

SPECIAL REPORT

The Top 10 Things You Should Know
Before Choosing Your

Orthodontist

By Dr. Rajia Sebbahi



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Introductory Letter from Dr. Sebbahi

Dear Friend,

If you're researching braces or orthodontics for yourself, your children, or a loved one, you've come to the right place! Just as every smile is different, every orthodontic practice and treatment process is different. A good method to searching for an orthodontist who will fit your own needs best is to identify your own priorities before you begin your research.

At RS Orthodontics, I and my skilled team work with our patients through a consultative approach to ensure that we provide the ideal treatment path for everyone who comes through our door. Because of our consultation approach, we will explain all options available to you, so that you can make a truly informed and educated decision about your desired treatment plan.

We offer a variety of advanced orthodontic treatment options in the Charles Town and Martinsburg, WV, areas, including metal braces, clear ceramic braces, self-ligating braces, Incognito lingual braces, and Invisalign. We also offer accelerated treatment options to help shorten your overall treatment time and reduce your total number of orthodontic office visits. As your orthodontist, I will meet with you personally during every appointment and will discuss your options, so you can make the best choice for you or your loved one. I want to ensure you're making the best choice possible when it comes to orthodontic treatment.

To help you choose the right braces or orthodontics – even if it's not with us – I've put this report together: "The Top 10 Things You Should Know Before Choosing Your Orthodontist." This report will show you the ten key questions to ask your orthodontist before you commit to a treatment plan. Together, we can make sure your teeth stay healthy and your smile is beautiful for years to come!

Sincerely,

Dr. Sebbahi

P.S. When you're ready, we urge you to schedule your no-obligation RS Ortho Smile Assessment, which includes a complete initial exam, including x-rays, and a comprehensive consultation – a \$250 value! To get started on your journey to a beautiful, healthy smile, please visit our website at www.rsorthodontist.com or give us a call at 304.725.0126.



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NUMBER
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DO THEY OFFER ADVANCED TECHNOLOGY AND TREATMENT OPTIONS?

The technology and treatments available in the orthodontic field is far different today than it was even 10 or 15 years ago. From computer-designed braces to accelerated treatment options, there are myriad ways that your or your loved one's overall treatment experience can be improved to better match your lifestyle and needs. When considering an orthodontist, pay attention to whether they offer treatments that are up to date with current advancements in the field.

As an Assistant Professor at West Virginia University Dental School in the Department of Orthodontics, Dr. Sebbahi stays at the forefront of orthodontic technology. She practices only sound, evidence-based techniques and is certified to apply leading technology, including Invisalign, Incognito "behind the teeth" braces, clear ceramic braces, self-ligating braces, and more! RS Orthodontics also provides accelerated treatment options to help you shorten your overall time in braces.





DO THEY HAVE EXTENSIVE EXPERIENCE?

When it comes to the health and aesthetics of your smile, having experience is key. Some questions to ask a potential orthodontist include how long they have been practicing, how many patients they have helped, and whether their experience includes providing a variety of treatments instead of simply the same one over and over.

At RS Orthodontics, Dr. Sebbahi has helped to improve over 2000 smiles since she received her Doctor of Dental Medicine degree from Tufts University. Thanks to her role as an Assistant Professor at the West Virginia University Dental School and her memberships in multiple orthodontic associations, Dr. Sebbahi has been able to research numerous potential orthodontic treatments and provide a variety of the most effective ones in her practice. This extensive experience and knowledge allows Dr. Sebbahi to diagnose your case properly and expertly recommend the best-suited course of treatment for your needs.

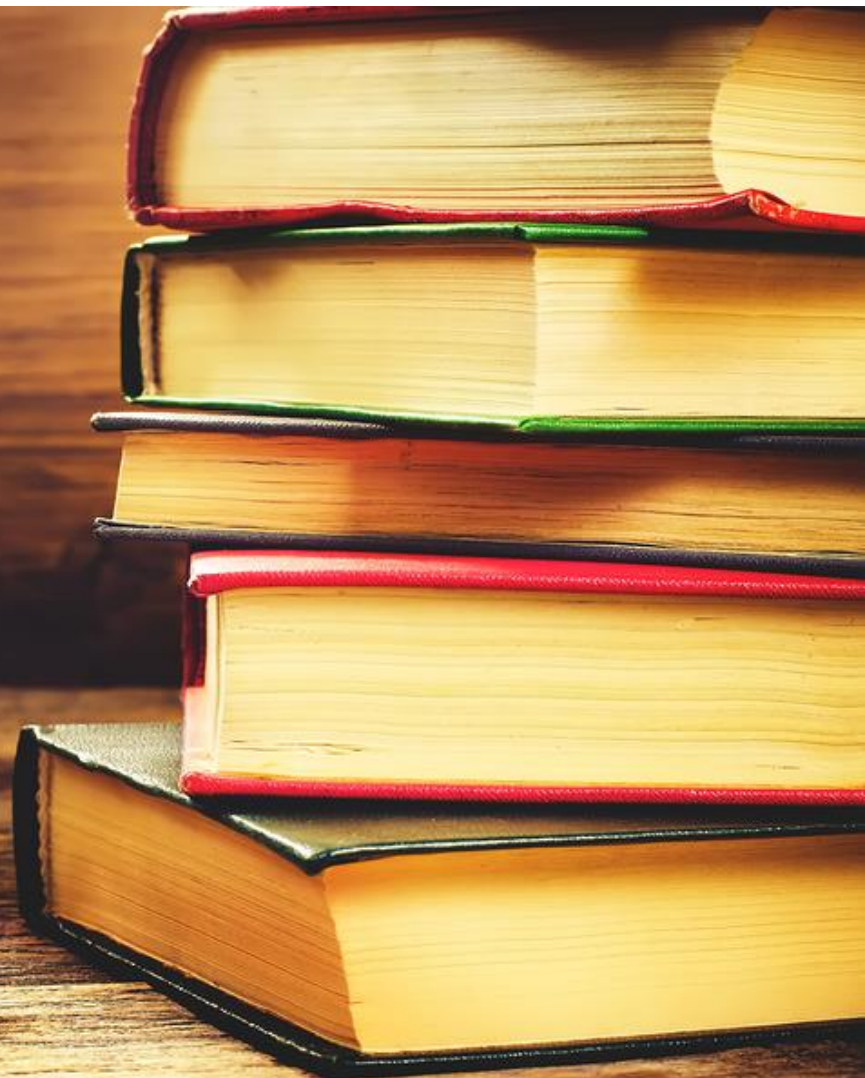


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DO THEY HAVE CONTINUOUS EDUCATION FOR THEIR TEAM MEMBERS?

Your orthodontist isn't the only person in a practice whom you should consider when it comes to education. In any orthodontic practice, a well-educated team is important to the success of treatment and patient satisfaction. The staff's education and experience play a key part in their ability to relate to patients, especially when it comes to children. You should choose an orthodontic practice whose team can function and coordinate on all patients' treatments, making the entire process fun, easy, and smooth for you or your loved one.

At RS Orthodontics, our team consists of highly-trained individuals. Our administrative staff has worked in the orthodontic field for over 30 years, and Dr. Sebbahi's assistants are certified and knowledgeable in the fields of orthodontics and dentistry. They also regularly attend continuing education courses to stay current with orthodontic advancements. This allows us to offer a comfortable environment and provide you with friendly and professional service throughout your treatment.



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4

DO THEY GIVE BACK TO THEIR COMMUNITY?

All businesses should give back to their community in one way or another, whether it be by donating to charity, supporting a community event, or doing volunteer work. On a smaller scale, giving back to the community could also mean having events for patients or celebrating with them when they complete treatment. The bottom line is, an orthodontic practice that cares about its community is more likely to care about each patient's individual needs.

RS Orthodontics believes in the concept of family in all its various forms. From our team to our patients to our community as a whole, we seek to improve lives in every way we can. To accomplish this, we help our patients to stay on track with treatment by offering rewards and gift card prizes. We have a proud history of donating our time, energy, financial support, and resources to numerous organizations throughout our community, including local schools. We have donated to and sponsored events for causes such as the Susan G. Komen Breast Cancer Foundation and Young Life, and we offer a \$500 college scholarship to high school seniors who are patients in our practice.





DO THEY OFFER SAME DAY BRACES?

With work, school, and extracurricular activities, time is an important factor when it comes to things like orthodontic appointments. Be sure to find an orthodontics office who will respect your time. One way to do this is to find out whether you or your loved one can begin the initial steps of braces treatment on the same day as your initial consultation. After all, once you decide that you're ready for braces, there shouldn't be any reason for you to have to go back to the front desk to schedule yet another appointment simply to start the process!

At RS Orthodontics, we want to work with you to provide the most time-efficient appointment and orthodontic treatment options available to fit your schedule. We will meet with you to help determine the best type of braces or orthodontics for you. At your complimentary consultation for braces, we can help you determine the next best step for yourself or your loved one to achieve that straight, healthy smile. You can come in for your free initial consultation for braces or Invisalign, and you can start your treatment the same day! Not only does this save you time – it saves you money. We want to make braces and orthodontic treatment as easy as possible for you.



NUMBER
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DO THEY OFFER A COMPLIMENTARY CONSULTATION?

Many orthodontists offer new patients a complimentary initial examination and consultation so that you and your family can get expert advice about treatment needs, options, and timing before making this important investment.

During your first exam, make sure all your questions are being answered and concerns addressed, and ensure that you are being educated about all of your treatment options. The orthodontist should also include digital x-rays during the first exam at no charge, as well!

At RS Orthodontics, your first exam is completely complimentary with no hidden fees. This RS Ortho Smile Analysis includes a complete exam – with x-rays – and an in-depth, educational consultation with Dr. Sebbahi. When you decide to continue treatment with RS Orthodontics or not, you can be sure to leave your free initial exam thoroughly educated on all your treatment options!



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DO THEY MAKE TREATMENT FUN & PLEASANT?

Not all orthodontists are the same; after all, they're people just like everyone else. Some orthodontists certainly know how to make treatment a fun experience, though! If you're looking for an orthodontist, especially for a child, it's important that the patient feels comfortable, relaxed, and has some fun during treatment, too.

That's why we have things like contests, events, and – most notably – our rewards program to help our patients feel motivated to stay on track with treatment! With our rewards program, you can earn points simply by taking care of your braces – and in other ways, too! When you've saved up enough points, you can redeem them for \$10, \$20, up to \$100 gift cards to a wide variety of places, including Best Buy, Target, iTunes, Amazon, and more! By creating games and programs around orthodontics, we help you feel at ease and have fun throughout your treatment.





DO THEY OFFER A FAMILY DISCOUNT?

Crooked teeth can be hereditary, so there are times when multiple people from the same family would like to undergo orthodontic treatment. To help offset the cost of treatment for multiple family members, some orthodontists offer family discount programs. If your family includes more than one person who may need braces or other orthodontic treatment, then ask a potential orthodontist whether they offer a discount for multiple family members.

At RS Orthodontics, we understand the pressure that can come with paying for orthodontic treatment, especially when more than one family member needs it! To help with this, we offer a \$300 discount for each additional family member who undergoes treatment with us. This is just another way that we seek to put our patients first!



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DO THEY HAVE ACCELERATED TREATMENT OPTIONS?

One of the many revolutionary technologies that has evolved in the field of orthodontic treatment in recent years is the concept of accelerated treatment. Simply put, accelerated treatment means that your overall time in braces can be shortened by weeks or even months in a non-invasive way. Accelerated treatment can refer to a style of braces itself that works more effectively, or it can refer to additional non-invasive treatment such as AcceleDent that will help your teeth to move into place more quickly.

At RS Orthodontics, Dr. Rajia Sebbahi offers both AcceleDent and self-ligating braces, both of which can accelerate your treatment time dramatically. These two accelerated treatment options can be used separately or in conjunction to help you or your loved one reach your ideal smile goal far more quickly – and with fewer costly orthodontic appointments!





DO THEY OFFER A GUARANTEE?

A great orthodontics office should stand behind their treatment. Not only does this ensure that they do a good job; it also helps safeguard your treatment and offers peace of mind. Whether you're researching orthodontists for yourself or a loved one, a guarantee should be included in all treatment options.

We believe in serving our patients and we stand behind our work so you don't have to worry about anything. This is why RS Orthodontics offers all patients a 100% Satisfaction Guarantee. All we ask is that you follow your treatment instructions. If at any time you feel less than 100% satisfied with your treatment, let us know! We will work to ensure that you love your finished smile when your treatment is finished.





BONUS: DO THEY OFFER FLEXIBLE PAYMENT OPTIONS?

This report was only supposed to include 10 crucial questions to consider when looking for an orthodontist, but affordability is so important that we've included this section as a bonus.

A common concern for those who have insurance is whether orthodontic treatment will be covered, and if it is, whether a certain orthodontist will accept the insurance or not. Please note that even if RS Orthodontics is not within your network, our staff can still file insurance claims on your behalf.

Sometimes people don't have insurance and need to find a good alternative payment plan option. Not all orthodontic practices offer the same types of payment plans, so this is another aspect where a phone call would be beneficial so you can get all your questions answered.

RS Orthodontics is straightforward when it comes to insurance and payment plans. We accept most types of insurance and, if you don't have insurance, we offer no- and low-interest monthly payment plans. At RS Orthodontics, we never want you to put off your orthodontic treatment for financial reasons, and we will work to make your ideal smile into a reality.



Closing Letter from Dr. Sebbahi

Dear Friend,

I hope this report was informative! If you've already seen another orthodontist, I encourage you to follow up with them with any new questions or concerns based on what you've learned today. Additionally, I encourage you to take advantage of the RS Ortho Smile Assessment – whether it's your first time visiting an orthodontist or if you're interested in a second opinion.

My team and I would love to answer all your questions, go over treatment options, and help you make the best possible decision when choosing an orthodontist, even if you don't choose us. During your RS Ortho Smile Assessment, we may even find out that orthodontic treatment for you or your loved one isn't even necessary – but there's only one way to find that out!

Our team knows that there are many things to consider when choosing an orthodontist. In fact, I'm sure I could have doubled the length of this report. We're confident, though, that the information you have now will help you choose the right orthodontist for your needs. More importantly, please know that we are always available to answer your questions and help you find the best options for you and your family.

All the Best,

Dr. Sebbahi





YOUR SMILE, OUR PASSION