



WHITE BROWN SMILES



THE TOP 10 THINGS YOU MUST KNOW BEFORE CHOOSING YOUR ORTHODONTIST

WHITEBROWNSMILES.COM | (803) 306-6451

Intro Letter from Dr. Kerry White Brown

Dear Friend,

At White Brown Smiles, we understand that there are challenges that come along with choosing a new orthodontist. Which questions should you ask when consulting with a potential new provider? How do you know if one doctor is a better fit for your needs over another, and how do you determine if they are giving you the right answers?

I have compiled the top ten key questions to ask your potential new orthodontist to help assist you on this journey! Whether you or a loved one is interested in braces, Invisalign®, surgical orthodontics, or another type of care, these questions will provide insight into the orthodontist's experience, office technology, office environment, and how they care for their patients.

I hope this report helps you to select the right orthodontist who can give you your ideal smile! If you have any concerns or questions while you read this report, please reach out to my experienced, knowledgeable team at White Brown Smiles by calling (803) 306-6451 or visiting our website. I am passionate about patient education and providing care that promotes a lifetime of health!

Sincerely,

A handwritten signature in black ink that reads "Kerry White Brown". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Dr. Kerry White Brown

P.S. When you're ready, I urge you to schedule your Complimentary **New Patient Smile Assessment** with our highly educated team of experts. Call **(803) 306-6451** to schedule an appointment. Our team would be honored to provide you with world-class orthodontic care and give you a beautiful, healthy smile!



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1. Do They Have

Extensive Experience?

When searching for a new orthodontist, their experience should be at the top of your list. A provider who has treated a variety of cases will have the experience necessary to accurately diagnose and treat your case. Ask your potential new orthodontist whether their experience includes treating a variety of different cases, how long they have been practicing, and how many patients they have treated. You should also consider whether your potential orthodontist and their team attend continuing education courses to stay up to date with

advancements in the field of orthodontics.

The White Brown Smiles team has transformed over 25,000 smiles throughout South Carolina since 1997! Every day, Dr. White Brown and our knowledgeable team bring years of advanced training and experience to our patients. We strive to go above and beyond in providing you with the best possible orthodontic treatments to restore and enhance your smile. We have the necessary experience to give you personalized care that matches your unique needs!





2. Do They Have

Evening & Saturday Appointments?

When researching a new orthodontist, ask what their scheduling policies are and if they offer convenient appointment times including evenings and Saturdays. In addition, consider how long a typical appointment time slot is and whether it leaves time for a thorough exam, and any follow-up questions you may have. Avoid offices that double book appointments because they expect cancellations. When an orthodontist doesn't reserve enough time for each patient, appointments can end up running late. That translates to you having to stay in the waiting room for up

to an hour in certain cases!

Our team at White Brown Smiles respects your time and busy schedule, and we make sure that your appointment time is accurate and that you are promptly seen upon arrival. We never double book appointments, and we always ensure that plenty of time is allotted to every patient. We also want to make achieving your best smile as convenient for you as possible. That's why we offer evening and Saturday appointment times that fit your schedule - we are here for you!

3. Do They Have

Multiple Locations?

Let's face it, we all have busy lives! Between work, school, family duties, and extracurricular activities, there is little time left for things like orthodontic appointments. That's why convenience is an important factor to consider when on the hunt for a new orthodontist. While you're researching, look for an orthodontist who offers multiple convenient locations to make your orthodontic treatment as easy for you as possible.

At White Brown Smiles, we understand that you have a busy schedule. That's why we strive to provide high-quality AND convenient orthodontic care. When you choose us for your orthodontic treatment, you can look choose from our five convenient office locations:

Oneil Ct. Orthodontics Office in Columbia

224 Oneil Ct., Ste. 13, Columbia, SC 29223
(803) 306-6451

Harbison Blvd. Orthodontics Office in Columbia

275 Harbison Blvd., Ste. GG, Columbia, SC 29212
(803) 306-6451

Orangeburg Orthodontics Office

2847 Pelham Ct., Orangeburg, SC 29118
(803) 306-6451



Florence Orthodontics Office

2859 David H. McLeod Blvd., Florence, SC 29501
(803) 306-6451

Greenville Orthodontics Office

611 Haywood Rd., Greenville, SC 29607
(803) 306-6451

Contact us today at any of our locations to get started on your happy, healthy smile!

4. Are They Using

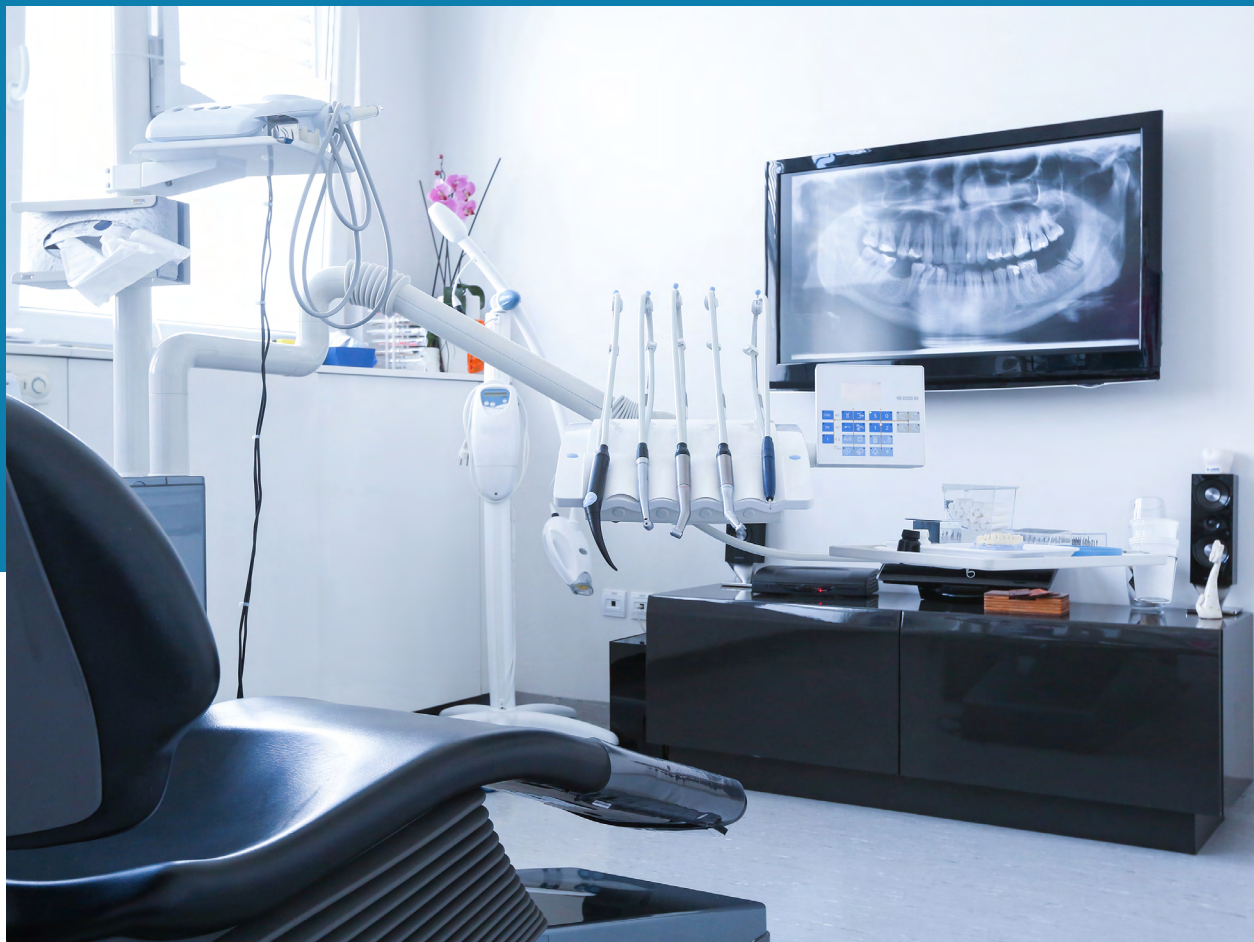
Advanced Technology?

Modern orthodontics allows more comfortable, more effective, and faster treatment options than ever before. However, some orthodontists choose not to keep up with changes and continue to use antiquated treatment options. You deserve to be treated with state-of-the-art technologies and the most modern procedures — so, be sure to ask your potential orthodontic office what steps they take to stay up to date with modern technology in the orthodontic field.

White Brown Smiles uses advanced technology and cutting-edge orthodontic procedures. At our office, you will find advanced technology, including:

- **Clear Aligners (Invisalign®)** for a cutting-edge, discreet method to straighten teeth
- **Digital Impressions**
- **Laser treatment for gum disease**
- **Self-ligating braces** — less friction equals more efficient tooth movements

Our advanced technology allows us to offer you the highest quality orthodontic care and treatment options!





5. Do They Have a **Guarantee?**

It's important that your effort in searching for a new provider pays off in high-quality treatment that satisfies your needs. Searching for proper orthodontic care requires a lot of energy and time. When you select your new orthodontist, ask them if they stand behind their work with guarantees, and find out what they will do if you have concerns during your treatment. Additionally, ask what steps they will take to make it right if you don't achieve the results you were promised during your consultation.

At White Brown Smiles, we're so confident that you'll love your experience with us,

we stand behind our treatments and offer guarantees over the course of your treatment! We also offer:

- Satisfaction Guarantee Plans:
 - Silver
 - Gold — a 5-year guarantee for retreatment & 2 sets of retainers
 - Platinum — a LIFETIME guarantee for retreatment & 2 sets of retainers
- Don't Miss Work or School Guarantee!

If you have any concerns, all you have to do is ask our friendly team for assistance and we will answer any questions you have. If you aren't happy with the treatment you are receiving at any time, please bring it up to our doctor or our staff and we will do what it takes to make it right. That's our promise to you!

6. Can You

Get Started at Your First Appointment?

In today's modern world, commitments such as work and school can make it difficult for many people to find time in their schedule for orthodontic appointments or other health care. When you're looking for a new orthodontist, it's a good idea to inquire if they offer convenient appointment times, treatment options that match your schedule and if you can start treatment the same day as your first appointment.

At White Brown Smiles, we understand

that managing multiple responsibilities can limit your time for things like orthodontic appointments. That's why we do our best to respect your time when you visit our office and proudly offer convenient appointment times and same-day treatment starts. Once you've come in for your initial consultation, we can begin treatment immediately if Dr. White Brown says you are ready! We realize you and your family are busy and we go above and beyond to make your treatment as convenient for you as possible.





7. Are They

Trusted by Professionals?

A great orthodontist will understand the importance of staying current with recent scientific research in their field and applying the most recent knowledge to their practice. Ask your potential new orthodontist whether they value ongoing education and find out if their peers recommend them as an expert provider.

At White Brown Smiles, we are recommended by local dentists as a world-class orthodontic provider. Dr. White Brown goes above and beyond to remain a trusted choice for professionals in the area by taking the necessary steps to ensure our office is abreast of new diagnostic and treatment options.

Dr. White Brown also has a passion for continuing education and has lectured a residency program, coached a program for masterminds, taught online courses, and belongs to various dental associations and programs, including:

- American Dental Association
- American Association of Orthodontists
- Southern Association of Orthodontists
- South Carolina Association of Orthodontists
- North Carolina/South Carolina Damon® Study Club
- Excellence In Orthodontics

8. Do They

Care for Your Community?

When you are choosing your new orthodontist, pay attention to whether or not they support your local community. Community support can range from supporting local schools, non-profit organizations, or offering services to families in need. This is a strong indicator of responsibility and compassion – key characteristics of any great doctor. You can also feel good that you are supporting a community-oriented business and giving back through your patronage.

Caring for our community and giving back are essential values at White Brown Smiles! Our team members regularly volunteer their time and resources to organizations such as Smiles Change Lives, a program that partners with orthodontists to provide braces for children in need. White Brown Smiles has donated over \$250,000 in services and treatment to Smiles Change Lives patients since 2011! This is just another way we support the people in our community.



9. Will They

Respect Your Time?



When you find an orthodontic office that leaves you feeling cared for and at ease, that doesn't mean you want to spend all your time there! When researching a new orthodontist, ask what his or her scheduling policies are. If you are respectful enough to arrive on time, your appointment should start promptly – you should never have to wait. Verify that your new orthodontic office respects their patients' time by checking waiting room reputations and asking if their appointments usually begin on time.

White Brown Smiles respects your time and busy schedule, and we make sure that your appointment time is accurate and that you are promptly seen upon arrival. We never double book appointments, and we always ensure that plenty of time is allotted to every patient. We want everyone who sees our doctor to have plenty of time to get all their questions answered, without making the next patient wait unnecessarily. That's our promise to you!



10. Are They a

Best-Selling Author?

When searching for your new orthodontist, make sure that they understand the importance of ongoing learning and teaching. When a doctor has a passion for teaching, writing, and continuing education, you know that they are up-to-date on modern technology and treatment options. See if your potential new provider has published a book and if so, give it a read to get an idea of

how they view treatment and the field of orthodontics as a whole!

Dr. Kerry White Brown values ongoing learning and has written a best-selling book that educates people on orthodontic treatment. At White Brown Smiles, we go above and beyond as educators to remain experts in the orthodontic field, and we always have the most current information to provide comprehensive treatment to fit your needs.

11. Bonus: Do They Have

Flexible Payment Options?

This report was only supposed to include 10 critical questions to ask when looking for an orthodontist, but affordability is so important that we've included this section as a bonus. Regardless of your insurance plan or financial situation, you should ask your potential new orthodontist what kind of payment options they offer before you make your decision.

White Brown Smiles believes that cost should never be a barrier to receiving proper orthodontic care. Our goal is to provide high-quality orthodontic care —

we offer 0% interest in-house financing with a minimal down payment. We also offer third-party financing and braces as low as \$159 a month. Our team will work with you to determine your best financial options and also help with the insurance process if necessary.

Schedule your appointment and learn about our payment options, plus anything else you may want to know about us and our office. We look forward to meeting you!



Closing Letter from Dr. Kerry White Brown

Dear Friend,

I hope this report was helpful and informative! If you've already visited another orthodontist, I encourage you to follow up and ask any new questions based on what you've learned in this report. If you still aren't satisfied with what they have to say, I invite you to visit our office for a second opinion.

At White Brown Smiles, we understand that there are many things to consider when choosing a new orthodontist. In fact, I'm sure I could have doubled the length of this report! However, the information you now have will help you choose the right orthodontic office to suit your needs. More importantly, please know that our team is available to help you find the best options for you and your loved ones.

If you have any questions for our team at White Brown Smiles, feel free to call us at (803) 306-6451 and ask. We will be glad to provide you with the answers you need.

To Your Healthiest Smile,

A handwritten signature in black ink that reads "Kerry White Brown". The signature is written in a cursive, flowing style.

Dr. White Brown

P.S. When you are ready, contact our office to schedule your **Complimentary New Patient Smile Assessment** and discover for yourself what makes our orthodontic offices so special. Call (803) 306-6451 to schedule your appointment today!

