10 THINGS YOU SHOULD KNOW ABOUT CHOOSING AN ORTHODONTIST

By Dr. James T. Stork, DDS, MS
Hi Friends,

Getting orthodontic treatment can be a life-changing experience. Whether you are straightening your teeth for improving your overall dental health, or are seeking a more appealing smile, you are in the right place. Before you even begin treatment, it is essential to find an orthodontist who meets your needs and challenges with exceptional accuracy and professionalism. Most importantly, you want to find an orthodontist who you feel comfortable with.

We pride ourselves on providing you the best patient experience in a fun atmosphere.

To help you get that smile you want to show off, I have written this report, “The Top 10 Things You Should Know About Choosing An Orthodontist.” Inside you will learn how to choose the orthodontist that is right for you.

Your Friend,

Dr. Jim Stork

P.S. When you are ready to schedule your Stork Smile Assessment which includes an exam, consultation, and digital x-rays (over $249 value) for FREE, call 515.446.3574 or visit www.StorkOrthodontics.com.
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HOW MUCH SPECIALIZED TRAINING DOES THE ORTHODONTIST HAVE?

As no two fingerprints are the same, neither are any two orthodontists. To become an orthodontist, two years of additional schooling and training is required on top of the standard schooling to become a dentist.

I trained in my specialty for three years instead of the two required, and had an additional 400 hours of training, as well! I felt to be an expert in my field, I needed to not only see the outcome of my treatments, but learn how to get the same results faster and with fewer adjustments. This has not only resulted in a better orthodontic experience for my patients, but a long-term satisfaction as well.

I believe that an orthodontist shouldn’t be simply certified, he or she should be a master in their field.
There are many orthodontists that have been providing orthodontic care since before advanced treatment options were available. Since these orthodontists learned their craft only using the most antiquated versions of braces, they typically stick to large metal brackets with fragile colored bands.

Stork Orthodontics has several advanced treatment options to adapt to even the most difficult of cases. During your initial consultation, 3D-imaging diagnostic, and Stork Smile Assessment, I will discuss what your options include. As an orthodontist trained with the most advanced technology, I utilize the latest in orthodontic solutions. Whether you are a great candidate for Invisalign, Damon Braces, or Ceramic Braces, Stork Orthodontics has the best treatment solution for you or your child.

I will provide all of your treatment options, so together, we can decide the best treatment solution for you.
Some orthodontists will provide only one treatment option for you or your child. Whether their reasoning is specific to your case or to their paycheck, they should be willing to explain their recommendation. Additionally, with the vast number of advanced treatment options available, it is highly unlikely that any specific case would only have one treatment as a viable option. If the orthodontist is unwilling to explain his or her recommendation or seems pushy about a particular treatment option, you should seek a second opinion.

I am not only willing to explain my recommendations, I truly want you to feel comfortable and confident with your treatment decision. I will gladly explain the benefits of each treatment option, and why any specific treatment may yield better or faster results than any other treatment. I want you to know that the treatment you choose is ultimately your decision, but I will happily provide my expertise to help you make an educated decision.

I don’t think an orthodontist should simply expect his or her patients to choose a recommendation for treatment without a complete explanation of the benefits for each option.
IS THE TEAM FLEXIBLE WITH YOUR SCHEDULING NEEDS?

Perhaps you find an orthodontist that you think hits the mark. But, when it comes time to speak with the office team to arrange payment or schedule an appointment, you are met with difficulty, disappointment, and an overall bad experience. This is unfortunately a common occurrence with almost any doctor’s office. Ultimately, you are likely to spend more time communicating and interacting with the office team than with the orthodontist, so it is imperative that the team is just as warm and friendly as the doctor. When you call to make your first appointment, if the team member taking your call is simply unwilling to work with your schedule and only gives you an appointment date that is 3 weeks out, with the only next available appointment after that even further out, you can believe that this will be your regular experience with scheduling future appointments.

The team at Stork Orthodontics is not only well-known for the warm and friendly atmosphere they provide (see page 15), they are also extremely accommodating with your scheduling needs. Not only will you be glad to hear that the time frame between appointments is 8 to 10 weeks on average, versus traditional braces requiring a visit every 3-4 weeks, but the scheduling team is also happy to give you a range of dates and time slots to adapt to your packed schedule. Additionally, if you are bringing your child to his or her appointment, we are glad to help out in any way we can so you can run errands while they are receiving their adjustment.

The team at Stork Orthodontics is happy to work with your scheduling requirements.
As you may know, the internet, specifically review sites, can be a harsh crowd. While it is important to research orthodontists you may be considering, reading a variety of reviews is important to uncover any potential snags in your treatment process. So, before you visit an orthodontist for your initial exam, research their reviews online. Specifically, you will want to read the comments of the one, two, and three-star ratings. While you’ll determine that most of the bad reviews are coming from people with completely unreasonable expectations (such as someone complaining that their teeth didn’t get any whiter from straightening), some of the reviews will be helpful in addressing important concerns (such as someone complaining about going 3 months without an adjustment). Take note of any reviews that raise a red flag, and ask the orthodontist about them. If he or she makes an excuse about the validity of the review, speaks poorly of the patient that left the review, or is simply unaware of the review, this will paint an evident picture about how the orthodontist feels about his or her patients.

I understand that it is truly impossible to make every single patient completely happy. However, that does not stop me from trying. My team and I, at Stork Orthodontics, will do everything in our power to make sure you have a great experience during your treatment and are not only satisfied, but absolutely LOVE your new smile. As you will see to the right, at the time of this printing, Stork Orthodontics has earned 43 5-star reviews on Google. However, I invite you to feel comfortable in asking about any bad reviews you’ve heard regarding my treatment or office. I would rather address your concerns openly, than let it sit in the back of your mind and affect your decisions.

I am glad to address any concerns you may have regarding my reputation.
If you haven’t been to an orthodontic office before, we’ll tell you: it’s a unique experience. While most offices have only one orthodontist, they will schedule as many appointments as they have open chairs. You, his or her 3 o’clock appointment, may sit as close as only a couple of feet from his or her 3:05 appointment. Other team members whisk past you as the orthodontic assistant makes as many preparations possible before the orthodontist stops by to make 5 minutes worth of adjustments. If you have any questions or concerns, you save them for the assistant that you may only see once or twice during your entire treatment. This experience feels less personal, and more like you are at an orthodontic factory.

At Stork Orthodontics, we understand that the orthodontic factory experience can be an unsavory one. We have gone to great lengths to ensure that your time spent in the orthodontic chair is a pleasant one. I take the time necessary to expertly make your adjustment, as well as personally answer any questions you may have. You are able to voice your concerns privately, without the need to shout over the bustling of assistants rushing around you to the next patient. Additionally, you will become well-acquainted with my tight-knit team. They will remember you, as you are person to them, not just ‘patient in chair number 14.’

Naturally, I make you feel like you are my only patient, as I provide the utmost level of care.
Whether it is your first appointment or your fifth adjustment, it is imperative that the orthodontist makes you feel comfortable with asking him or her questions about your treatment process, progress, or concerns. Oftentimes, you will see the orthodontist briefly while he or she makes an adjustment, asks you a general question about your overall comfort with the treatment, and you simply nod in response, as your mouth is still propped open for the adjustment. He or she will defer you to the assistant if you have any additional questions, and leave you to oversee another patient. This may leave you feeling distanced from the orthodontist handling your treatment, as well as merely a number among the other patients.

I personally address all of your questions and concerns before moving on to my next patient. Whether you are simply interested in the progress of your treatment, or have a question about what I am doing this weekend, I give you the opportunity to have your voice be heard, and answer all of your questions completely.

I understand you may have questions and concerns, and wish to address them with you personally.
When you walk into any doctor’s office, you may often feel disconnected as the waiting room is firmly separated from the office team by thick slabs of sliding glass windows. You wait several minutes to be addressed, wondering if they even realized you are standing there. Eventually, you are greeted with an empty “How can we help you?” as an office assistant makes the minimum effort to open the window from his or her chair. This experience can often leave you feeling more like a burden than a patient in need… the complete opposite of fun. Unfortunately, this scene is often no different in most orthodontic offices.

At Stork Orthodontics, you are warmly greeted by the friendly team as soon as you walk through the door. The team does everything they can to make you feel like a welcomed addition to the Stork Orthodontics family. When conversing with you, the team will walk around the counter to ensure you that there is no “us and them” barrier when talking to you. My team and I try our absolute best to make the journey to your new smile not only a pleasant one, but a fun one, too! You can always expect to look forward to your next appointment at Stork Orthodontics!

The team at Stork Orthodontics is always warm, welcoming, and friendly, and treats you as if you were family.
9 out of 10 orthodontists will offer a complimentary initial exam. What you will often find out, though, is that the complimentary part of the exam stops after the orthodontist evaluates the patient’s mouth, and charges begin when they take diagnostic measurements and x-rays. Since they aren’t upfront about this, you may feel comfortable signing a contract to receive your orthodontic treatment with them. Then after you get your braces on, you start receiving bills that include the diagnostics performed at the initial exam, that were supposed to be complimentary. This is what you may commonly know as, “The Bait and Switch.” Dr. Jim Stork understands that this makes for a very unpleasant experience. That is why he suggests asking what is included in the complimentary exam, and if you will be charged for anything.

Whether you are seeing me for your first orthodontic exam, or you are seeking a second opinion with me, the Stork Smile Assessment is completely complimentary, including the diagnostics and 3D-imaging. During your Stork Smile Assessment, I identify the aspects of your smile and bite that will need correction, and let you know what your treatment options are. I will also help you understand the benefits you will receive with each treatment option, whether it is economical cost, speed of treatment, or aesthetics. After your Stork Smile Assessment, you will feel confident with your orthodontic treatment decision.

Your Stork Smile Assessment is completely FREE for new patients!
Surprisingly, less than 5% of orthodontists offer any guarantee. Additionally, the majority of the ones that do offer a guarantee have endless fine print that voids the terms of agreement. This fine print often includes: replacing brackets, replacing trays, missing or rescheduling appointments, and so on. Additionally, the holes in the guarantees don’t stop there. These guarantees are often only valid for the first 30-60 days. So, if you become dissatisfied with how your treatment is being handled six months into your two year treatment, you are simply stuck with that orthodontist office, or have to sacrifice the money you have already spent in order to go somewhere else to receive the quality treatment you or your child deserves. Make sure you understand how long your orthodontist’s guarantee lasts, as well as what would void it.

At Stork Orthodontics, we offer the Full-Treatment Satisfied Guarantee. Our guarantee covers the full length of treatment, from the time you get your braces on, to the time you see your transformed Stork Smile! The only thing we ask from you is an open mind and a positive attitude. If you begin to feel dissatisfied with the orthodontic treatment you are receiving, we simply ask for you to give us a chance to make it right. If you are still dissatisfied, we will offer you a full-refund, no questions asked.

At Stork Orthodontics, we want to make sure you are fully-satisfied, or you will get your money back.
There isn’t any easy way to put this – but, orthodontic treatment can be expensive. Even if you have insurance coverage, it may not cover the full-extent of your treatment. Many orthodontic offices will require full-payment or payment for the difference upfront. If you are able to arrange a payment plan, it typically includes finance charges and fees, and sometimes even interest. This can make an already life-changing experience more challenging.

This is why Stork Orthodontics offers flexible payment options. The team works with you to find a suitable payment solution to fit your budget and needs. If you prefer to pay in full, you will receive a discount on services, otherwise, there are no finance charges, fees, or interest payments. The team at Stork Orthodontics wants to take the worry out of your orthodontic treatment decision by making it as easy to pay for as a cable bill.

Stork Orthodontics provides worry-free orthodontic treatment.
Hi Friend,

I hope you found this report helpful in confidently finding the orthodontist that is right for you. Whether you have decided to get your first initial exam from a different orthodontist or have already gotten an initial exam elsewhere, we invite you to get your second opinion here at Stork Orthodontics. We can guarantee that you will have a completely different and extraordinary experience the moment you walk through our doors. Our Stork Smile Assessment is free of charge, so you truly have nothing to lose.

While I could simply tell you about the endless compliments we receive about how warm and friendly our office is, and how thorough I am, I encourage you to take a look at some of the reviews we have received online:

Robin S
2 months ago

⭐⭐⭐⭐⭐ We’ve had such a pleasant experience at Stork Orthodontics. Prior to going, my son would hide his smile a lot. The first day he got braces put on, he was smiling ear to ear as he got his picture taken with Dr. Stork. The staff there are incredibly welcoming and sweet. The receptionist greeted us by actually stopping from behind the desk to shake our hands and to offer a drink. And Dr. Stork himself is so kind, and my son says he’s a cool doctor. I’ve already told people that this place is by far the most “professional” place we’ve had the pleasure of doing business with, although they don’t make it feel like it’s “business” at all.

Kathi Finch
in the last week

⭐⭐⭐⭐⭐ From the first phone call to make my son’s appointment I could tell this was an office who cares about their patients. The receptionist I spoke sounded like she loved her job and really wanted to make sure I knew how important we were. I never felt like she was rushing to get me off the phone. In fact she sounded so happy that she made me smile just talking to her. Upon entering your office on Westtown Parkway, I was greeted by someone who actually rose and came around the front desk to greet me and my son. She made Gavin feel extra special by shaking his hand and speaking directly to him. Dr. Stork and his staff are excellent at explaining what they plan to do, giving us the super star treatment in customer service and accommodating our busy schedules. I am still amazed and brag to everyone how wonderful this office is. Top rate staff, friendly doctor who was great with my son and just an inviting atmosphere. Thank you!
These are just a few of the 43 reviews we have received at the time of this printing. Reading reviews like these make me beam with happiness that my team and I have given these patients exceptional service, and that they recognize our every effort to treat each individual patient and their families like our family. Everything that I set out to achieve in my aspirations in becoming an orthodontist are not only recognized, but appreciated, as well.

As always, I wish you the best!

Your Friend,

Dr. Jim Stork

Stork Orthodontics

P.S. I invite you to experience all that Stork Orthodontics has to offer by taking advantage of our complimentary Stork Smile Assessment. If you are dissatisfied with what I have to say or your experience at Stork Orthodontics, then we will simply part as friends.