



## **Segment Five - Role Playing and the Fourth Domino**

### **"STARTING NOW OR LATER?"**

So now we're going to get a little tougher here.

Our client plays golf. She is concerned a little bit about the discomfort, or if braces or orthodontic treatment is going to hurt, and mom is just worried about her being compliant and just the financial aspects of it all.

Let's start like this. Well, Ashley, we're excited you're here today. I too used to play a lot of golf. Unfortunately, I can't play quite as much anymore. But yeah, your concern about the braces causing discomfort is a common question or concern that we get in our office. What I tell most of our patients is that on a scale from one to ten, your discomfort is going to be about a two or a three. So not excruciating, it's going to be a little bit involved though. You will feel pressure, but most of our patients do really well with it. Does that help kind of ease your fear or concern about braces?

She says to you – “My brother told me that you guys have shots here when you put the braces on.”

I would then respond – “Okay. Well, I'm not aware of these shots. I did inherit this practice from another orthodontist, so she may have used that on your brother. But currently, in our office, we're not using any form of shots, and the technology we're using has changed over the course of the last few years. So just know that it's going to be very light pressure, and taking Tylenol and chewing sugar-free gum, you're going to get through your discomfort and not have much of an issue. Does that help?”

Ashley says – “Kind of, but I also heard that people gag on impressions and I don't want to take those.”

“Okay. That's another great question or fear that you have. But our assistants are highly trained, and I think a lot of the reason for the gagging is sometimes the technique that they use. Just know that with our assistants, you're in very good hands and that it is few and far between the number of patients that we have that gag. Does that help kind of put your mind at ease, as far as the impressions go? “

**At that point she says, “Yeah, I feel a little bit better.”**

“Okay. Terrific. And mom, I know your concern. It sounds like is the overall cost of treatment. “

Now, this is where I tell mom something like – “Andrea will go over all the numbers with you to let you know to the penny what your out-of-pocket investment will be. But just rest assured that most families come in of a similar mindset that you have and their big concern or fear is the cost of braces. As you can see by the many pictures around here, a lot of these other families have been able to afford it, and I'm sure you're as excited as we are about changing Ashley's smile for the better.”

Mom says, “Yeah. I'm just worried about the down payment because Christmas was just here and kids are super-expensive, so I'm just worried about the down payment and the monthly payments, but mainly the down payment, like putting a crazy amount down on braces.”

“At a lot of offices you do have to put a crazy amount down. Rest assured, in our office, you're not going to have to put a crazy amount down. For a lot of families, we go as low as \$250.00 or



\$500.00. Like I said before, Andrea will go over that to the penny - what your out-of-pocket investment will be and what you're going to put down - but most families do find something that fits their budget very well.”

Basically, a lot of doctors will feel like they have to talk, and talk, and talk until they see mom like nodding yes, but she's not going to start nodding yes. You just have to make that transition. Just ask an open-ended question like, **"How does that sound to you? I understand that you have some concerns about the finances, but as long as we find something that's going to fit comfortably into your budget, does that sound like something that you're okay with? How does that sound to you?"**

Okay. I understand that finances are something that you're concerned with. But as long as we find something that fits with your budget, is it okay that we kind of go over some of the orthodontic treatment options that may be available for Ms. Ashley?”

Mom agrees and we move on. “Ashley has a lot of crowding in her bite, significantly off, so she's going to benefit from both the aesthetic and functional aspects of braces. Have you guys considered at all your options as far as orthodontic treatment goes? “

“Well, she really wants Invisalign, but I don't think she's going to be responsible with it, so we're kind of considering more of the braces aspect that's in there 24/7.

“Okay. A lot of our patients that are in high school like you, Ashley, are wanting something as aesthetic as possible. And although Invisalign is aesthetic, it sometimes doesn't work out as well in the long run compared to the braces. My fear or concern, if we do Invisalign, is that you're in it for three or four years and then we have to lead into braces. So basically, six or

seven years later, you're still in the treatment. Whereas, if we can start with braces, we can get in and out fast and give you a beautiful smile. How does that sound to you? “

Ashley comes back with, “I don't think that I really want to do anything if I can't do Invisalign.”

“Gotcha. Like I said, we can definitely do it, if that's something that you really want. I just know kind of how I would have my daughter in treatment. She was a similar mindset of you - really, really wanted Invisalign - but she could also see the difference between the before and after of what to expect. Think about how many times you've had to re-buy your contacts.”

“I'm not worried about that. I just want Invisalign.”

“You just want Invisalign? Like I said, we can do that, but I think your mom wants what's best for you. And in the long run, my fear or concern is that you're not going to get the result that you want and that you'll have made an investment in your smile and not gotten the result that you want. Just so that we don't have to do this twice and so that you get the best result that you want, how would you feel about maybe doing clear braces instead of metal braces?” Like, “Maybe you haven't considered the clear. But it sounds like you want an aesthetic option, so how does that sound to you?”

“Now that we've talked about the braces, the clear braces option, based on the crowding and the alignment of the jaw, this is something that typically takes about 18 to 24 months for us to correct. Is that something you guys were prepared for? “

“It sounds like a little bit longer than we were prepared for because we wanted--Yeah, I thought it was going to take like a year. We wanted her to be out of them well before high school was over, into college, and stuff like that.”



Yeah, terrific. For sure, probably the best time to have addressed a problem like this would've been about six months or a year ago. But based off the current situation and where we are today, now would be the best time moving forward. If we delay this any longer, she's going to be in treatment that much longer. I would say the longer you wait, it's typically the more time in treatment and the more amount of discomfort that you'll have. So truly, 18 to 24 months at this point is like the shortest amount of time in her life that she'll have in orthodontic treatment. Knowing all that, do you think this is something that you can move forward with, with the braces? That would put you like right before she gets out of high school. I guess that might work. Perfect. Ashley?"

**"Yeah, I do want straight teeth. Can you guarantee  
that it will 18 months instead of 24?"**

"I would love to guarantee that. But my fear or concern is that at month 20, you're still in braces and you're coming at me with a golf club like Tiger Woods' ex-wife [laugh], and I just do not want that to happen, Ashley. I am going to shoot for 18 months, but I am not going to guarantee that. Because if you have a small bit of space between your two front teeth, I'm sure you're going to want that closed, am I right?"

"Yeah, that makes sense."

"Andrea has what your insurance is going to cover. And fortunately, you guys do have orthodontic insurance. And so, a lot of families that come in don't have any sort of external help. But you guys having orthodontic insurance is awesome. But the overall cost, what you'll find is it's very affordable. Your monthly payment-- if you decide not to put a lot down, like you said you

wanted to just put a little bit down, we can spread your payments up beyond the course of your treatment. A lot of offices, you got to pay it off like within 12 months. Not in our office. You can spread those payments out so that Ashley can get that amazing smile that you guys are here for today. Provided those numbers look good, is that something you think you'd want to do?"

"Yeah, I guess so. I'm also concerned about-- she's very active in school, and golf, and stuff like that. About like appointment time, I don't want to pull her out of school."

Okay, terrific. We have a few different appointment slots available in our office, and one of our most popular is the never-miss-work or never-miss-school. We do have those appointment slots available if that sounds like something you're interested in."

"Yeah."

"Based off what I'm hearing, it sounds like you guys are interested in moving forward with a treatment. Is this something you guys want to do relatively soon, like now, or to push off for later?"

"Well, I have a lot of golf stuff coming up, and it doesn't get done until maybe March or April, so I don't really want to start with anything-- I just don't want to start yet."

Take this opportunity to say – "My suggestion would be that we take a few more pictures, an x-ray today and a copy of your teeth to save you a visit in the future. I know you pulled her out of school today, and that was a concern of yours is having to consistently take her out of school. So, we can save you guys an appointment today, take those records. And the next time she comes in, we could have her braces placed. How does that sound to you guys? It takes about five minutes. Do you have five minutes? And, remember if you start sooner rather than later, then you'll be finished sooner rather than later."



Typically, this is what happens when real patients show up. Mom has questions about money. The mom and child are arguing and going back and forth. This is what happens as doctors, when we get into a real situation, is we feel like we have to give more data to prove our point. All right, so I'm going to stick around for this. We're going to go through it quickly again. And you did great, but we can keep you at seven minutes or under in the new patient room. By what? You being rubber and letting it stick right back to them.

**Always remember - If we don't listen to them, they say no.**



**NEXT STEPS: Be sure to watch the video or listen to the audio file then take the quiz to test your knowledge and comprehension of the concepts presented in this segment. Role play all the way up to the "now or later?" domino.**