

DR. PAUL J. KARL



## THE TOP 10 THINGS YOU MUST KNOW BEFORE CHOOSING YOUR ORTHODONTIST

## Welcome Letter from Dr. Karl

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. Just like every mouth is different, orthodontic practices are different. In your search for finding the right orthodontist for you, you will most likely find similar treatment options, even named the same or by the same manufacturer. That being said, not all treatment is the same.

At Karl Orthodontics, our mission is to give you the smile you've always dreamed of. Changing the lives of patients, begins with their confidence. We are in the confidence building industry! There is no better reward of seeing how joyful our patients are after we help enhance their beautiful smile. To help support our mission and to help you find 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."

Sincerely,

Dr. Karl

P.S. When you are ready, I urge you to schedule your Free New Patient Consultation, which includes a discussion of your goals, initial exam, photographs, digital x-rays, and a custom treatment plan by calling (616) 459-7171. You will also receive a free copy of Dr. Karl's book, *Start Smiling Again: Your Guide to Obtaining A Beautiful Smile*.

If you are scheduling an exam for your child, you may be wondering, at what age you should you schedule the first exam? The American Association of Orthodontists recommends a screening by the age of 7 in order to rule out possible problems that will be much harder to correct in later years. While many parents are surprised at 7 being too early, we agree that the earlier the exam, the better, because we will have more options and can help you find what you need.





## Contents

---

Welcome Letter from Dr. Karl ....2

---

1. Do They Have Extensive Experience? .....4

---

2. Do They Have Advanced Technology? .....5

---

3. Do They Have a Satisfaction Guarantee? .....6

---

4. Can They Reduce Your Time In Braces? .....7

---

5. Do They Have Flexible Hours? .....8

---

6. Do They Care About Your Overall Health Or Just Your Smile? .....9

---

7. Do They Have A Conservative Approach?..... 10

---

8. Do They Offer a Free New Patient Consultation? .....11

---

9. Do They Have Virtually No Wait Times? ..... 12

---

10. Do They Have Multiple 5-Star Reviews? ..... 13

---

11. Bonus: Do They Provide Flexible Financing? ..... 14

---

Closing Letter from Dr. Karl ..... 15

---

1. Do They Have

## Extensive Experience?

The first – and possibly most important – thing any orthodontics patient should understand is 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, be sure to research how long they've been in practice and what they have to offer.

West Michigan orthodontist, Dr. Paul Karl has helped over 7,000 people since 1997 transform and achieve a

healthier, beautiful smile. Dr. Karl has helped all kinds of patients, including children overcome the fears that commonly surround orthodontics. No matter what your mouth is currently like, Dr. Karl can help you achieve your best smile. Schedule your Karl Smile Analysis today to find out which orthodontic treatment, if any, is right for you. At Karl Orthodontics we want our patients to know that they are receiving the highest quality of orthodontic care.







## 2. Do They Have Advanced **Technology?**

The world of orthodontics changes constantly. If your orthodontist does not place continued education on their list of priorities the end result is antiquated treatment options that may not be best for you or your loved one's smile.

Karl Orthodontics takes pride in their use of the state-of-the-art orthodontic technology, which results in more relaxed, efficient, and comfortable treatment.

Additionally, modern technology enables Dr. Karl to assess your unique orthodontic needs, resulting in the right treatment for you. At Karl Orthodontics, we offer elite corrective treatment using the latest technology, such as In-Ovation braces, self-ligating brackets, and even Invisalign.

3. Do They Have a

## Satisfaction Guarantee?

In many dental offices, work performed is simply considered flawless. If any problems arise with fillings, crowns, bridges, or implants, you will often find the dentist blames your personal care and dental hygiene or an unavoidable concern that has nothing to do with the work the dentist has performed. As a result, the new solution ends up costing you more money, more time, and sometimes more pain. Avoid a potential issue like this by finding out if your new dentist backs up his or her work with any guarantees.

Karl Orthodontics is glad to offer a 100% satisfaction guarantee on our work provided. If you experience additional or unchanged pain after the healing period, we are glad to take another look and make any necessary adjustments.





#### 4. Can They Reduce Your Time In Braces?

When it comes to orthodontics, patients often worry about the length of treatment. How long will you have to wear braces for? How long will you have to take care of them and avoid the foods you love? These concerns and others may make you hesitant to go forward with the treatment you or your loved one needs.

At Karl Orthodontics, we offer the accelerated treatment option of AcceleDent.

With AcceleDent, you can have straighter, healthier teeth in up to 50% of the time. Dr. Karl of Karl Orthodontics is also a preferred Invisalign® provider, which is an alternative to metal braces that straightens your teeth in up to 35% less time than traditional treatment.

At Karl Orthodontics, we strive to help you chose the treatment option best suited to the individual needs of you or your loved one. We want you to feel comfortable with your braces, so you can have the best results possible.





**5. Do They Have**

**Flexible Hours?**

Many orthodontic offices offer limited hours that coincide during the typical school or work day. This can make it difficult to schedule an appointment that doesn't disrupt your day. Your orthodontist should offer flexible hours that meet your scheduling needs.

At Karl Orthodontics, we want to work with your schedule. To help accommodate your schedule, we have adapted our hours to include

appointment availability both before and after your typical work and school day hours. If you find that our current hours still do not work for your schedule, let us know! We will do the best we can to accommodate you. We want to make it as convenient as possible for you to get your dental work done with a schedule of appointments that work for you.



6. Do They Care About Your Overall Health

## Or Just Your Smile?

Everyone wants the perfect smile, but what does that really mean? If the orthodontist you are researching does not take the time to discover your specific attributes, the end result is a less than perfect smile. Additionally, if receiving incorrect or limited treatment, you could end up needing to revisit your orthodontist in the future to correct these mistakes.

At Karl Orthodontics, we understand that each patient has different needs. We take into account your facial structure, jaw alignment, and even your bite. Having been an engineer for

years, Dr. Karl is able to envision your perfect, healthy smile based on your unique make-up. When the team at Karl Orthodontics takes your facial structure, jaw alignment, and bite into consideration, you can trust that your smile will be healthy, beautiful, and long-lasting.





#### 7. Do They Have A

## Conservative Approach?

An unfortunate truth of the orthodontic industry is that some doctors will recommend braces or orthodontic treatment simply because it puts money into their pockets. When it comes to a new treatment recommendation, therefore, don't be afraid to listen to your instinct, particularly during your initial consultation with a new orthodontist. Consider the following during the first consultation...

- Does the orthodontist take the time to ask questions about your or your child's symptoms and lifestyle, or do they provide a treatment recommendation after just a brief exam?
- Does the orthodontist review your treatment choices and collaborate with you to choose the best option for your needs (as opposed to dictating only one treatment choice

with little-to-no explanation)?

- Does the orthodontist give you a chance to address all your questions and concerns without rushing you?

As a highly respected orthodontist in Grand Rapids, MI, Dr. Karl will never recommend a treatment unless it can truly benefit you. In cases where he does recommend treatment, his priority is to ensure a smooth process toward your healthiest possible smile. To accomplish this, he follows a thoughtful approach to treatment, which includes an initial exam and consultation that typically lasts longer than most orthodontic assessments. By spending more time in the treatment planning process, Dr. Karl is able to provide an orthodontic experience with fewer complications, fewer office visits, and a better final outcome.



**8. Do They Offer a Free New**

**Patient Consultation?**

Most orthodontists promote that they offer free consultations, only for the patient to show up and be charged for services provided during the appointment. When researching an orthodontist near Grand Rapids, MI, be sure your orthodontist at least includes a complete exam, photographs, x-rays, and a comprehensive consultation. Your first visit to an orthodontist should be worry-free!

At Karl Orthodontics, your initial examination is 100% complimentary. Dr. Karl includes all necessary diagnostics to properly build your treatment plan.

Your Free New Patient Consultation includes:

- Discuss Your Goals
- Digital X-Rays & Pictures
- Complete Examination
- Custom Treatment Plan

So, whether you are seeing Dr. Karl as a first, or for a second opinion, you can trust Karl Orthodontics.





9. Do They Have Virtually  
**No Wait Times?**

At your typical doctor office, you may experience a 20-40 minute delay on your appointment. This happens because staff may over book appointments. The end result is your appointment leaves you feeling rushed and underappreciated.

The team at Karl Orthodontics understands that your time is both precious and valuable. To ensure that we don't waste your time, we make sure that no appointments overlap or that we have not doubled book. You can walk in feeling confident that you will experience very little to no wait times!





**10. 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 Karl Orthodontics, we are thrilled to say that our orthodontist and office have received over 200 5-star reviews from our happy, satisfied patients. To see them for yourself, hop over to Google or Facebook today! You may also check out our reviews by visiting our website at [www.karlorthodontics.com](http://www.karlorthodontics.com). We can't wait for you to join our happy Karl Orthodontics family!

11. Bonus: Do They Provide

## Flexible Financing?

Dr. Karl believes that finances should not stand in the way of an awesome smile. If an orthodontist is strict on payment plan options and it doesn't seem like their team is willing to help you create a payment plan that works with your budget, ultimately, they are telling you that getting payment is their first priority. To an orthodontist whose top priority is payment, you are simply a number among other numbers.

When you choose Karl Orthodontics you are choosing a team of people that are going to treat you like a person,

not a number. Dr. Karl and his team want to help you create a payment plan that will comfortably work within your budget so that you only have to focus on following your treatment plan, and not worry about how you will pay for treatment. Ultimately, when you don't have to worry about paying for your treatment plan, you will achieve a smile you love to show off!





## Closing Letter from Dr. Karl

Dear Friend,

I hope that you have found this report to be informative. If you have already visited an orthodontist before you read the report, you can follow up by calling their office and asking any unanswered questions you may have. You are entirely welcome to come and visit Karl Orthodontics to take advantage of our Free New Patient Consultation for a first or second opinion. We are here to help you.

At Karl Orthodontics, we understand that you have to consider a variety of factors when choosing an orthodontist for your family. That is the reason why I have put together this report for you to read. Our goal is to educate you in order for you to make the best informed decision, even if you choose another practice.

While some orthodontists may think that we have set the bar too high, we believe that these principles should be the minimum standard when it comes to our patients. We routinely go above and beyond in our commitment to you and your family's health. Please feel free to call us at (616) 459-7171 to answer your questions. We will be happy to answer them for you.

To Your Smile,  
Dr. Karl

P.S. When you are ready, I invite you to take advantage of your Free New Patient Consultation. Call (616) 459-7171 to speak with a friendly team member today!

