

SureSmile® Aligners

The Patient Experience Guide



Guiding the SureSmile Aligner patient experience and creating advocates for your practice



Take a moment to think about the following questions:

- What will SureSmile Aligner patients say to their friends about their experience with your office?
- How will they respond when asked about their treatment?
- What have you done to properly equip them to recommend your practice to others?

Patient-to-patient recommendations are a key factor in growing an orthodontic practice. Each appointment is an opportunity to reinforce the patient's decision to choose your practice and SureSmile Aligner for their orthodontic treatment. By continuously educating them about the precision treatment you offer with SureSmile Aligner, you can create practice advocates who will enthusiastically direct friends and family to your practice for treatment.

The SureSmile Aligner Patient Experience Guide touches on several key points in the patient care cycle to communicate your message: the new patient exam, pre-scanning and scanning appointments, the SureSmile Aligner process and the use of combo (brackets with SureSmile Aligners) treatment plans when prescribed by the doctor.

Thinking good thoughts

Based upon your experience with patients and proven communication skills, you already know many successful ways to answer patients questions and explain the benefits of receiving treatment in your practice.

Here are some specific thoughts for you to consider about SureSmile Aligner:



Communication Rule #1: Keep it positive... and focused!

This may sound obvious, but always actively thinking about keeping your tone and content positive is vital to successful patient communications. For example, when patients and/or parents ask about why the doctor has chosen SureSmile Aligners, you can be prepared with a great answer:

"We've chosen SureSmile Alinger out of many alternative choices because there is no company that knows digital orthodontic technology like SureSmile. As with any technology, companies work hard to constantly improve products to deliver the very best treatment to patients. We do, too. That's exactly why our doctor chooses SureSmile Alinger for our patients. Only the best will do!"



Communication Rule #2: What's it all about with SureSmile?

SureSmile technology is a key differentiator for your practice when compared to other practices a patient may have visited. Here are some key phrases that can work for you when a patient asks about what's different about SureSmile:

"SureSmile digital technology has developed a revolutionary approach to orthodontic treatment. When they introduced digitally-designed arch wires over 15 years ago, it represented a revolutionary approach to treatment. They bring that same revolutionary technology design to their approach to creating great aligners!"

"SureSmile is the Digital Innovator in orthodontics. As you may know, aligners are not all the same. SureSmile has brought their tradition of digital expertise to their new SureSmile Aligner. No other orthodontic manufacturer can match the breadth of SureSmile's experience with digital design and production of orthodontic technology."



Communication Rule #3: Use the literature

We provide a variety of patient brochures for you to show to patients during discussions and as take-home materials to share with family members. It's easy to forget to use them over the course of a busy day, but once you get in the habit of handing them to prospective new patients, you'll find that they can help answer many patient questions.

Good to Go

SureSmile Aligners Patient Communications Material

To order:

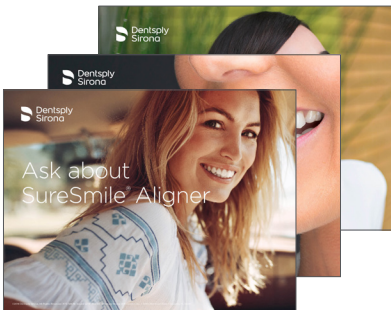
go to ShopSureSmile.com or ask your SureSmile Aligner sales representative



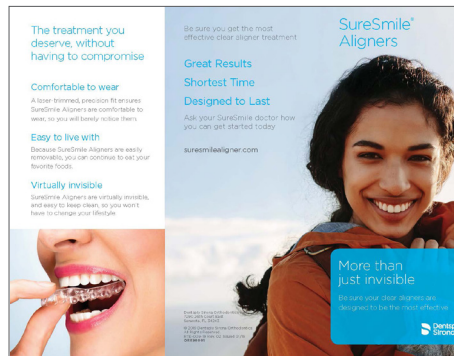
Posters



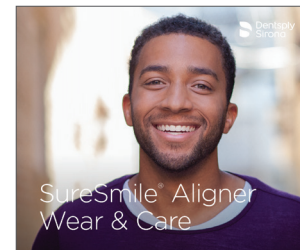
Table Easels



Window Clings



Patient Brochure



Aligner Care Booklet

Encourage patients to visit the SureSmile Aligners patient website
SureSmileAligner.com

