

Dr. Russ Trapnell

The Top 10 Things You Must Know Before Choosing Your *Orthodontist*



ABQ Orthodontics

The Top 10 Things You Must Know Before Choosing Your *Orthodontist!*

Welcome Letter from Dr. Trapnell

Dear Friend,

If you are researching orthodontists and different types of braces for yourself, your children, or a loved one, you are in the right place. You should know that just like all teeth are different, every orthodontic practice is different. In your search for finding the right orthodontist, you will most likely find similar treatment options, even with the same name or by the same manufacturer. That being said, not all treatment is the same.

At ABQ Orthodontics, our mission is to serve others by changing lives, supporting our community, and providing personalized, compassionate care. Our biggest reward is seeing how happy our patients are after we help them achieve Smile Confidence, which is the confidence they get from having a healthy, beautiful smile!

To help support our mission and to help you choose the right orthodontist, I put this report together, **"The Top 10 Things You Must Know Before Choosing Your Orthodontist."** Each section addresses an important question to consider as you research options for your and your family's treatment. While many providers fit a few of the criteria, I strongly encourage you to settle for nothing less than the complete package. It's what you and your teeth deserve!

I hope you find my report to be informative and helpful as you begin your exciting journey toward your ideal, healthy smile. If you would like to know more about any of the information I've included here, feel free to call me or speak to a member of my knowledgeable team - simply call our East office at 505-317-4683 or our West office at 505-835-5650.

To Your (or your child's) Perfect Smile,

Dr. Russell Trapnell

P.S. When you are ready, I invite you to schedule your complimentary **ABQ Orthodontics Smile Assessment**, which includes a discussion of your goals, an in-depth exam, digital x-rays, and a personalized treatment plan – a **\$325 value for FREE!** Simply call our East office at 505-317-4683 or our West office at 505-835-5650.

If you are scheduling the exam for your child, you may be wondering at what age you should schedule their first exam. The American Association of Orthodontists (AAO) recommends a screening by the age of seven, in order to rule out potential problems that will be much harder to correct in later years. While many parents are surprised that the AAO recommends seeing kids before they turn seven, we agree that the earlier the exam, the better, because we will have more options and can even give pre-orthodontic guidance.

If you are scheduling the exam for yourself or if your child is older than seven, that is okay too. We have helped 6,000+ people of all different ages throughout Albuquerque, NM, and beyond gain their Smile Confidence! Again, when you are ready to find out more about your options with us, we are here for you.

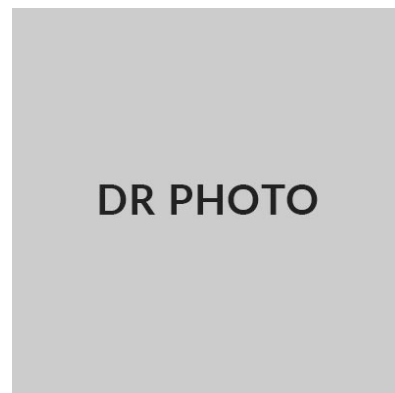


Table of Contents

Welcome Letter From Dr. Russell Trapnell 2

1. Do They Have Extensive Experience? 4

2. Do They Provide A Free Thorough Consultation? 5

3. Do They Have A Satisfaction Guarantee? 6

4. Do They Have Multiple 5-Star Reviews? 7

5. Do They Continue Their Education? 8

6. Do They Use Advanced Technology? 9

7. Do They Speak Spanish?.....10

8. Do They Care For Your Community?11

9. Do They Provide Same-Day Appointments & Treatment Starts?12

10. Do They Offer Discounts?13

BONUS. Do They Have Flexible Payment Options?14

Closing Letter from Dr. Russell Trapnell15



1. 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. You should also consider whether they attend continuing education courses to stay up-to-date with modern advancements in the dental health care field.

Also, keep in mind that while all orthodontists are dentists, not all dentists are orthodontists. In fact, only 6% of dentists have undergone the years of extra training required to become an orthodontist. To be sure your orthodontist is indeed the specialist you're seeking, look for the American Association of Orthodontists (AAO) seal.

Dr. Russell Trapnell has treated thousands of patients and knows that each smile — and each treatment — is unique. By taking the time to truly listen to patients and their vision of their ultimate smile, we can identify which treatment option is best for each individual patient. We know it's a journey and we're with you every step of the way to provide the positive office experience and excellent results that we know patients seek in an orthodontic practice. We go the extra mile — just to see you smile!

Dr. Trapnell's academic achievements include:

- Doctorate of Dental Medicine, Nova Southeastern University
- Certificate of Advanced Graduate Studies in Orthodontics, Jacksonville University

He is a member of the American Association of Orthodontists, Rocky Mountain Society of Orthodontists, American Dental Association, and New Mexico Dental Association.



2. Do They Provide A Free Thorough Consultation?

Your initial consultation should be free of charge. This is typically when the orthodontist will do an initial exam and talk to you about treatment options that best fit your unique needs. To get the most from this first appointment, you should ask any questions you may have and get to know the staff and the orthodontist. A digital x-ray should also be included at no charge, as this helps in determining your best possible treatment options.

We are happy to offer a **complimentary ABQ Orthodontics Smile Assessment** which includes:

- A discussion of your goals
- An in-depth exam
- Digital x-rays
- Personalized treatment plan
- **A \$325 value for FREE!**

During your assessment, our team will be happy to answer all your questions about our compassionate, personalized care, orthodontic treatments, two convenient locations, 0% interest payment plan, 100% satisfaction guarantee over the course of treatment, and anything else you may want to know about us!



3. Do They Have A Satisfaction Guarantee?

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!

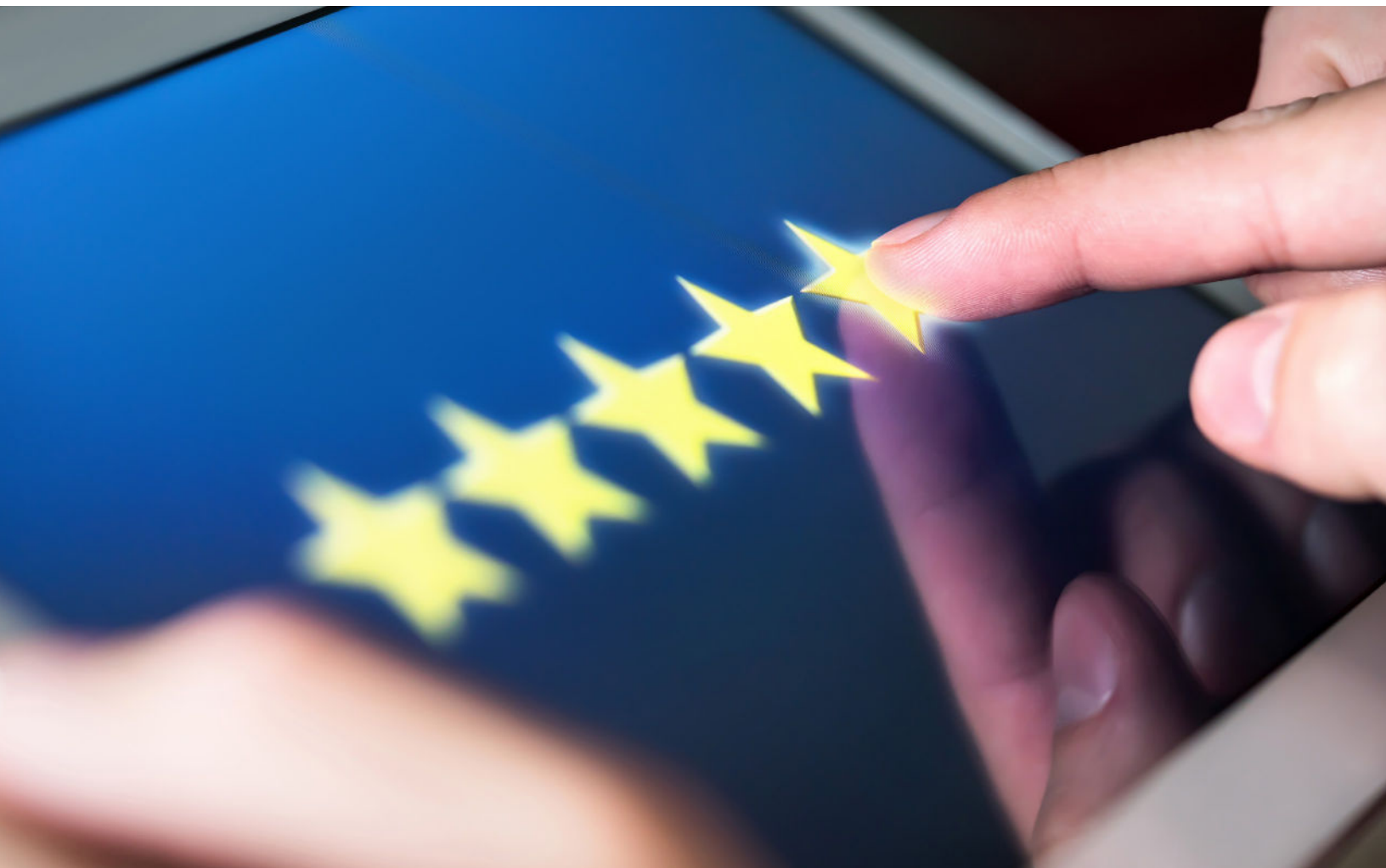
At ABQ Orthodontics, we offer a 100% Satisfaction Guarantee over the course of treatment to every person we treat. If you are not satisfied with your orthodontic treatment during this time, we will do what it takes within reason to make it right at no extra cost to you. We know that braces are no small investment, so we stand behind our treatment ensuring that you can have your happy, healthy smile!



4. Do They Have Multiple 5-Star Reviews?

Ideally, you should find an orthodontist with a longstanding and excellent reputation. Using the Internet today, it is easy to see ratings and reviews from actual patients. Simply go to Google, and search for orthodontist ratings and reviews within your community.

At ABQ Orthodontics, we are thrilled to say that our orthodontists and office have received hundreds of 5-star reviews from our happy, satisfied patients. To see them for yourself, hop over to Yelp or Facebook today! You may also check out our reviews by visiting our website at www.abqorthodontics.com we can't wait for you to join our happy ABQ Orthodontics family!



5. Do They Continue Their Education?

In any orthodontic practice, a well-educated team is important to the success of treatment and patient satisfaction. However, experience also plays a part and the staff's ability to relate to patients is critical, especially when it comes to children. As one of your initial questions about a potential practice ask whether the staff undergoes customer service training regularly. Also, take note of the staff during your initial visit. Are they happy and polite? Do they make you feel welcome? Do they appear to interact well with each other? When your orthodontist's team works well together, this can go a long way toward making the entire process fun, easy, and smooth for you.

At ABQ Orthodontics, our orthodontists regularly take courses on advanced technologies including iTero 3-D intraoral scanners, self-ligating braces, expanders, and orthodontic appliances, as well as Burleson courses, and business courses to maintain state requirements. Our office team members complete monthly in-house customer service training sessions. Continued education and highly personalized service are two great reasons ABQ Orthodontics stands out with our patients!



6. Do They Use 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 recent years, too. This is why it's important to find out whether your potential orthodontist uses the latest technology for your benefit.

At ABQ Orthodontics, we employ numerous state-of-the-art technologies to ensure that our patients can enjoy treatment that is more comfortable, more efficient, and free of unnecessary complication. Our state-of-the-art technologies include:

- Digital low-radiation x-rays - Planmeca & Sirona
- Most advanced 3D intraoral scanners by iTero
- Advanced Empower® self-ligating braces
- Invisalign® removable aligners (Certified Invisalign Provider)

The technologies we offer aren't simply the newest fads, either. Our orthodontists keep current with orthodontic research and studies, so the advanced treatments we choose to incorporate into our office can truly help us to provide you the best treatment available today.



7. Do They Speak Spanish?

If you or your loved one doesn't speak English as your first language, then trying to discuss complex health concerns with any kind of healthcare provider can be stressful and, in some cases, can even lead to poor treatment due to misunderstandings or miscommunications. It can also be a hassle to find someone to join you in your appointment as a translator, especially when you need a short-notice emergency appointment. To avoid problems that can arise due to language discrepancies, ask your potential orthodontic office if their staff speaks Spanish.

ABQ Orthodontics is committed to offering high-quality orthodontic care to every person in Albuquerque and beyond who needs it, including the Spanish-speaking community. We want to make orthodontic care a seamless and comfortable process for you and your family. If you live in Albuquerque, NM or the surrounding areas and are looking for a practice with Spanish-speaking staff members who can accommodate you, schedule an appointment with ABQ Orthodontics today.



8. Do They Care For Your Community?

When you choose an orthodontic office, pay attention to whether they do anything to support their community as a whole. Community support can range from monetary donations to supporting local sports teams to providing free orthodontic care and more. By opting for treatment with a community-minded orthodontist, you don't only indirectly support your community yourself; you can also enjoy the added benefit of receiving treatment from an orthodontics provider who genuinely cares about other people.

ABQ Orthodontics is both patient-centric and community-minded. The importance of giving back is a fundamental value for our team. As part of our efforts to strengthen, support, and improve our community, we regularly donate our time and money to the following:

- YMCA: Provide Thanksgiving dinner for those in need
- Fun Run for kids with diabetes
- Habitat for Humanity
- Free athletic mouthguards to area youth who play sports

These are only some of the ways that we regularly care for our community and beyond. Give us a call today to see how we can help you!



9. Do They Provide Same-Day Appointments & Treatment Starts?

In today's world, everyone is busy! Making the decision to get orthodontic treatment shouldn't interrupt your entire schedule, which is why orthodontists should implement flexibility for scheduling appointments, such as same-day appointments, flexible hours, and short wait times. With today's technology in a fast-paced world, this is a necessity for any successful orthodontic practice to run efficiently.

At ABQ Orthodontics, you can find comfort in knowing that your orthodontic needs are our priority. We don't put you on a waiting list for your first appointment like other orthodontic offices might do. You won't have to wait weeks or months just to find out that your transition to a new smile can't start for several weeks. Our team at ABQ Orthodontics will get you in the door as quickly as possible, and even get your braces and orthodontic treatment started on the same day as your appointment, if you request it. We welcome you to explore this option and discuss your preferences with our orthodontist.



10. Do They Offer Discounts?

Let's face it: orthodontic treatment can be costly. To help offset the cost of care, ask your potential orthodontist whether they offer any discounts on treatment. Discounts on orthodontic treatment can be particularly helpful if you have more than one family member who may be undergoing treatment within the next few years!

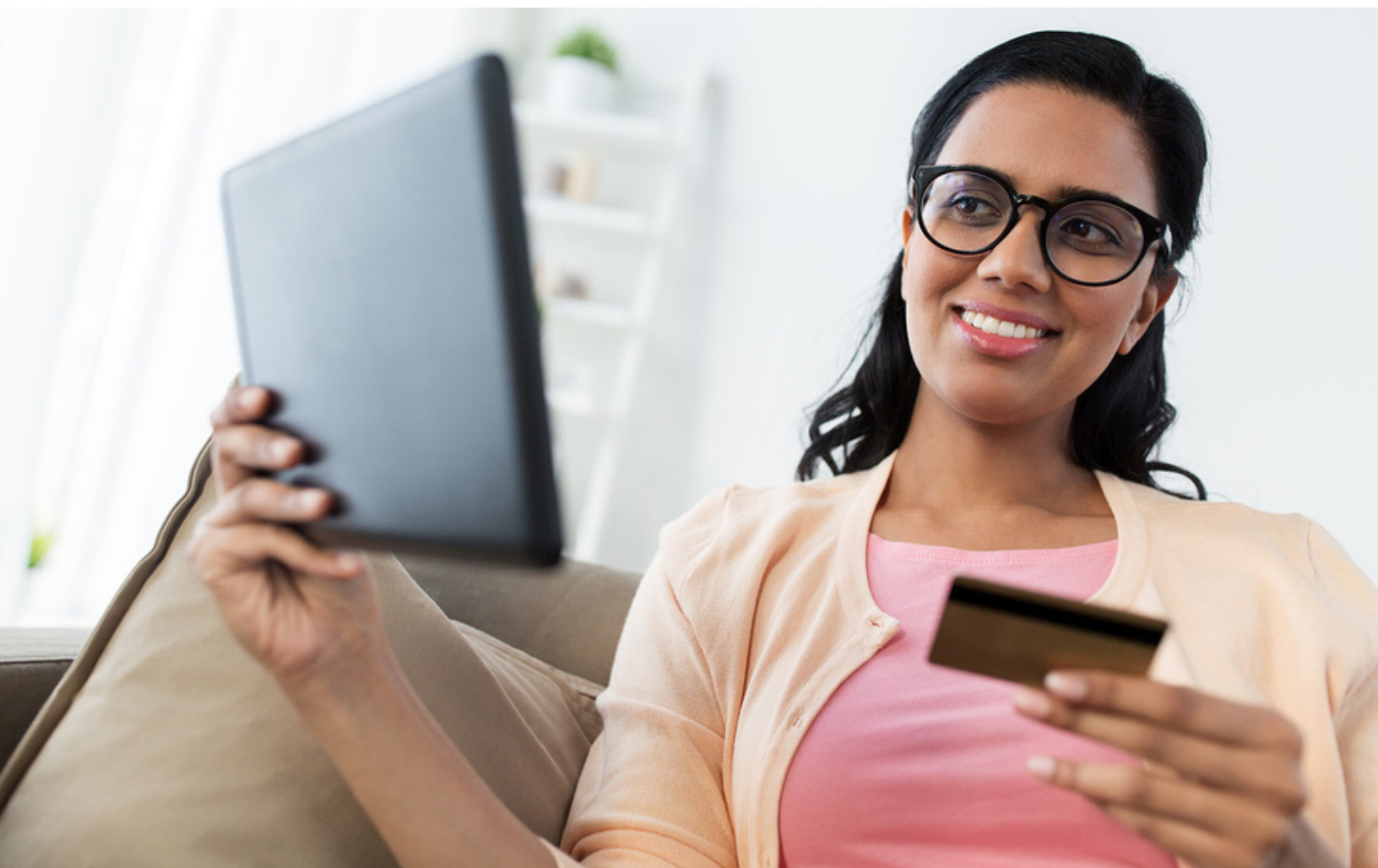
ABQ Orthodontics always appreciates when patients refer us to family members who receive an additional 10% off treatment cost. Patients who have been denied through the Medicaid state insurance program receive a special "Denied Medicaid Discount" of \$500. We also offer a pay-in-full discount of 5% as well as discounts for teachers, members of the Military, First Responders, Police, and Firefighters. We do not stack discounts. Discounts are our way of saying thanks for your loyalty and for putting your trust in us!



BONUS - Do They Have Flexible Payment Options?

Even though this report was titled “**The Top Ten Things You Should Know,**” I simply can’t omit the importance of flexible payment options when you’re seeking an orthodontist. That’s why I’ve included this here as a bonus question to ask while you do your research. If you have dental insurance, then you may have concerns about whether an orthodontist will accept your insurance provider and how much of a given treatment will be covered. If you don’t have insurance, then perhaps you need to ensure that you can afford the treatment that you or a loved one needs.

At ABQ Orthodontics, we offer various flexible payment options so you don’t have to sacrifice expert care for affordable treatment. We allow patients to make monthly payments with 0% interest and allow payments to extend longer than the scheduled treatment time. We do not use third parties for payment or collections, and we accept CareCredit.



Closing Letter from Dr. Trapnell

Dear Friend,

I hope this report has helped you learn more about orthodontics in general and possibly show you how ABQ Orthodontics can help you or your child. To accomplish our mission of giving our best, we would be honored and grateful to meet and learn more about how we can potentially help perfect your or your child's smile.

For your **ABQ Orthodontics Smile Assessment (a \$325 value)**, there is absolutely no obligation. We simply want to answer your questions, address your concerns, and give you the personalized and compassionate experience that you or your child will get from every visit. During the assessment, we may learn you might not even need treatment! We will share with you our expert recommendation based on our years of experience, advanced diagnostics, and thorough analysis.

We feel the utmost pride as we are able to transform lives by providing our patients with **Smile Confidence** every day. We love giving back to our local community by sponsoring or volunteering at many local community events throughout the year.

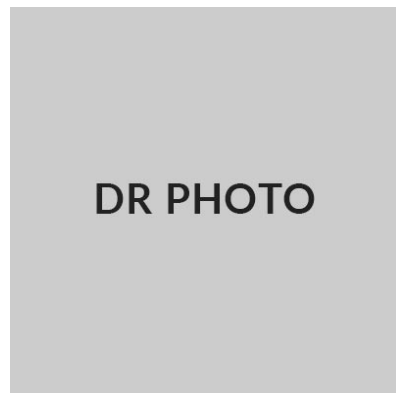
I certainly recommend you do your research because ultimately, you have to trust and feel comfortable with the orthodontist and the type of treatment. Obviously, there may be other things you should know before choosing your orthodontist.

In fact, I am sure I could have easily doubled the length of this report, but I am confident its contents will help you in choosing your orthodontist. More importantly, please know that we are always here to answer your questions.

To your smile!

Dr. Russell Trapnell

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