

SPECIAL REPORT

TOP TEN THINGS YOU SHOULD CONSIDER BEFORE CHOOSING YOUR ORTHODONTIST

Welcome note from Dr. Richard M. Hesby

Dear Friend,

If you are researching orthodontists or investigating the various types of braces for yourself or your child, you have come to the right place! Just as everyone has a different smile, every orthodontic practice is different. In your search for finding the right orthodontist, you will most likely find similar treatment options, with similar names of products. Although it may seem like you would get the same result anywhere, that is most often *not* the case.

Our mission at Bedford Orthodontics is to deliver the highest level of care and support to our patients and our local community while advancing the profession. With that goal in mind, I put together this report, "The Top Ten Things You Should Consider Before Choosing Your Orthodontist." I hope this information helps you select the best orthodontist for you, whether that decision includes us or not.

Sincerely,



Richard M. Hesby, DDS, MS
Board Certified Orthodontist



P.S. When you are ready, I encourage you to call our office for a complimentary consultation, digital x-rays and more at 781.275.0575.

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ARE THEY A SPECIALIST?

An orthodontist is a specially trained dentist who has taken several years of additional formal training after dental school to study how to align teeth and bites using fixed braces or aligners. You could say that we specialize in smiles. Orthodontists also perform dentofacial orthopedics. This is a fancy way to say that we normalize the patient's jaw bones in order to repair any imbalance in their face and to get the bite to function properly. All orthodontists are dentists, but only about 6% of dentists are orthodontists. Look for the seal of the American Association of Orthodontists (AAO).



Dr. Hesby is a board certified orthodontist. The American Board of Orthodontics (ABO) certification process signifies a unique achievement - a significant step beyond the two to three years of advanced education required for a dentist to become a specialist in orthodontics. The process requires the orthodontist to demonstrate actual accomplishments in patient care with detailed case reports on the treatment provided for a broad range of patient problems. In order to become board certified by the ABO, an individual orthodontist is thoroughly interviewed by a highly respected panel of examiners to demonstrate their orthodontic knowledge, clinical skills and judgement. The ABO is the only certifying board in the specialty that is recognized by the American Dental Association.

It takes dedication to make it to the top.



Board certification requires hundreds of additional hours of preparation to test judgment, skill and knowledge to demonstrate the highest quality of orthodontic care.

2 DOES THE OFFICE OFFER A COMPLIMENTARY INITIAL EXAM?

Bedford Orthodontics offers a complimentary initial exam for new patients so you and your family can get expert advice about the need for orthodontics, the benefits orthodontic therapy can offer, the treatment options and best timing to start treatment. All of this valuable information is received prior to making this important investment decision. During the initial exam, a panoramic x-ray may be taken to allow Dr. Hesby to see the developing teeth and supporting bone, as well as facial and intraoral photographs. After conducting a comprehensive orthodontic exam, Dr. Hesby will determine if orthodontics are needed and the timing of additional diagnostic records for a detailed treatment plan. He will also take time to answer questions about how orthodontics can benefit the patient

3 HOW ACCESSIBLE IS THE DOCTOR? WHEN IS THE DOCTOR IN THE OFFICE?

Dr. Hesby is the owner of Bedford Orthodontics and is the sole orthodontist in the practice. Therefore, he is the only orthodontist involved in your care. He makes it a top priority to be available to speak with either in person about your child's care or via phone or email if speaking in person is not possible. Dr. Hesby makes himself available after hours via his cell phone if a patient has an emergency that cannot wait to be treated during regular office hours or if there is just a pressing question or concern about the braces or treatment.

4 DO THEY TREAT ADULTS?

It is important that your orthodontist can treat patients of all ages. In the United States, about 25% of all orthodontic patients are adults. Many adults are finding out how a healthy and attractive smile is important to their health and how they feel about themselves. Others choose to avoid a lifetime of crooked teeth for health concerns or problems with their bite. Adults can bring many more complicating factors, such as missing teeth, facial skeletal disharmonies affecting their bite, and periodontal problems that require a multi-specialty approach to treating the patient. This may involve a team approach to treat those complex cases.

DO THEY TREAT ADULTS? CONTINUED

Many adult patients place a high demand on the esthetics or “looks” of the braces and a majority of adults would prefer orthodontic therapy using clear aligners. The use of orthodontic aligners over the past 15 years has increased the options greatly for adults seeking to improve their smile and bite. Dr. Hesby’s practice is limited to the treatment of orthodontics and his practice has all of the orthodontic appliances, tools and experience to treat all orthodontic problems, whether aligners or esthetic brackets are used in the treatment of the case.

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CAN YOU MAKE AN APPOINTMENT WITHOUT A REFERRAL FROM A GENERAL DENTIST?

Yes, of course! You do not need a referral at all. Although your general dentist and other dental specialists have the knowledge and expertise to identify orthodontic problems, many people sense that their child or they themselves may benefit from orthodontics and they call us for a complimentary consultation. Many patients and their families are referred to our office through word of mouth from the many former patients and parents who were treated at the practice.

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WHAT ARE THE PAYMENT OPTIONS? DO YOU HAVE FLEXIBLE FINANCING?

Orthodontics is an investment that can last a lifetime. We work with you to help you understand your payment options from maximizing your insurance benefits, planning your flex spending accounts, and taking advantage of our interest free payment plans. At your initial exam and complimentary consultation, we will answer all your questions, including those about our typical cost of treatment and the payment options available. We are committed to find one that works for you.

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HOW ARE EMERGENCIES HANDLED? IS THERE A CHARGE?

During regular office hours, emergencies are often handled that day. When the office is closed, Dr. Hesby can be reached by cell phone. Often times the emergency can be resolved over the phone through instruction by Dr. Hesby. There is no additional charge for emergency visits.

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WHAT IS THE ATMOSPHERE OF THE OFFICE? DO THEY MAKE YOU FEEL COMFORTABLE?

Regardless if you are reading this report for your own treatment or your child's, when you meet with the orthodontist, you should definitely feel comfortable and at ease. At Bedford Orthodontics, we strive to have an office that is warm and welcoming. We have a professional, knowledgeable and friendly staff who love to serve you and take care of your needs. Orthodontic treatment involves many visits to the office for adjustments and as your treatment progresses, we get the chance to learn more about you and your family!



Our reception area



Our treatment area

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ARE THEY USING THE LATEST TECHNOLOGY AND TREATMENT OPTIONS AVAILABLE?

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. New bracket 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.

At Bedford Orthodontics, the latest technology is used to assist the doctor in diagnosing and treatment planning orthodontic cases and in the delivery of orthodontic care. Dr. Hesby will thoroughly review your diagnostic records, develop a comprehensive treatment plan and options, and will discuss what treatment option is best for you or your child.

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WHAT DO OTHERS SAY ABOUT THE ORTHODONTIST AND THE PRACTICE?

The best way to find out about the orthodontist and the practice is to ask other parents or patients in the community about their experience. Some questions to ask are:

How flexible was the office in scheduling appointments?

How flexible was the office in payments and assisting you maximizing your insurance benefit?

Was it easy to speak with the doctor about you or your child's progress?

How much school does your child need to miss for long appointments?

Was the staff friendly and knowledgeable?

Were you satisfied with the result you or your child received?

At Bedford Orthodontics we are proud of our reputation. View our rave reviews when you come by the office or view them online from current and former patients and parents.

**FOR MORE INFORMATION ABOUT OUR OFFICE CULTURE,
PLEASE VIEW ONE OF OUR NEWSLETTERS ON OUR WEBSITE.**

CHECK IT OUT HERE. <http://bedfordorthodontics.com/newsletter.html>