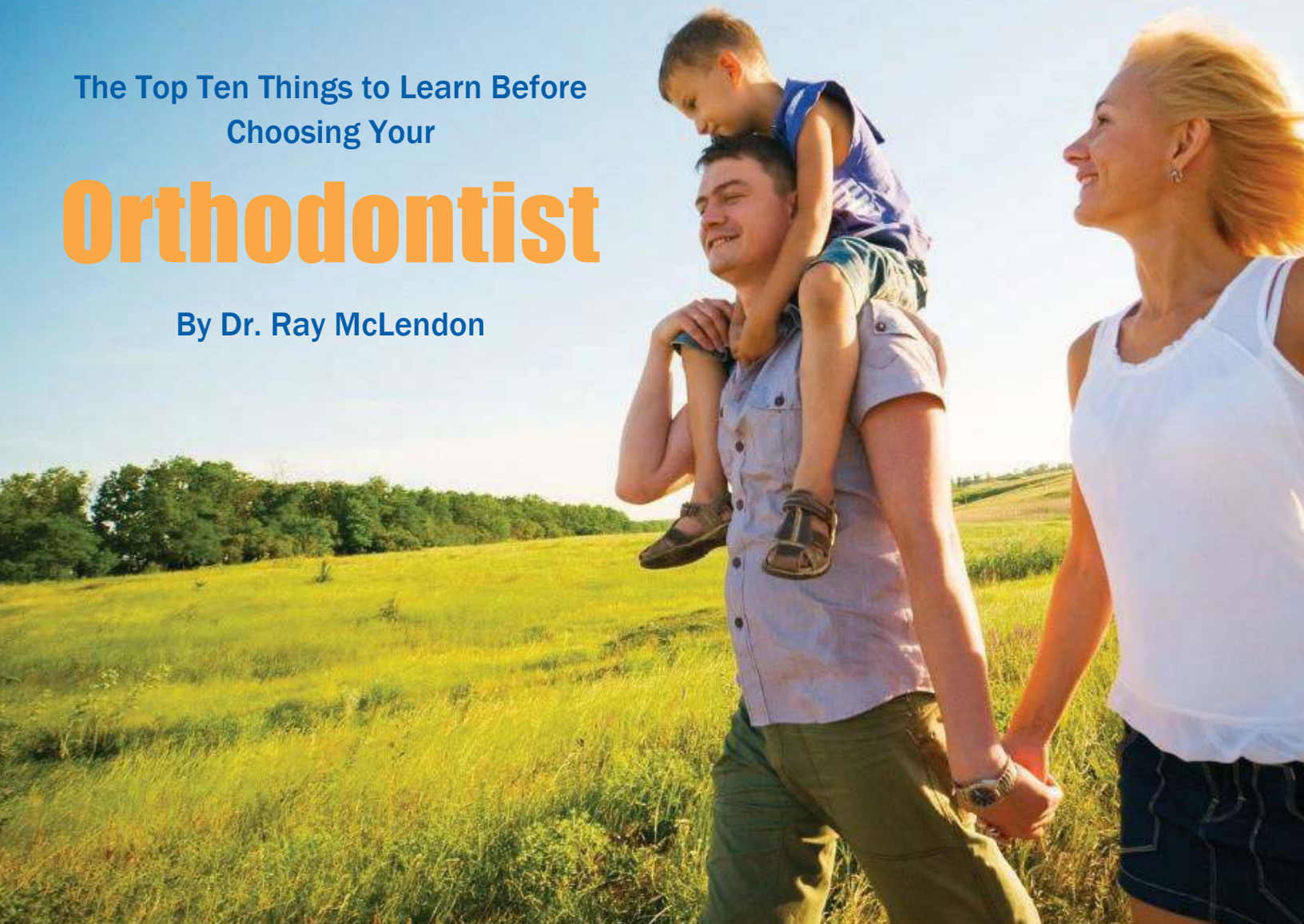


SPECIAL REPORT

The Top Ten Things to Learn Before
Choosing Your

Orthodontist

By Dr. Ray McLendon



DR. RAY MCLENDON'S
CLEARCHOICE
ORTHODONTIC ASSOCIATES

281.533.8540 • www.clearchoiceortho.com

Welcome Letter from Dr. Ray McLendon

Dear Friend,

If you are researching orthodontists and different types of braces or Invisalign 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 Clear Choice Orthodontic Associates, our mission is to serve others by changing lives, supporting our community, and making treatment fun. Our biggest reward is seeing how happy our patients are after we transform their smiles. To help support our mission and to help you choose the right orthodontist, even if it is not us, I put this report together, “The Top 10 Things You Must Know before Choosing Your Orthodontist.” By keeping these ten key factors in mind while you research, you can feel more confident that your or your loved one’s smile is in the right hands.

If you are seeking an orthodontist 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 7 to rule out potential problems that will be much harder to correct in later years. You can learn more about the value of early orthodontic treatment by visiting our website at www.clearchoiceortho.com.

If you are scheduling the exam for yourself or if your child is older than 7, we are happy to help you with your smile, too. We have helped over 25,000 people of all different ages throughout the Houston, TX, area transform their smiles. When you are ready to find out more about your options with us, we are here for you.

To Your (or Your Child’s) Perfect Smile,

Dr. McLendon

P.S. When you are ready, I invite you to schedule your Dr. McLendon Smile Analysis, which includes a complete exam, digital x-rays, and comprehensive consultation with one of our expert orthodontists (a \$249 value), by calling 281.533.8540 or going to www.clearchoiceortho.com.

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HAVE THEY BEEN RECOGNIZED AS THE WORLD LEADER FOR INVISALIGN?

If you are considering treatment with Invisalign, then don't simply research the technology itself. Pay attention to your Invisalign provider, as well! While it is true that Invisalign's state-of-the-art technology will be the same from one orthodontist to the next, there are still many ways that an individual orthodontist's experience and understanding of the Invisalign technology can affect your overall outcome and smile. From mapping out the path of movement that your teeth will follow to making small adjustments to the computer software's output, your orthodontist will need to rely on his or her intuitive understanding of the Invisalign process so that your final smile is truly the best possible outcome for your unique facial structure. To help you identify your potential orthodontist's experience level with Invisalign, Align Technology (the makers of Invisalign) certify their providers and group them into tiers based on their experience. Find out if your potential orthodontist falls into one of the following categories:

- Preferred Provider – Performs a minimum of 10 Invisalign cases each year
- Premier Provider – Has treated 50 cases of Invisalign total and performs at least 25 cases every 6 months
- Elite Provider – Has treated at least 300 cases total and performs at least 50 cases every 6 months
- Top 1% Provider – Has treated at least 800 cases total and continues to perform at least 200 cases per year

Clear Choice Orthodontic Associates isn't just a recognized Top 1% Invisalign provider – we have been recognized as one of the top 5 providers of Invisalign worldwide! In addition, because of Dr. McLendon's extensive knowledge and understanding of the Invisalign system, he has even been called upon by Align Technology to *teach other orthodontists* how to use Invisalign. Patients who receive Invisalign treatment at Clear Choice benefit significantly from our years of experience and long history of perfecting smiles with Invisalign.

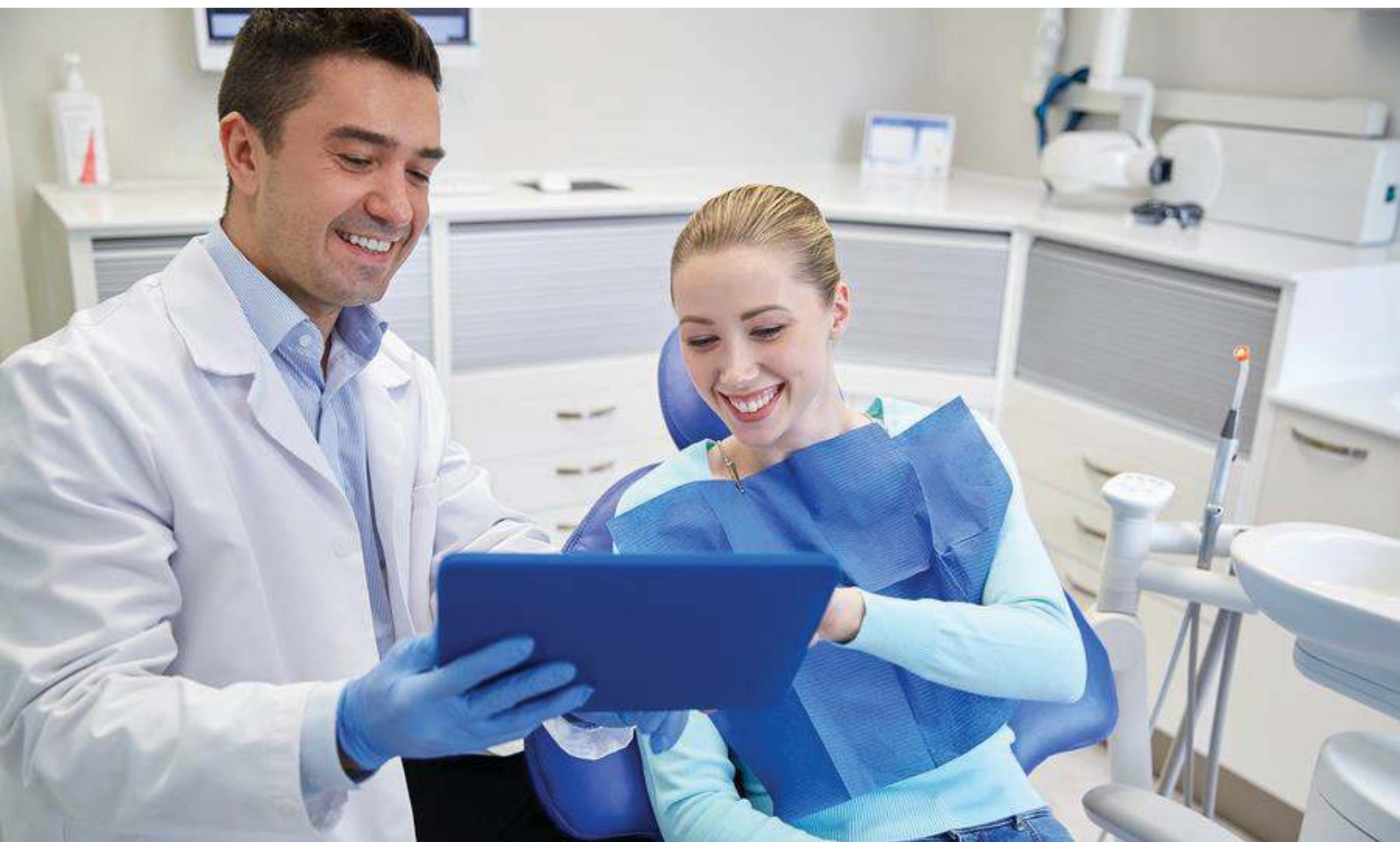


NUMBER
2

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 Clear Choice Orthodontic Associates, our orthodontic team has helped to improve over 25,000 smiles since Dr. McLendon first opened our practice in 1983. Our patients have ranged across all ages and have been treated with a wide variety of available treatments, including early preventative treatments for children, metal braces, clear braces, Invisalign, and accelerated treatment options. Dr. McLendon's expertise has been widely recognized by the orthodontic community, and he has consulted with the Wall Street Journal and local news media on a range of orthodontic topics and treatments. In short, at Clear Choice Orthodontic Associates, our extensive experience and knowledge allows our expertly trained and highly experienced orthodontists to diagnose your or your child's case properly and recommend the best-suited course of treatment for your needs.



NUMBER
3

DO THEY OFFER A COMPLIMENTARY CONSULTATION?

Most orthodontists offer new patients a complimentary examination and consultation, so you and your family can get expert advice about treatment needs, options, and timing before making this important investment. The orthodontist should also include digital x-rays during the first exam at no charge.

During your first exam, make sure all your questions are being answered and your concerns addressed. You should be educated thoroughly about all of your treatment options. If an orthodontist only recommends one treatment, they should be able to explain why that is the only option – and their answer shouldn't simply be because a treatment isn't available at their office.

At Clear Choice Orthodontic Associates, we offer all new patients a complimentary Dr. McLendon Smile Analysis, which includes a thorough exam, digital x-rays, and educational consultation, a \$250 value – yours free! Your or your loved one's smile analysis will also include the McLendon Method of facial structure analysis. The McLendon Method utilizes comprehensive, individualized analysis for each patient, rather than a standard cookie-cutter assessment. We examine your individual facial structure to ensure your smile will be centered – not too high or too low – and we provide a treatment methodology tailored specifically for you or your loved one.



NUMBER
4

ARE THEY SOUGHT OUT BY CELEBRITIES AND HEALTH PROFESSIONALS?

When you're considering a potential orthodontist, ask if he or she has been awarded recognition for skill, expertise, or customer service. When a reputable organization or magazine takes the time to highlight a particular orthodontics office over all other providers, this signals that your potential orthodontist is not only great, but is actually one of the best in your area.

Clear Choice Orthodontic Associates has treated cover models, TV stars, world-class athletes – and even family members of local dentists! Dr. McLendon has also been recognized as a world leader in Invisalign and has consulted with the Wall Street Journal and local news media regarding his orthodontic expertise. With patients flying to our offices from every part of the country, we're not just one of the highest regarded orthodontics providers in Houston; our expert orthodontics team has gotten a resounding seal of approval on the national level. We strive every day to give the highest quality orthodontic care available, and we are proud of our ability to provide consistently outstanding results to our patients.





IS THEIR OFFICE BILINGUAL?

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 any of their staff are bilingual in your native language.

At Clear Choice Orthodontic Associates, we appreciate the importance of being able to communicate effectively with our patients for the best possible orthodontic care. For this reason, all of our office locations in the greater Houston area provide orthodontic services in Spanish. This is just another way that we seek to go a step beyond for the members of our community.



NUMBER
6

DO THEY OFFER AN AFTER-TREATMENT CARE PROGRAM?

Every orthodontic office has its own fee structure for braces and Invisalign. Sometimes their fees include after-care components such as retainers, or sometimes you might find yourself paying more for items that weren't included in the original treatment estimate. To avoid unexpected expenses after your or your loved one's braces or Invisalign treatment ends, ask your potential orthodontics provider whether retainers are included in the cost of your braces or Invisalign treatment. Also ask whether an orthodontic office has any post-treatment program to offset future costs if you end up needing additional future treatment.

Our Houston, TX, orthodontic offices are proud to offer all our patients the Straight for Life program! Beyond providing TWO sets of retainers in your overall fees from the moment you start treatment, we also:

- Maintain a model of your teeth
- Offer half price for replacement retainers
- Replace your retainer during the first 6 months of treatment if not working correctly
- Put braces back on if your teeth shift out of place at a minimal cost

The Straight for Life program is contingent upon yearly exams, but there are no hidden fees or charges and no extra charge for your two sets of retainers. You trust us with your teeth, and we take that responsibility very seriously.

By eliminating unexpected costs, Clear Choice Orthodontic Associates in the greater Houston area is a name you can rely on – for life!



NUMBER
7

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. Many advances have been made in the last 20 years, which is why it's important to find out whether your potential orthodontist uses the latest technology for their patients' benefit.

Here at Clear Choice Orthodontic Associates in FM 1960, Friendswood, Galleria, Katy, and The Woodlands, TX, we use the latest technology throughout your treatment process, starting with your very first appointment. From extremely accurate imaging with iTero digital x-rays to accelerated orthodontic treatment options such as AcceleDent and Propel, our technology helps make the experience faster, easier, and even fun!

To learn more details about the specific types of technology used in our office, please visit our website for more information.



NUMBER
8

DO THEY OFFER A 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 families who have multiple members needing treatment, some orthodontists offer family discount programs. Unfortunately, not everyone does, but it certainly helps when there are three or four people in one family who all need braces. If you have more than one member in your family who plans to be evaluated by an orthodontist in the next few years, then asking whether an orthodontic office offers discounts can be a great way of planning for the future.

Our team at Clear Choice Orthodontic Associates are thankful for families who entrust us with their orthodontic care. To help show our gratitude, we offer a 10% family discount to all additional family members needing treatment. In fact, we'll work with your family to make sure you have customized, flexible payment options depending on your family size and your need. Simply ask us about our Family Discount, and we'll take care of the rest!





DO THEY OFFER SAME-DAY STARTS?

With work, school, and extracurricular activities, time is an important factor when it comes to things like orthodontic appointments. When you decide that you are ready for braces or Invisalign, it can be frustrating to reach the end of your consultation appointment, only to be told that you need to schedule yet another appointment to take the initial treatment steps! If your or your family's schedule can be difficult to manage, then consider scheduling with an orthodontist who can start treatment on the same day as your consultation.

At Clear Choice Orthodontic Associates, 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, Invisalign, early treatment, or any other orthodontic treatment, 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 then decide for yourself if you want to take time to think over options or go ahead and start the treatment process on 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.





DO THEY GIVE BACK TO THE 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 also get to enjoy the added benefit of receiving treatment from an orthodontics provider who genuinely cares about other people.

Orthodontist Dr. Ray McLendon and the team at Clear Choice Orthodontic Associates have pledged to expand our service both to our patients and to the greater local community of the Houston area. For our patients, Dr. McLendon offers a \$350 teeth whitening free of charge when you donate \$75 or more to one of the charities on our Clear Choice Community Outreach List.

Also, we are pleased to be one of the few practices in the greater Houston area that accepts the insurance of First Responders and Teachers. Although it costs Clear Choice Orthodontic Associates more, we want to share our appreciation for the sacrifices you make for our community. We are grateful for the opportunity to serve you, and we like to do our part by giving back to our patients and our community.





BONUS: DO THEY HAVE FLEXIBLE PAYMENT OPTIONS?

Even though this report was titled “The Top Ten Things,” 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.

While you certainly should never prioritize cost over quality when it comes to orthodontic care, this doesn’t mean you shouldn’t seek out an orthodontic office who is willing to help you make quality treatment affordable. Ask your potential orthodontic office whether they offer flexible payment plans with low or even no interest. If you have health insurance, also ask whether they are in-network or whether they will file paperwork for out-of-network insurance companies for your convenience.

At Clear Choice Orthodontic Associates, we understand the importance of making care affordable. In addition to keeping our prices reasonable, we offer both 0% and low-interest monthly payment options. We also accept most insurances and will help with any out-of-network insurance paperwork. With Clear Choice Orthodontic Associates, you can spend less time worrying about cost and more time focusing on what really matters – your orthodontic treatment.



Closing Letter from Dr. McLendon

Dear Friend,

I hope this report has helped you learn more about orthodontics in general and possibly shown you how Clear Choice Orthodontic Associates can help you or your child. To accomplish our mission of giving our best, we would be honored to meet and learn more about how we can potentially help transform your or your child's smile.

For your Dr. McLendon Smile Analysis with a complete exam, digital x-rays, and comprehensive consultation (a \$249 value – yours FREE), there is absolutely no obligation. We simply want to answer your questions, address your concerns, and give you the Clear Choice experience that you or your child will get from every visit. During the assessment, you may even learn that you or your loved one might not even need treatment! We will share with you our expert recommendation based on our years of experience, advanced diagnostics, and thorough analysis. If, at the end of your consultation, you ultimately decide we are not the right fit for you, we can simply part as friends.

I certainly recommend you do your research, because ultimately, you have to trust and feel comfortable with your orthodontist and the recommended type of treatment. Obviously, there may be other things you could consider 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. McLendon

P.S. When you are ready to schedule your Dr. McLendon Free Smile Analysis and complimentary exam, x-rays, and consultation (a \$249 value), simply call 281.533.8540. Remember, we do offer extended hours before and after school, and Saturday appointments, too!

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