school with a great need for help and with a large number of at-risk children. The initial intention of this program was to help reduce the tardiness of children by rewarding them for on time behaviors, the philosophy behind this was "when students aren't at their desk, they can't be learning." After initiating a number of tardy programs, the number of student absences decreased from 1226 in 1999-2000 to only 214 in 2000-2001. (*The 2002 Bud Schulman Award Nomination Form, Britain*) and the numbers have continued to decrease.



As with many great successes this program grew by leaps and bounds, not just limited to helping to reduce tardiness. A myriad of other programs have since developed. These programs have included a fund to sponsor children who need to attend summer school, staff adopting families during the holiday season, sponsorships for assembly speakers and field trips, donating literature to the parent's library, staff pen pals with students and a pen pal pizza luncheon, donations collected from staff

for back to school supplies, library books, playground equipment and musical instruments.

This August, the team at Dr. Fry's began its 6th year of partnering with the school and the commitment to the community is stronger today than ever. The rewards of helping these children succeed and knowing your team can make a true difference in their future and in the community is priceless.



The Fry Orthodontics Team  
 Fry Orthodontic Specialists  
 For the Smile of Your Life!

*"Being partners with Central Elementary school is a part of our commitment to the community, a part of our Core Ideology."*

– Karla Britain, Office Manager

## The Holiday Season—A Great Time to be Giving...

Our office (Kuperman Orthodontics) really enjoys supporting philanthropic causes. Last year during the holiday season, we were invited to participate in two extraordinary experiences. First, we engaged in a special shopping experience for Toys for Tots. Our staff met at the Wal Mart Superstore in Arlington, tx. We brought our spouses and children



to participate in this incredible experience. Each person was able to fill his/her own shopping cart to its maximum capacity. We were given the challenge to fill the carts with toys for specific age groups and stay within a limited price range. The shopping experience happened so quickly, and the energy and enthusiasm of our staff was at its highest peak ever. After shopping, and once the carts were full, everyone met at a specific check out point. The people coordinating the Toys for Tots shopping were then able to multiply the quantity on the most desired items. These items were then ordered and sent to the Toys for Tots warehouse for distribution. What a great feeling, knowing that we made many children's holiday season extra-special.

We also focused our generosity internally. Usually we all chip in together to buy Drs. Kuperman and Casey a nice holiday present. Last year, with support from the doctors, we decided to spread our holiday cheer a little differently. We identified a family-in-need, within our practice. We identified a patient who was a single mom with 3 young children under the age of 4. The mom had recently been in a traumatic car accident (hit by a drunk driver). She suffered

a back injury, broken bones, and a concussion. Because of the injuries and inability to return to work, she lost her job, and had to move in with her grandmother. She was in the middle of orthodontic treatment and was unable to pay not only our bills, but also some of her basic utility bills. Our office donated \$800 to this patient. We gave it to her in the form of gift cards and cash, so that she could buy holiday presents for her children and pay some necessary utility bills. Our financial coordinator

pulled the patient in under the guise of discussing her account. At that time, we informed her of our way of wishing her happier times. The patient was speechless and started crying. We hope that we touched her life as much as she and her family touched ours. To say thanks to our office, the patient had her children's holiday picture taken at Wal Mart in some new outfits that she purchased with her gift cards.

We can't wait to top those experiences during this upcoming holiday season.

Sincerest Holiday Wishes,  
From the Staff at Kuperman Orthodontics  
Fort Worth, Texas

# Success using CareCredit®

## A Win-Win Situation for Patient and Doctor

We get a lot of requests for help increasing acceptance rates with patient finance companies. Recently we heard about an office manager who is getting approximately 90 percent acceptance rates from CareCredit®. Since patient finance company acceptance rates are about 50 percent nationwide, we asked her to share some tips.

Name: Georgina Lebron-Sayers

Title: Office Manager/Financial Co-ordinator for Dr. Martin Aronoff in New York City (SoHo)

Bio: In the field 26 years as a Dental Assistant, Hygienist, and Manager

Years with CareCredit: 10



**Q:** I understand your office is really happy with CareCredit. Why did your office start to use CareCredit, and what's the secret to your success?

**A:** When I came to Dr. Aronoff's office four years ago, I got them to start using CareCredit. We have a lot of perio cases that can cost \$8,000 or more.

CareCredit is a great way to get things done. In the first year we increased our usage 600 percent. I think the most important thing is presentation—to the patient and to the finance company. Here are some of the things I do to make sure I can present confidently to both:

*"We have a lot of perio cases that can cost \$8,000 or more. CareCredit is a great way to get things done. In the first year we increased our usage 600 percent."*

- Talk with the patient before the application to make sure they include everything that might help their application (e.g., check on insurance, make sure they include all income sources, ask how long they've been renting)
- Make sure the application is complete and the information verified. If I know they've been renting a long time, I make sure they include that information because it establishes a record of payment.
- Know what you're asking for ahead of time—stumbling on the phone, having to explain information that's in the wrong box doesn't help.

- Recommend the use of a co-signer if the patient doesn't have a credit history. Not only do co-signers help my acceptance rates, but patients like it because it helps them establish credit.

**Q:** Can you describe a typical Invisalign financial presentation?

**A:** Sure. When the patient comes out of the doctor's office with a treatment plan, I sit down with them to talk about how they're going to pay for it. Usually I've already checked on their insurance. If they have no insurance, I know that the patient will be interested and that CareCredit is going to help us get the dental work done. Some of the things patients usually respond to are:

- Understanding that there is no pre-payment penalty and that they pay no interest with the Interest Free products

- The new Invisalign 18-month No-Interest product—for some, a year was a bit tight
- Stretching payments out as long as four years with the Extended Payment Plans is really important to others. I also remind them that the patient's interest rate for the extended payment plans are ~13 percent and much better than credit cards at ~22 percent.

After we go over all the options, if they're not ready to make a decision right away, I send them home with a package and let them know I'll call back in a couple of days to check in.

The package I pre-prepare includes:

- My business card
- The Invisalign-CareCredit brochure
- The regular Invisalign brochure with our name printed on it
- The CareCredit application and a letter showing payments they'd make under sample plans.

I always make sure to return all calls—but nine times out of ten they call me the next day!

### It's easy to enroll in CareCredit!

Call 1-800-300-3046 x4519 to enroll and get special Merchant Rates as an Invisalign provider. CareCredit has a plan to fit almost every budget including 3, 6, 12, & 18 Month No Interest\* and 24, 36, & 48 Month Extended Payment Plans.\*

\* Call CareCredit for details.



# Featured Article

## A Peek into New York City's First Spa-Inspired

*When we first heard that New York City had a Spa-Inspired Orthodontic Office specializing in Invisalign we were intrigued, so we asked Dr. Fulop-Gooding if she would share her experience with “the crown jewel of her orthodontic practice” as she so eloquently put it. She was excited at the opportunity and graciously accepted the interview.*

**Q:** What made you decide to open a practice that specialized in treating with Invisalign?

**A:** I felt that the adult market was one that was untapped and had great potential here in New York, and I wanted to be the first to reach it. I have been practicing here for a few years and initially only offered conventional orthodontic treatment.

I was one of the first certified Invisalign orthodontists and initially only offered it to patients with a similar malocclusion that could have been corrected with a spring aligner. As I became more comfortable with Invisalign, I offered both options for more difficult malocclusions. It seemed like overnight, more and more of my patients were choosing Invisalign to straighten their teeth.



**Q:** How many practices do you have today?

**A:** I have two offices in midtown Manhattan and one in Woodbury, Long Island. The Invisalign Spa is my third office and its grand opening was in April of this year. It's the best of both worlds. Some days I get to discuss Sponge Bob's latest adventures, while on others we watch cnn.

**Q:** Was the location of the practice specific to the success of an Invisalign specialized practice?

**A:** Yes. My patients in the Manhattan office are very different from those in the Long Island office. They're busy. They rarely go for more than one consultation. Their consults are rarely more than 15 minutes, and they simply want to know three things. "Will it work for me?" "How long?" and "How much?" Once I explain some of the benefits of being able to brush and floss easily and the better esthetics of the aligners compared to the porcelain brackets, it seems to be a no-brainer.

Many of our patients are busy because of frequent travel with their work. Some patients even have two residences: in California and New York. Knowing one of the advantages of Invisalign is to have the ability to schedule their aligners around their travel schedule has been wonderfully accepting. Previously, their conventional treatment was sometimes delayed because they would be out

## Spa-Inspired Orthodontic Office Specializing in Invisalign



of town for their next orthodontic adjustment. Now, I ask when they will be in the city and give them enough aligners to last until their next visit. I even have a group of flight attendants as patients.

**Q:** What is the look and feel of your spa-inspired practice?

**A:** The First Spa-Inspired Invisalign Orthodontic Office sums up our office's ambiance. The look of the

office is that of a tranquil spa. The environment is truly soothing and relaxing—a respite from the hectic city outside. It's a little oasis in the heart of Manhattan. We offer several luxury spa services in addition to a beautiful smile. We believe that patients who are interested in taking care of their teeth also want to take care of their skin and generally pamper their bodies. We have a board-certified plastic surgeon, a board-certified dermatologist and a licensed massage therapist, exclusively for our patients.

**Q:** How is your practice set up? (practice management)

**A:** We see our patients by appointment only so that we can control patient flow and keep the office running smoothly and efficiently. We offer in-office financing as well as an Orthodontic Fee Plan, by Capital One. I believe that offering these financing options was a profitable decision.

As an Invisalign Specialist—one of your top 100 Invisalign Providers, two years in a row—I am also proud to say that my staff is well trained and they enjoy practicing consultations on each other in addition to being efficient in showing our patients their ClinCheck at their aligner stages. I do have an Invisalign Specialist or Treatment Coordinator, but anyone of my staff can jump in at any time if she is busy.

It's late and we've been here since 7:00 a.m. with our first Manhattan patient seen at 7:15 this morning. An efficient staff allows me to see 17 consults in one day. I am rarely in the room for more than 10–15 minutes.

*continued on page 8*



# Featured Article

## A Peek into New York City's First Spa-Inspired Orthodontic Office Specializing in Invisalign

*continued from page 7*

**Q:** Do you have a Marketing Manager? What is your marketing strategy for the Invisalign dedicated practice? How might it be different from your other practice? Do you use Co-Op dollars to achieve these goals?

**A:** I have a Marketing Manager who works for both of my practices. The Marketing Strategy for the Invisalign Spa is to target adults and teenagers with print ads and, more recently, television commercials. We do use our Co-Op dollars to achieve these marketing goals.

**Q:** How do you manage your time between both of your practices?

**A:** I am truly fortunate to have an amazing staff, which helps me manage my time between practices. They're like my second family. Also, we're currently interviewing orthodontists for Long Island and Manhattan. My office managers work and communicate exceptionally well, and they have both been with me since I started. Some of my clinical staff work in more

than one of my offices, and we have specific days during the week that we are at each office. If there is too much of a wait in one office, we alternate our days and increase a day in that office. It seems to work well.

**Q:** What things would you have done differently now that you have successfully launched your spa-inspired practice?

**A:** Because we put a lot of effort, energy and money into the design of this office, I wish I could have purchased the real estate instead of leasing it.

**Q:** What future goals do you have for your practice?

**A:** I would like to see my practice expand with many more

very happy patients who will then spread the word. Perhaps there will be a need to open another Invisalign Spa to cater to the "downtown" or "uptown" folks. For now, I am very happy with our success and look forward to taking my entire staff to Las Vegas in November.

**Q:** What will be your ongoing motivation, strategy and approach?

**A:** We plan to continue our practice of always giving patients more than they expect. Our patients come in on guard, in a rush, late for a meeting or a flight, nervous, angry at their friend/parent/boss/previous dentist... and we strive to relax and please them as they walk out. I always ask my front desk to listen to their footsteps as they exit; they seem to be lighter on their feet!

*A Straight Smile with Style, Dr. Jacqueline Fulop-Gooding*

*"The Invisalign Spa... [is] the best of both worlds. Some days I get to discuss Sponge Bob's latest adventures, while on others we watch CNN."*

# Programs & Promotions

## Invisalign Rewards!

October 1–December 31, 2004

Invisalign Rewards—treat more Invisalign cases and enjoy the rewards!

- Submit cases between October 1st and December 31st and earn points towards gift certificates
- A great way to motivate and reward your hardworking staff
- Gift certificates are good for one year and are redeemable at a variety of popular retail stores



## Professional Discount

Become an Invisalign patient! Special pricing for you, your staff, and referring doctors during the month of November. For your Professional Discount coupon, click “Programs & Promotions” on the vip page.

## Don't Miss “Ask the Expert”

“Ask the Expert” is a lecture series in a conference-call format, given by various internal and external Invisalign Experts. The calls are designed to highlight Invisalign treatment “hot topics” and include expert tips, techniques, and troubleshooting ideas, followed by an open Q&A session.

For details on the next call, visit [www.invisaligncec.com](http://www.invisaligncec.com) and click the Curriculum Guide.



## The DTC-TV Advertising Campaign Moves into High Gear in 2004

Align remains committed to building strong brand awareness of Invisalign and helping our partner doctors build successful Invisalign practices. Our multi-million dollar dtc-tv campaign not only creates demand for Invisalign, it has also been effective at putting interested patients in touch with Invisalign doctors. We recognize that it takes an experienced doctor to provide a successful consultation, and that's why this program was created back in 2000. If you aren't already part of the program, be sure to find out how to join your peers in this exciting marketing opportunity.

## New CE Courses on [www.invisaligncec.com](http://www.invisaligncec.com)

The Invisalign Clinical Education Center has added several new fully illustrated ce courses. Always free for doctors and staff, the new ce courses include:

- Class II premolar extraction case study
- Predictably bonding buttons to aligners

After you've earned your online ce credits, be sure to browse the Invisalign Community Forum for the latest clinical tips from your colleagues or to post a question or opinion of your own.

The Invisalign Clinical Education Center is accessible 24/7 for your convenience.

## FREE \$50 Gift Certificate if We Publish Your Story

Have a success story or tip you'd like to share? Send it in. If we publish it, we'll send you a \$50 gift certificate. Email your story to us at [InvisalignInsights@aligntech.com](mailto:InvisalignInsights@aligntech.com). Please submit no later than December 6, 2004 to be included in next year's first-quarter newsletter.

## Winner of the \$500 Readership Appreciation Contest!

And the winner is:

MaryBeth Lawkins — Invisalign Coordinator for Dr. Denise L. Emma in Garden City, NY.



*Dr. Denise L. Emma, Isabel Torres and MaryBeth Lawkins*

Congratulations and thank you for reading Invisalign Insights!

## Invisalign "Clearly Beautiful" Contest in Elle Girl Magazine



In partnership with Elle Girl Magazine, Align offered a free Invisalign treatment and a beauty makeover in the Fall 2004 issue.

The lucky contest winner will be randomly selected in October and flown to New York City for a makeover appointment at a hot salon and a consultation with an Invisalign-certified doctor who will coordinate treatment with another Invisalign-certified doctor in the winner's local area.

Elle Girl will publish pre-treatment and progress photos and a personal diary of the winner in the Spring 2005 issue. Leads generated by contest entries will be forwarded to dtc-eligible doctors for follow-up.

## Tour the Invisalign Manufacturing Facility

If you're planning to visit the San Francisco Bay Area and are interested in seeing how Invisalign is made, call us to schedule a free tour of our manufacturing facility. Call Fauzia, at 408-470-1158.

# Pearls From The Field

## Back by Popular Demand...

### Sharing Your Patient's ClinCheck File Via Email

Many of you may recall reading an excellent marketing tip that was printed in q2 Invisalign Insights describing how a patient, who was a hygienist, kept a movie of her ClinCheck in her work area, spurring conversation and referrals for her treating doctor.

*“A happy patient with the right tools can be some of the most powerful marketing yet.”*

This was such a popular tip that we realized it would make your job that much easier if we gave you instructions on how to make this work for you.

### Directions for emailing a ClinCheck file to your Patients:

- Open your patient's ClinCheck (either through your Local Patient Database or your vip page)
- Click on the “Images” tab

- Click on “Save” under “Export Movie” (see Figure 1)
- Click on “More Options”
- Slide bar for “Speed” to “Slow” (see Figure 2)
- Click the “OK” button

You will see a “Save as” dialog box. Save the ClinCheck on your Desktop by clicking on the black “down” arrow next to “Save in” (see Figure 3). Close out all programs and return to your Desktop. You should see an icon that says “treatment.avi” (“avi” signifies that it is a movie icon). You may want to rename the file with your patient's name. Compose your patient's email, attach the avi file from the desktop. Once the patient receives the email they will be able to play the movie, but will not be able to manipulate the teeth. If you want to show the movie in a different view (i.e., maxillary/mandibular view), you will need to put the teeth in that view in ClinCheck before you save the avi file.



Figure 1

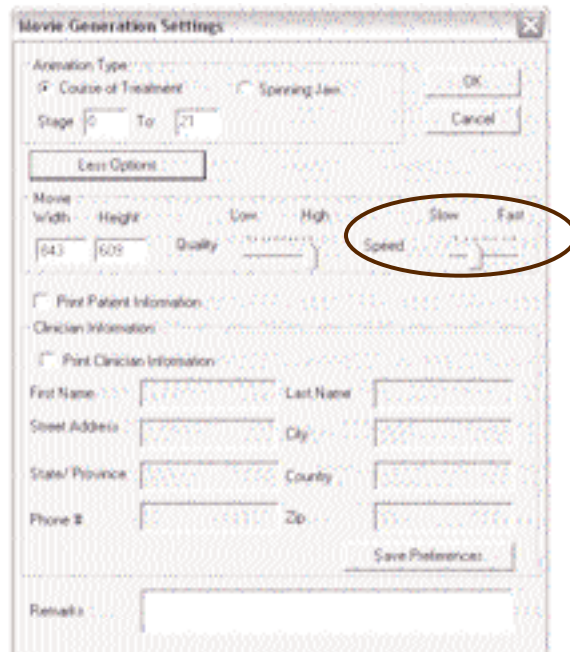


Figure 2

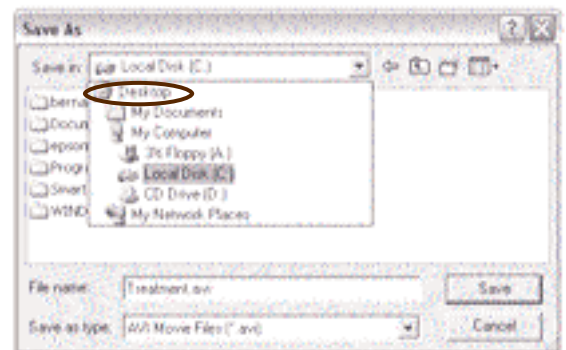


Figure 3

# Brand New! Invisalign Patient DVD

We kept hearing that we should put our material in dvd format...so we created a new Invisalign Patient Looping dvd. It contains the New Patient Video, Manufacturing Process, Testimonials and the tv commercial. Each piece can be played individually or as a continuous loop. It works well in your reception area (or treatment room) as well as sending it in an information package to potential patients. It can be ordered through Customer Support (Item #m4528). 1-9 copies are \$7.50 each or just \$5.00 each if you order 10 or more.



Another great option for in-office education is the "Lobby Video" (or dvd) produced by VisionTrust.

The tape was created for offices who don't want to hear videos playing in the background. The tape uses video, before & after pictures, and on-screen text without relying on narrative. The standard version is \$25 (vhs) or \$50 (dvd). VisionTrust can also work with your office to create a customized tape (with your picture) that can be used in your lobby. To order call (719) 531-7527.

Invisalign® and ClinCheck® are registered trademarks of Align Technology, Inc. All other product names, service marks and trademarks mentioned herein are trademarks of their respective owners. Copyright © Align 2004. All rights reserved.

M4531

**invisalign**  
www.invisalign.com  
881 Martin Ave., Santa Clara, CA 95050  
**INSIGHTS**  
INVISALIGN

Presorted  
First Class  
US POSTAGE  
PAID  
Permit #315  
Crystal Lake, IL