

AM I READY FOR *ortho* ?



10 Signs That
It's the Right Time to
Add **ORTHODONTICS**
to Your Practice





Intro

At Progressive Orthodontic Seminars, we've helped over 7,000 dentists gain the skills to confidently treat comprehensive orthodontic cases. Those 7,000 doctors came to us from a wide range of backgrounds. Our students are proof that any dentist can learn orthodontics, regardless of location, experience level, age and practice size.

If you are considering adding orthodontics to your practice, you don't need to ask yourself whether or not you can do it. The fact is, you can. With the technological advances in the field, any general dentist is able to treat orthodontics to a high level.

Instead, ask yourself this...

Am I ready to add orthodontics to my practice?

While it's true that any dentist can learn orthodontics, it will take some hard work and perseverance to be successful with it. Dentists with the most successful orthodontic practices have been those who were fully committed to the challenge right from the start.

So how do you know if you're ready to jump into the world of orthodontics? Here are 10 signs to look for in your life and practice that will help you decide if now is the right time.

Use our handy score sheet at the end of this eBook to evaluate your readiness!



A blue-tinted photograph of a male dentist in scrubs and gloves examining a female patient's teeth. The dentist is smiling and looking down at the patient. The patient is lying back in a dental chair, looking up at the dentist. The background shows dental equipment like a microscope and a sink.

Sign #1

Your patients have asked for orthodontics

When a patient wants to stay in your office for additional treatments, it's a sign of trust and appreciation. Read [why patients prefer their dentist for orthodontic treatment.](#)

If you've had a few inquiries about orthodontics, start asking additional patients if they would be interested at their next exam. This should help you gauge whether there's enough demand in your practice to justify an orthodontic expansion.

Need help knowing how to determine which patients would be good candidates for orthodontics? Check out our eBook: ["6 Orthodontic Assessments That Every General Dentist Should Do."](#)

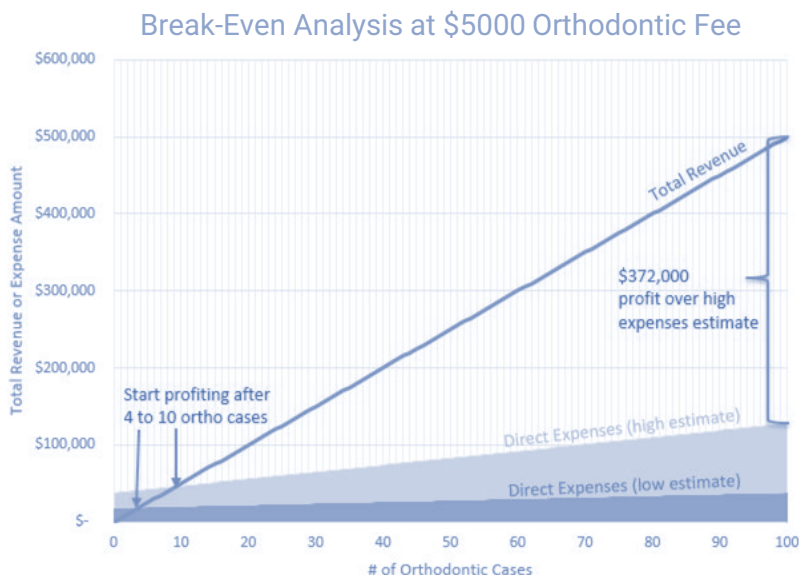
Sign #2

You want more streams of revenue

Orthodontics is one of the most lucrative fields there are. On the [US News' 100 Best Paying Jobs of 2017](#) list, orthodontist is ranked #5.

Providing orthodontic treatment as a GP is also very profitable. Our [break even analysis](#) shows that you are likely to start profiting after treating just 4 to 10 cases. With typically low start up costs, orthodontics is an accessible service that dentists can add no matter what type of practice they work in.

Find out what your orthodontic earning potential is based on your specific practice numbers with our [Orthodontic Financial Calculator](#).



Estimate your
orthodontic income

Cases/Year	Year	Total Revenue
10	1	\$ 50,000
	5	\$ 250,000
	10	\$ 500,000
20	1	\$ 100,000
	5	\$ 500,000
	10	\$ 1,000,000
30	1	\$ 150,000
	5	\$ 750,000
	10	\$ 1,500,000
50	1	\$ 250,000
	5	\$ 1,250,000
	10	\$ 2,500,000

*Although orthodontics is a profitable service in most regions, these estimates are based on statistics from the US and Canada. You may adapt these figures to estimate your own profitability.

Sign #3

You have time to dedicate to orthodontic studies



To really learn orthodontics to the highest standard of care, you must dedicate a significant amount of time to your studies. As a busy dentist, time is one commodity you likely have in short supply. However, with careful planning and a flexible training program (such as Progressive Orthodontics' [Internet Assisted Training](#)) you can obtain the knowledge needed to provide your patients with quality orthodontic treatment.

When determining your orthodontic study schedule, be sure to factor in the duration of your training program, days spent out of your office, and time for diagnosing your cases. Doctors who dedicate a few hours per week in the first year or two of training, plus spend some time with their teams to set up their practices, have the most long term success.

Sign #4

You work with a partner or associate who doesn't offer orthodontics

What better way to be a full-service dental team than to offer orthodontics to compliment your partner's services?

Rounding out your practice with orthodontics puts you another step closer to being a one-stop shop for all your patients' dental needs. If your partner focuses on implants or restoratives, you can help him/her set up cases by first fixing their bites or developing good bone sites. Having the support of another colleague will give you the freedom to grow your orthodontic care.

VIDEO Build a super practice on a budget



Learn how Dr. Glenn Takenaga built his 17 operator GP ortho practice in this interview.

[CLICK TO WATCH](#)

Sign #5

You have many growing patients in your practice



For most patients, there's no better time to start orthodontics than when they are growing. When patients grow, you have the opportunity to better control the movement and growth of their jaws and arches. Interceptive orthodontic treatment during this time can also help your patients get better treatment and maybe even avoid extractions and surgery. If you have many growing patients in your practice, there should be ample opportunity to start orthodontic treatment.

Even though there are many adults you can help with orthodontics, having kids and teens will give you the fastest demand for orthodontics. Here are [10 simple orthodontic cases](#) to look for in your practice.

Sign #6

You have orthodontic supplies OR You are ready to invest in the required supplies

As with any specialty, orthodontics requires certain supplies. Luckily, there's not much equipment you'll need up front, and you can buy more advanced instruments and equipment as you progress in your skills. Having a ceph machine in your practice makes record taking convenient. But if you are looking to save money, you can send your patient to a lab for cephalometric x-rays.

To get started with orthodontics efficiently, we estimate that you will need to spend between \$7,000 to \$18,000 on supplies and instruments, so be prepared for that investment. Luckily if you own a practice, you can usually write off these expenses for a tax credit in most areas.

RECOMMENDED READING



8 Orthodontic Supplies You Absolutely Need To Start Cases

To begin taking records, you will need to purchase certain orthodontic supplies if you don't own them already. Fortunately, many of these materials are reusable with sterilization. [READ ON...](#)

Sign #7

You have studied some short orthodontic courses,
but don't have the confidence to treat all the
cases that you want to.

While it can be nice to have the skills to treat certain types of orthodontic or clear aligner cases, eventually you may feel limited in your knowledge and treatment options. As you learn more about orthodontics, you will notice more potential orthodontic patients in your practice. If you are limited to short term orthodontics (STO), you may notice that you're referring out more cases than you'd like to.

If sending potential orthodontic revenue out of your office frustrates you, it could be time to make the commitment to study orthodontics comprehensively.

CASE STUDY

Dr. Rani Seeth had been referring out the many kids in her practice who needed braces. She decided to improve her orthodontic skills because most of her patients wanted to stay in her practice.

Johana came to seek ortho treatment from Dr. Seeth because she was self conscious of her "snaggle tooth." Get the full story of how Dr. Seeth corrected 7mm of Class II in this [case study](#).



BEFORE



Click to see the
case outcome!

Sign #8

You want to provide a service that patients will truly appreciate



How many times has a patient thanked you for a root canal? Dentistry can often be a thankless service, and eventually that can take a toll on your sense of career fulfillment.

Because orthodontics can improve a patient's smile and overall appearance so dramatically, patients are often very grateful to their dentist or orthodontist. Thankful ortho patients will help your career feel more rewarding. You will also feel good knowing that you have created beautiful smiles that will last a lifetime. A nice benefit is that they also become your best and cheapest source of advertising, just by smiling.

Sign #9

You want to stand out in a crowded market filled with many GPs

With the number of new dentists on the rise, many have set out to become “super GPs” in an effort to stand out in a crowded market. Orthodontics can be a great way to distinguish yourself from other practices. If your practice can be a one-stop shop for all your patients’ dental and orthodontic needs, it will give them less incentive to seek treatment elsewhere.



Sign #10

You want to avoid common injuries that dentists face

If you want to avoid the back, neck, and hand strains that afflict many dentists, orthodontics may be a good solution for you. Orthodontics can be a good break on your body since this specialty uses more intellectual effort and less physical needs. When you offer orthodontics, you focus on the diagnosis and treatment planning. Your staff will help with most of the physical work, minimizing your chairside hours.

LESS



MORE



By asking yourself the question, “Am I ready for ortho?” you’re already one step ahead of the crowd. Taking the time to consider whether you are truly ready to invest in orthodontics will save you time and frustration in the long run.

Evaluate your orthodontic readiness by placing a checkmark next to each of the following points that apply to you. Tally your checkmarks and review our recommendations based on your score (next page).

- ☐ My patients have asked for orthodontics
- ☐ I want more streams of revenue
- ☐ I have time to dedicate to orthodontic studies
- ☐ My associate or partner doesn't offer orthodontics and encourages me to offer it
- ☐ I have many growing patients in my practice
- ☐ I have orthodontic supplies and/or I'm ready to invest in the required supplies
- ☐ I have studied some short orthodontic courses, but don't have the confidence to treat all the cases that I want to.
- ☐ I want to provide a service that my patients will truly appreciate
- ☐ I want to stand out in a crowded market filled with many GPs
- ☐ I want to avoid back, neck, and hand injuries from dentistry



*How did
you do?*

7-10 POINTS

Go for it! There are many reasons for you to add orthodontics to your practice, so now is a great time to get started. The longer you wait, the more potential orthodontic opportunities you lose. Your next step would be to decide which orthodontic education program is right for you. There are many options to choose from, so think about which program would best suit your learning style (think live versus online programs), schedule and budget.

4-6 POINTS

You could be ready. You're definitely on the right track to orthodontics, but may want to evaluate your situation further. Talk with someone you trust about why you want to add orthodontics to your practice, and explain any concerns you may have. Getting another perspective could be insightful. We also recommend talking to a representative from the orthodontic education programs you are considering, whether it's a staff member, instructor, or previous graduate. Get as much information about the program before you start, so you can be as prepared as possible.

1-3 POINTS

Now may not be the best time. It seems like you're not quite ready to take on orthodontics, but that doesn't mean you won't be in the future. Take some time to review your interest in pursuing orthodontics. If you are really committed, you'll find a way to make it work. If you think you might be better prepared at a future time, set a reasonable goal for when you think you'll be ready, and reevaluate at that time.

GETTING STARTED WITH ORTHODONTICS IS EASY!

Learn the basics of orthodontic diagnosis & treatment
in a **FREE 1-HOUR INTRODUCTORY VIDEO**



ABOUT PROGRESSIVE ORTHODONTIC SEMINARS

Progressive Orthodontic Seminars (POS) provides a complete orthodontic system so that dentists can give their patients healthy, beautiful smiles. From comprehensive training to supplies and software, we enable dentists to have what they need to be successful. Since we were founded in 1984, we have grown to have 7000+ graduates, 44 worldwide locations, 500+ pages of treatment plan detail, and around 7600 hours of live training each year. Although our technology and influence continue to grow, we are dedicated to staying true to our core beliefs. We are proud to be part of the world's most robust GP orthodontic community.

CONNECT WITH US!

www.posortho.com

