

# 10

# THINGS YOU MUST KNOW BEFORE CHOOSING YOUR ORTHODONTIST

**By Dr. Robert McElhinney  
Dr. Daniel Breha**

# A LETTER FROM THE DOCTORS

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. Choosing the right doctor is more confusing than ever.

Just like every mouth is different, each orthodontic practice is different. In your search to find the right doctor for you , you will most likely be presented with similar treatment options, types of braces, or clear products like Invisalign. That being said, not all treatment is the same and your experience will be quite different.

At McElhinney and Breha Orthodontics our mission is to serve others with kind, gentle and efficient experiences. Our vision is changing lives, advancing our specialty, and supporting our community. There is no better reward than seeing how happy our patients are after we help transform their smile .

To help clarify what important questions to ask, we have composed the following report “The Top 10 Things You Must Know before Choosing Your Orthodontist”.

Sincerely,

*Dr. Mac, Dr. Breha,  
& The Team*



P.S. When you are ready, we urge you to schedule your no-obligation smile assessment by calling 330-650-0880 or go to [www.mcelhinneybrehasmiles.com](http://www.mcelhinneybrehasmiles.com). This includes a thorough evaluation, comprehensive consultation, digital x-rays, photos and more.

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# 1

## ARE THEY SPECIALISTS?

All orthodontists are dentists, but only 6% of dentists are orthodontists. Simply put, orthodontists are specially trained dentists who take on several extra years of education in order to learn how to “straighten teeth,” usually by affixing braces. 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 imbalances.

When doing your research, look for the seal of the American Association of Orthodontists (AAO). Only orthodontic specialists can belong to the AAO.



Beyond being a member of the AAO, another sign of a great specialist is when they can show you a before and after picture of a patient they have previously helped. We know all mouths are different, but we are confident that after helping over 12,000 patients, we can show you a case which is comparable to yours.



## 2

## DO THEY TREAT ADULTS?

Orthodontics is not just for kids! It is important that your orthodontist can treat patients of all ages. Many adults are finding out how a healthy and attractive smile is important to their health and the way they feel about themselves. Others choose to avoid a lifetime of crooked teeth for health concerns or problems with their bite. The result is healthier teeth and gums, and improved chewing.

We find adolescents are excited about the impact of significant changes to their appearances. The importance of their self-image during this crucial developmental time is obvious. Additionally, we enjoy establishing patterns of good oral health they will use for a lifetime.

Most adults appear motivated to preserve and enhance their dental structures or to eliminate pain from their face and head. It is very rewarding to help them claim responsibility for improving their health.

Below you will find just a few “after” pictures of some of our transformed, adult smiles.

**20% of orthodontic patients that are treated by Dr. Mac and Dr. Breha are adults**

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# 3

## DO THEY PROVIDE THE FIRST VISIT FREE OF CHARGE?

Most orthodontists offer free examinations for new patients so that you and your family can get expert advice about treatment needs, options, and timing before making this important investment. 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.



# 4

## DO THEY OFFER THE LATEST TECHNOLOGY & TREATMENT OPTIONS?

Orthodontics today differs a great deal from years past. Computer-designed braces and wires dramatically increase the precision with which we move teeth and shorten treatment time. Tie-free braces systems have made treatment far more efficient and comfortable. Clear braces 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?

Dr. Mac & Dr. Breha pursue an ongoing interest in technological innovations and their application to insure you always receive the most comfortable and efficient treatments.

**Dr. Mac, Dr. Breha, and their team are constantly staying up-to-date with technology and treatment options.**

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# 5

## DO THEY MAKE YOU FEEL SPECIAL & COMFORTABLE?

When undergoing any orthodontic treatment, it is important you are treated as an individual, and not just another number or patient in line. Because you visit your orthodontist more frequently over a shorter period of time than you may your regular doctor, it is vital that you feel welcome and personally known in the practice.

The orthodontics team recognizes that you are an individual and you are special. We realize that no smile is the same, and thus you deserve your own personalized special treatment upon arriving. We feel it is imperative to always provide a warm atmosphere, so that you don't dread your next appointment. We expect you will look forward to it!



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

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# 6

## 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 with your town. You will see we have many reviews on Google posted by our patients, and we are 5-star rated.

Don't just take our word for it, listen to our patients!

5.0 ★★★★★ 65 reviews



**Linda Coffman**

1 review

★★★★★ 6 months ago

The on-boarding forms were exceptional. I was particularly impressed with the specific allergies listed for Latex and Metals/Jewelry. My experience with braces, only 4 years ago, might have gone better had these questions been asked before deciding a treatment plan. Kudos!

👍 Like



**Kim Green**

1 review

★★★★★ 2 months ago

My consultation was above and beyond my expectations! Everyone was nice and friendly -very helpful.

👍 Like



**Nancy Simmons**

1 review

★★★★★ 9 months ago - 🗨

The staff and Dr. Mac are so very friendly, and put my daughter at ease. She is excited to get her braces on next month. Thank you so much for making her and I both feel comfortable!

# 7

## DO THEY TAKE A CONSULTATIVE APPROACH?

Something you may already be familiar with when it comes to visiting any type of doctor's office is the finality of your recommended treatment. In an orthodontic office, this is no different. The orthodontist may look at your case and tell you which treatment option is the solution. Regardless of your lifestyle, treatment preferences or budget, you are informed of the treatment option you will receive at his or her office. In this case, your choice in treatment has been reduced to whether or not you choose to be treated, versus hearing all of your options.

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**After your appointment with Dr. Mac and Dr. Breha, you should feel confident with your choice for treatment.**

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Dr. Mac & Dr. Breha prefer to take a consultative approach. They understand that no two mouths or lifestyles are the same. They would prefer to help you understand the extent of your particular case, and how different treatment options may have more benefits than others – specific to treating your mouth. If you have questions, they are glad to answer them and help you understand your options for treatment.

# 8

## HOW MUCH EXPERIENCE DO THEY HAVE?

A very important facet of finding an orthodontist is ensuring the orthodontist and the staff have plenty of experience. Ideally, you should find an orthodontist who has been in practice for several years, and who has transformed a wide variety of smiles for patients.

Dr. Mac and Dr. Breha combined have over 40 years of experience as orthodontists. Additionally, the team has over 100 years of combined experience to ensure you have the best treatment. Also, our team attends education courses and seminars to guarantee you the best level of customer service. Our continual training also helps us stay on top of your treatment and technology advances.



# 9

## DO THEY MAKE TREATMENT A COMFORTABLE & PLEASANT EXPERIENCE?

If you are reading this report for your own treatment or for your child's treatment, when meeting with your orthodontist, you want to feel at ease. The office and the environment should be both comfortable and enjoyable at all times. We realize that you have enough stress in your life, and the last thing we want to do is add on to that! At McElhinney and Breha Orthodontics, we make it our priority to ensure you are relaxed and well cared for from the moment you walk in the door.



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**Visiting our office should be a fun and pleasant experience for you, always!**

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# 10

## DO THEY OFFER THE MOST FLEXIBLE PAYMENT PLAN IN THE INDUSTRY?

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?”

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**Dr. Mac & Dr. Breha offers flexible payment options and helps with any insurance claims by filing them on your behalf.**

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Dr. Mac, Dr. Breha, and their team accept assignment from most insurance plans and file the necessary papers to the insurance company. They have the ability to offer you a customizable financial arrangement with low down payments and flexible financing that allows you to choose monthly payments that fit your family budget. During the initial exam and complimentary consultation, they will answer all of your questions, including those about our typical cost of braces and the variety of payment options available.

# CLOSING LETTER FROM DR. MAC & DR. BREHA

Dear Friend,

We hope this report has helped you learn more about orthodontics in general and potentially show you how our team of smile specialists can help you or your child.

To accomplish our mission of serving others, we would be honored to meet and learn more about you. Our goal is: What can we do to satisfy your desire to have a spectacular smile?

We simply want to address your concerns, answer your questions, and have you experience our practice to see if we are the right choice for you.

We will share with you our expert recommendation based on thorough analysis, advanced diagnostics, and decades of experiences.

While our years of experience and cutting edge technology may seem impressive, we take the most pride in transforming smiles and lives every day.

Obviously, there may be other things you should know before choosing your orthodontics. We are sure we could have easily doubled the length of this report.

We are always here to answer your questions.

Sincerely,

*Dr. Mac & Dr. Breha*

P.S. When you are ready to schedule your smile assessment with us, simply call 330-650-0880 or go to [www.mcelhinneybrehasmiles.com](http://www.mcelhinneybrehasmiles.com)