

SPECIAL REPORT



Top 10 Things You Must Know Before Choosing Your Orthodontist

By David M. Muench, DDS



MUENCH ORTHODONTICS

TABLE OF CONTENTS

Introductory Letter From Dr. Muench	2
NUMBER 1: Are They A Specialist?	3
NUMBER 2: Do They Offer Pediatric Dentistry?	5
NUMBER 3: Do They Treat Adults?	6
NUMBER 4: Do They Provide The First Visit Free Of Charge?	7
NUMBER 5: Do They Offer Guarantees? If So, What Are They?	8
NUMBER 6: Are They Using The Latest technology & Treatment Options Available?	9
NUMBER 7: Does Their Quoted Fee Include Retainers?	10
NUMBER 8: Do They Charge for Emergency Appointments?	11
NUMBER 9: Do They Make You Feel Special And Comfortable?	12
NUMBER 10: Do They Have A Great Reputation?	13
BONUS: Are They Flexible With Payment Options?	14
Closing Letter From Dr. Muench.....	15



INTRODUCTORY LETTER FROM DR. MUENCH

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, 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 Muench Orthodontics, our mission is to serve others. Our vision is changing lives, advancing the profession, and supporting our community. There is no better reward of seeing how happy our patients are after we help transform their smile. 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.**"

I want you to be educated about your options and feel extremely comfortable with your orthodontist and choice of treatment. After reading this report, you can also browse our website, MuenchOrthodontics.com or simply stop in to learn more about us.

Sincerely,

Dr. Muench & Team

P.S. When you are ready, I urge you to schedule your Muench initial exam, comprehensive consultation, digital 3D x-rays, and more. This is normally \$249 but by calling 607-785-3005 or going to MuenchOrthodontics.com you can receive a \$249 saving certificate so your first visit is 100% FREE, GUARANTEED!



If you are scheduling the exam for you or if your child is older than 7, that is okay too. We have helped over 12,000 people from all different ages throughout the Binghamton area transform their smiles. Again, when you are ready to learn more about your options with us, we are here for you.

NUMBER 1: ARE THEY A SPECIALIST?

Orthodontists are specially trained dentists who take on several extra years of training in order to "straighten teeth," usually by affixing braces to the patient's teeth. You might say we specialize in smiles. Orthodontists also perform dentofacial orthopedics. This is a fancy way to describe how we normalize the structure of a patient's jaw bones in order to repair any imbalance in their face. All orthodontists are dentists, but only 6% of dentists are orthodontists. Look for the seal of the American Association of Orthodontists (AAO).

Only orthodontic specialists can belong to the AAO.

At Muench Orthodontics, we don't just treat orthodontic problems and pediatric patients; we also attend 100's of hours of continuing education each year in order to be the best providers of orthodontic and pediatric dental care in the area. Dr. Muench is very passionate and deeply committed to staying on the cutting edge of technology to benefit our patients. In fact, Dr. Muench has shared his knowledge and has taught orthodontic and pediatric dental residents when he was an assistant professor at the University of Rochester Eastman Institute of Oral Health. Years of advanced specialty training in orthodontics and pediatric dentistry, in addition to subspecialty training in craniofacial (cleft palate) and surgical orthodontics, means Dr. Muench is well trained to provide the best treatment options for our patients.

Another sign of a great specialist is they can show you a before and after of a similar case that they have previously helped. We know all mouths are different, but in the thousands of lives and smiles we have transformed, we can show you a similar case to your specific mouth.

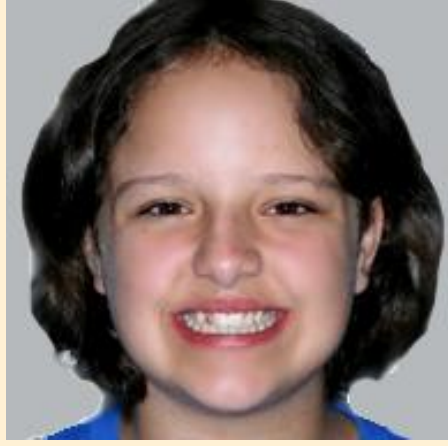
Below and on the next page you will see some sample Before and After pictures of some of our patients.



Before



After



NUMBER 1: ARE THEY A SPECIALIST?

NUMBER 2: DO THEY OFFER PEDIATRIC DENTISTRY?

Now, you may not even have kids. While more than seventy-five percent of our patients are kids or young adults, we do help many adults transform their smiles too. So, why is offering pediatric dentistry important to even the people without kids?

Pediatric dentists have an additional 2 to 3 years of additional specialized dental training, just like an orthodontist. Additionally, you can imagine pediatric dentists have to relate to fears of seeing a dentist and being compassionate to kids. Therefore, even as an adult, you will see the benefit of choosing an orthodontist who offers pediatric dentistry.

If your orthodontist offers pediatric dentistry within their practice, it is safe to say they are a specialist and leader in their field.

**Dr. Muench became an Orthodontic Specialist
in 1991, and a Pediatric Dentist in 1994.**

**He has been providing both orthodontic and
pediatric dental care for more than 20 years.**



NUMBER 3: DO THEY TREAT ADULTS?

Orthodontics is not just for kids! It is important that your orthodontist can treat patients of all ages. In fact, 20% of orthodontic patients we see at Muench Orthodontics are adults. Many adults are finding out how a healthy bite and attractive smile is important to their overall health and the way they feel about themselves. More and more adults are choosing to avoid a lifetime of crooked teeth for health concerns or problems with their bite.

Below you will find just a few examples of beautiful adult smiles.



NUMBER 4: DO THEY PROVIDE THE FIRST VISIT FREE OF CHARGE?

Some orthodontists offer free initial examinations for new patients. During your first exam and consultation, be sure your questions are being answered, concerns addressed, and you are being educated about all of your treatment options. Ultimately, the orthodontist should include 3D digital x-rays and photos during the exam at no charge.

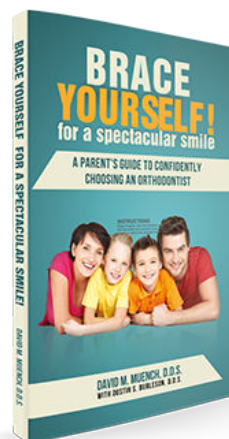
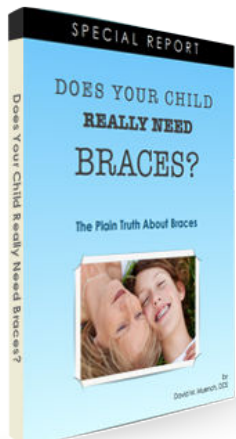
At Muench Orthodontics our initial visit is usually \$249, which includes an initial exam, 3D digital x-rays and photos, and a comprehensive consultation. You will receive expert advice about your treatment needs, options, and timing.

For a limited time, you can call 607.785.3005 or visit www.MuenchOrthodontics.com to download your Muench Smile Assessment \$249 Savings Certificate. Bring this Savings Certificate into your first visit and your entire first visit will be 100% FREE, GUARANTEED!



During our initial exams, you will also get a choice of Dr. Muench's books "Brace Yourself For A Spectacular Smile" or "Does Your Child Really Need Braces? The Plain Truth About Braces," at no charge, of course

Call 607.785.3005 or visit www.MuenchOrthodontics.com to download your \$249 Muench Smile Assessment Savings Certificate. Bring the printed certificate with you and your first visit is 100% FREE, GUARANTEED!



NUMBER 4: DO THEY PROVIDE THE FIRST VISIT
FREE OF CHARGE?

NUMBER 5: DO THEY OFFER GUARANTEES? IF SO, WHAT ARE THEY?

No matter which orthodontist you choose, ultimately you are not making a small investment. That being said, wouldn't you want to ensure your orthodontist is going to stand behind their treatment? Of course! At Muench Orthodontics, we wouldn't have it any other way. In fact, we offer multiple guarantees.

In addition to our **100% lifetime guarantee**, even if you or your child doesn't wear their retainer, we also offer a guarantee where you won't miss school or work during your treatment.

**During your first exam
and initial consultation,
ask for more details
on both of our guarantees.**



**YOUR MUENCH SMILE
IS BACKED WITH
THE MUENCH
LIFETIME GUARANTEE**

NUMBER 5: DO THEY OFFER GUARANTEES?
IF SO, WHAT ARE THEY?

NUMBER 6: ARE THEY USING THE LATEST TECHNOLOGY & TREATMENT OPTIONS AVAILABLE?

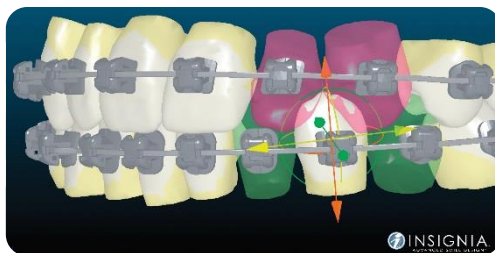
Orthodontics today differs a great deal from years past. Computer-designed braces and wires (Insignia) dramatically increase the precision with which we move teeth and shortens treatment time. Tie-free braces systems (Damon Braces) have made treatment far more efficient and comfortable. Clear braces (Damon Clear) offer a cosmetically pleasing alternative, while Invisalign® offers patients an entirely brace-free option. Did you know that Invisalign® also has a special treatment system just for teens? At Muench Orthodontics, we strive to help you choose the treatment option best suited to your individual needs.

At Muench Orthodontics, we are constantly staying up-to-date with technology and treatment options.

In fact, because Dr. Muench is so passionate about being on the cutting-edge of technology, he completes as many as 100 hours of continuing education each year. He masterminds with other orthodontists, is a member and past-president of the Upstate New York Damon Orthodontic Study, is on the Board of Directors for the New York State Association of Orthodontists, and is former Assistant Professor of Orthodontics and Pediatric Dentistry at the Eastman Institute for Oral Health. Through his many associations, he is constantly discussing new treatment options. At the same time, he specifically discerns which treatment options will benefit our patients the most, and which ones don't. Ultimately, you get the best treatment available when you choose Muench Orthodontics.



If you are a gagger or have a fear of gagging, the Lythos digital "impression" system means never having to have goop in your mouth - it makes a picture instead!



Insignia™
Computer-aided design and manufacture for 100% custom made braces and wires for 37% faster treatment.



DAMON™ CLEAR



NUMBER 7: DOES THEIR QUOTED FEE INCLUDE RETAINERS?

Each orthodontic office has its own fee schedules, and doctors often charge differently for procedures. All orthodontists should offer you a contract that clearly spells out the expenses for your child's treatment before it begins.

Throughout the orthodontic industry, it is common to find out about retainer fees **after** you start treatment. Since you are reading this report, you can ask your orthodontist about what retainers cost and also if there are any other hidden fees.

An important part to achieving a straight smile is keeping it that way.

Ask your orthodontist to provide you or your child with an extra retainer. That way, should it get lost or broken, you will have a backup while the orthodontist makes a new one.



NUMBER 8: DO THEY CHARGE FOR EMERGENCY APPOINTMENTS?

Some minor discomfort may occur with braces. Orthodontists typically provide adjustments for poking wires and loose appliances free of charge. At Muench Orthodontics, we do provide these types of adjustments free of charge, but you should definitely ask about adjustments and potential costs with your orthodontist before you start treatment.

Keep in mind, if your braces are broken or damaged due to non-compliance with dietary restrictions, this may result in repair charges. With Muench Orthodontics, if you do your best to avoid breaking your braces, follow the simple dietary guidelines which we will share with you, then you should have no additional costs for adjustments throughout your treatment, even if it's an emergency.

**Typically, at Muench Orthodontics,
you should have no additional costs
for emergency treatment.**



NUMBER 9: DO THEY MAKE YOU FEEL SPECIAL AND COMFORTABLE?

Regardless if you are reading this report for your own treatment or for your child's treatment, when you meet with your orthodontist, you should definitely feel comfortable. At Muench Orthodontics, we strive to make you as comfortable as possible before, during, and after treatment.

You are special and we want you to feel special every time you see us.

Particularly important if you are reading this report for the treatment of your child, we also ensure your child feels special every time they visit. Dr. Muench has a college-aged daughter. He spent an additional 2 years becoming a trained Pediatric Dentist after he was already an Orthodontist. With over 20 years of experience providing combined orthodontic and pediatric dental care for children and young adults, he can empathize, relate to them, and make them feel comfortable and extra special.

From the very second I walked throu...



Facebook Verified

"From the very second I walked through the door, I felt they were welcoming me into the Muench Orthodontics family, from the tour of the office (or better described as their home) to their sense of humor to their sensitivity during a difficult situation, I have never in my life experienced such a personal yet professional welcome. I can honestly say that I'm looking forward to seeing all of them again."

- Elizabeth H.

Review Verified on 5/7/2015

I highly recommend Doctor Muench! I...



Facebook Verified

"I highly recommend Doctor Muench! It's very relaxing at the appointments. You are treated like a friend not just a patient who has bad teeth! Who ever is working always knows who you are and talks to you. I love how they walk you through whatever they are doing in your mouth or what they are doing to do."

- Kaitlyn D.

Review Verified on 5/7/2015

I can speak from experience on work...



Facebook Verified

"I can speak from experience on working and being in an orthodontist office for 10years. This is a completely different experience, it's a more inviting & friendly atmosphere. From the moment I walked in the door with my nervous son to the hygienist taking her time and explaining everything she's doing so he is fully aware of what's going on. Not to mention the courteous front desk staff. Then at the consult Dr. Muench was very easy to understand

and even though life got in the way for a few months they welcomed us back with open arms. I can't thank you enough for your hospitality. We feel we have definitely made the right choice."

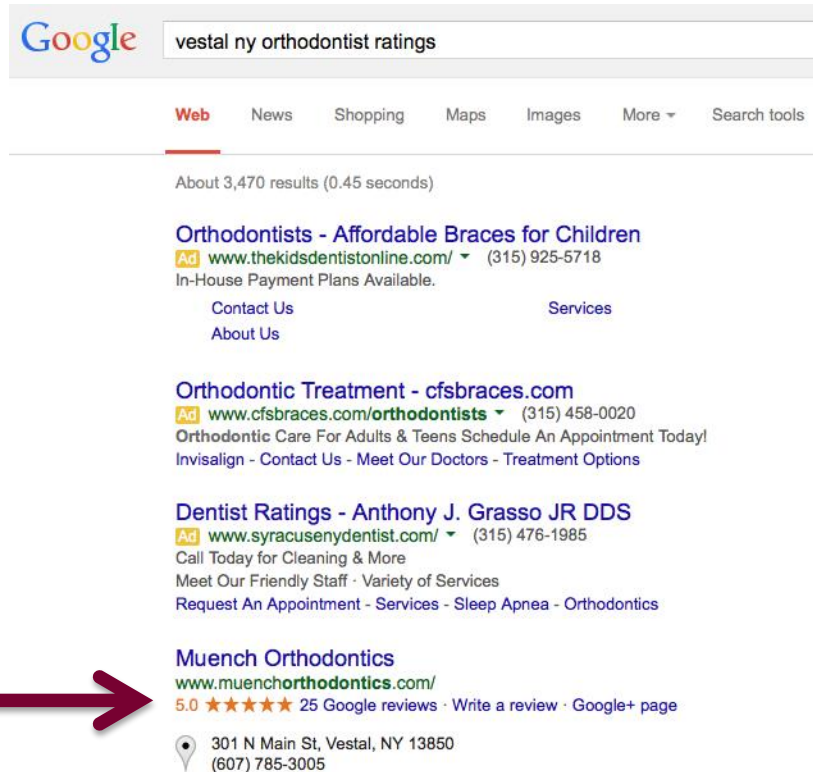
- Staci B.

Review Verified on 4/6/2015

NUMBER 9: DO THEY MAKE YOU FEEL SPECIAL AND COMFORTABLE?

NUMBER 10: DO THEY HAVE A GREAT REPUTATION?

With the Internet today, it is extremely easy to pull up ratings and reviews from patients. Simply go to Google and search for orthodontist reviews and ratings within your town. At the time of this report, you will see we have 25 reviews on Google posted by our patients, and we are 5-star rated.



We are also 5 star rated on Yelp and DoctorBase.



You should make sure your orthodontist is a member of the Better Business Bureau and has a great rating with them. Being a member of the BBB shows you that the orthodontist takes pride in providing great customer service and treats patients the way they should be treated. Muench Orthodontics, is proud to have earned an A+ rated by the BBB.



BBB Rating A+

To read what our patients have to say about us, visit <http://muench-orthodontics-pc.repx.me/reviews>.

BONUS: ARE THEY FLEXIBLE WITH PAYMENT OPTIONS?

We realize this report is supposed to be the “**Top 10 Things You Must Know Before Choosing Your Orthodontist,**” but we can't leave out some payment tips to look for when choosing an orthodontist.

Once you are comfortable and you know specifically which orthodontist you want to treat you or your child, the next question typically is, “How much is this going to cost, and how am I going to pay for this?”

At Muench Orthodontics, we will help you understand different payment options, from maximizing the most insurance benefits, to flex spending accounts, to even interest-free payment plans. During the initial exam and complimentary consultation, we will answer all of your questions, including those about our typical cost of braces and the variety of payment options available.

We work with ALL insurance companies. We have interest free, zero or low down payment options, as well as family plans for those with more than one child or parent in need of treatment.

At Muench Orthodontics, you have options.



CLOSING LETTER FROM DR. MUENCH

Dear Friend,

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



**For your Muench Orthodontics initial exam,
comprehensive consultation, digital photos,
and 3D digital x-rays to be 100% FREE simply call 607-785-
3005 or visit www.MuenchOrthodontics.com to download and
print your \$249 Muench Smile Assessment Savings
Certificate. There is absolutely no obligation.**

I certainly recommend you do your research, but ultimately, you have to trust and feel comfortable with the orthodontist and type of treatment you decide on.

The Team at Muench Orthodontics feels great pride and joy for the privilege of transforming the smiles and transforming the lives of those who choose us every day. We love giving back to our local community through education, donating to youth sports and other youth activities, as well as nationally known humanitarian organizations such as the American Red Cross, the American Cancer Society, the American Breast Cancer Foundation, and the ALS Foundation, to name a few, and any way we can help the Vestal and greater Binghamton community.

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.

We are always here to answer your questions.

Sincerely,

Dr. Muench & Team


MUENCH ORTHODONTICS
David M. Muench, D.D.S.

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Remember, we do offer extended hours before and after school & we are also available on Saturdays.