

10 THINGS

YOU MUST KNOW BEFORE CHOOSING YOUR

Orthodontist



Creating generations of beautiful smiles

WWW.FEINSMILES.COM

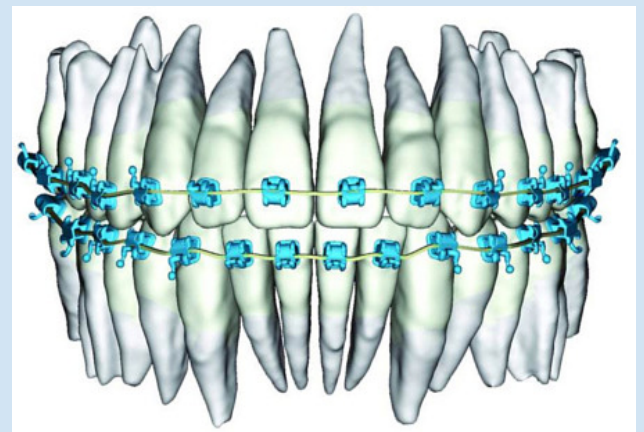
203.513.2014

2016

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Introductory Letter from Dr. Mark Feinberg

Dear Friend,

We trust you will find this report "The Top 10 Things You Must Know Before Choosing An Orthodontist" helpful in your search for the best orthodontist for yourself or a family member.

Feinberg Orthodontics is a generational practice that was originally established in 1960 by Dr. Leonard Feinberg. In 1982, I partnered with my dad and joined his orthodontic practice. I have continued to serve the greater Southwestern Connecticut community ever since.



Our mission is to uncompromisingly support the health and welfare of the community by providing exceptional holistic orthodontic care. Over the years, we have been fortunate to positively impact our patient's lives and have established a reputation for excellence. I have compiled this report to help support our mission and to assist you in the process of selecting the right orthodontist. Here you will find a description of the essential elements and ingredients necessary to successfully navigate your journey to your perfect smile. You should always feel comfortable asking your orthodontist any of the questions you find here.

All the Best,

Dr Mark Feinberg and the Feinberg Orthodontic Team

P.S. When you are ready, I invite you to schedule your complimentary Feinsmiles Orthodontic Smile Analysis, and customized treatment care plan, and more (\$249 value), by calling [203.513.2014](tel:2035132014) or go to www.feinsmiles.com (or click here) If you are scheduling the exam for your child, you may be wondering at what age you should schedule their first exam. The American Association of Orthodontists (AAO) recommends a screening by the age of 7, in order to rule out potential problems that will be much harder to correct in later years. To date, we have helped 9000+ people of all different ages throughout the Southwestern Connecticut area transform their smiles. Again, when you are ready to find out more about your options with us, we are here for you.



ARE THEY A SPECIALIST?

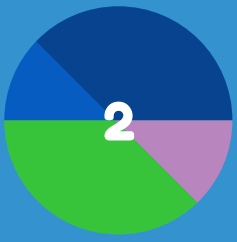
An orthodontic specialist goes well beyond the basic dental degree, completing a multi-year, postdoctoral university residency program dedicated to facial growth and development, facial esthetics and tooth movement procedures. Orthodontists possess advanced skill sets that are essential to safely and effectively perform tooth movement and jaw alignment procedures. Look for the seals of the American Association of Orthodontists(AAO) and the American Board of Orthodontics(ABO). Within the specialty of orthodontics the highest level of achievement is certification as a Diplomate of the American Board of Orthodontics, this is limited to about 30% of orthodontists world wide.

Dr. Feinberg became a Diplomate of the ABO in 1994 when the certification process was uncompromisingly rigorous. He is a nationally recognized expert in advanced orthodontic practices and part of an elite group of orthodontists globally, with the skill sets required to provide care using SureSmile, the most advanced and comprehensive orthodontic treatment technology available. Dr. Feinberg's investment in state-of-the-art facilities and highly trained staff helps ensure magnificent smiles and optimized bites at the completion of treatment-in less time, with fewer appointments and reduced patient discomfort. Be sure to ask Dr. Feinberg to see before and afters of a clinical case similar to yours, during your complimentary Feinsmiles Orthodontics Smile Analysis.



DR FEINBERG specializes in treating any and ALL orthodontic cases, regardless of difficulty.





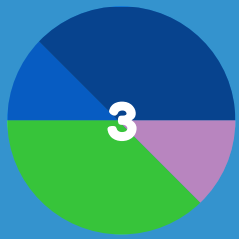
DOES THE PRACTICE RUN ON TIME?

In most orthodontic practices, about 75% of the patients are under 18. For both the patient and the parent, this typically means rearranging schedules to arrive on time for the appointment. Unfortunately, with many orthodontic offices, appointments run behind, and patients are left in the reception area for extended periods of time. Regardless if you have kids, surely you don't want to wait either.

We realize your time is precious and are committed to on time performance. In fact, many of our exceptional office reviews comment on how efficient and on time our practice is as opposed to other medical and dental practices. Our unique technology ensures that there is a very organized, and peaceful calm in the treatment area as opposed to the chaos that inflicts so many other practices that rely on a “guess and go” reactive approach to care. (At your visit please ask us to elaborate on the relationship between wait times and how our proactive approach to orthodontic care affects this). At Feinberg Orthodontics, when you arrive on time for your appointment, you can expect to start your appointment right on time!

At Feinberg Orthodontics we know how precious your time is, and we don't want you spending it needlessly in the reception area beyond your scheduled appointment time.





DO THEY TAKE A CONSULTATIVE APPROACH?

The American Association of Orthodontists has established a standard set of records that are minimally necessary for diagnosis and orthodontic treatment planning. Many practices place less emphasis on diagnostic record analysis and begin patient treatment on the same day records are taken. This may be efficient and a time saver for the practice but problematic in the long run as there is limited opportunity to critically and comprehensively analyze the patient's clinical presentation and diagnostic findings.

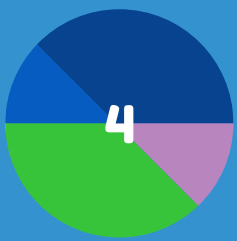
Oftentimes, the doctor's recommended course of treatment lacks flexibility and is more of a decree than an organic plan taking into account a patient's lifestyle, treatment preferences or budget. Such an approach to treatment care is reduced to whether or not you choose to be treated, versus exploring various options.

Dr. Feinberg prefers to take a consultative approach to treatment care where flexibility and options are integral to the process and sophisticated diagnostics are essential. SureSmile, a unique digital software platform provides us with tremendous advantages and capabilities. It's like having a clinical crystal ball to virtually map out various treatment strategies and to determine the optimal route to creating your perfect smile. Our consultative approach allows you to understand the extent of your particular case, and how different treatment options may have more benefits than others. If you have questions, he is always happy to answer them.



Dr. Feinberg wants you to understand your case and treatment options, so together, you can make the decision for what treatment solution is best for you.





100 % COMPLIMENTARY INITIAL VISIT?

Your initial exam should be a courtesy visit, so you can get expert advice about your treatment needs and your options. During this visit be sure your questions are being answered and concerns addressed. The orthodontist should also include digital x-rays during the exam when diagnostically valuable.

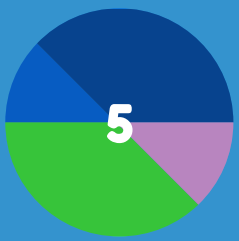
At Feinberg Orthodontics, the initial exam is completely complimentary. Dr. Feinberg designed the Feinsmiles Orthodontic Analysis to include, at no additional cost, all of the diagnostics necessary to initiate a personalized treatment care plan. So whether you are seeing Dr. Feinberg as a first, or for a second opinion, you can trust that your Feinsmiles Orthodontic Analysis is 100% complimentary. Call [203.513.2014](tel:203.513.2014) to schedule your FEINSMILES Analysis, complimentary consultation, and more (\$249 Value).

During the complimentary initial exam and consultation, we will answer all of your questions, including those about the cost of treatment and the variety of payment options available.

With the FeinSmiles Orthodontic Smile Analysis, you will receive the initial exam, personalized treatment care plan, and necessary diagnostics, and consultation, a \$249 value – completely free!



Huchko Family

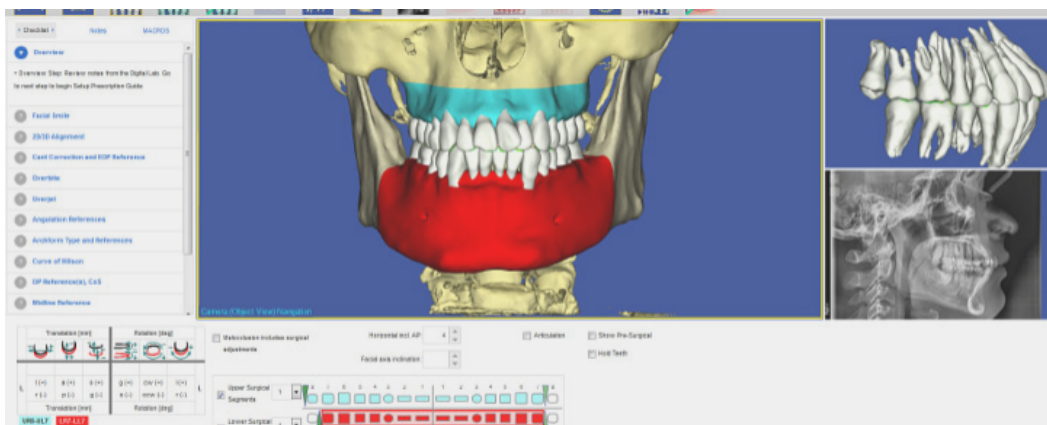


ARE ADVANCED TREATMENT OPTIONS OFFERED?

In many orthodontic offices, your treatment options are limited to standard metal braces or clear plastic aligners. There are very few in-between options and patients are left with limited choices. With only one option for advanced treatment, many opt for traditional metal braces with longer treatment times.

At Feinberg Orthodontics we offer a wide range of treatment options, including Damon self-ligating braces. Additionally, we offer ceramic braces that are virtually invisible, or even braces behind the teeth! Our traditional metal braces or clear aligners, and all approaches to care are coupled with SureSmile® technology, only available at the most progressive orthodontic practices in the world. Dr. Feinberg was one of the earliest adopters of this technology and is considered an expert in robotic digital technology.

Our practice has the most advanced technology, equipment and training in our specialty to maximize patient treatment success and satisfaction. We are the first orthodontic office in Connecticut to synergize 3D digital imaging using Cone Beam Computerized Tomography (CBCT) and SureSmile technology to analyze a patient's skeletal structures and relationship between teeth, roots and bone. When a standard X-ray is not sufficient a CBCT powered by SureSmile can minimize the guesswork in orthodontic treatment thereby enhancing patient safety. SureSmile Technology is a revolutionary 3D technology that has elevated the standard of care allowing us to truly provide truly personalized treatment care.



Whatever type of tooth movement device you prefer, rest assured knowing that you will have the powerful advantage of SureSmile® technology to ensure your perfect smile!



PEACE OF MIND AND TEETH?

Your complete orthodontic experience should give you peace of mind and many reasons to smile. Orthodontists claim that they offer virtually pain-free treatment but the reality is often quite different. Traditional orthodontics relies on frequent wire changes, wire modifications, and stiff wires, causing potentially more episodes of discomfort.

Dr. Feinberg believes in a holistic approach to care, minimizing discomfort episodes through precision tooth movement achieved by digital design of customized, flexible shape memory wires. Only robotic wire bending can achieve this. We call the experience "peace of teeth".

One should also consider "peace of mind" factors when selecting an orthodontic practice. Do they offer payment plans? Are there extended hours? Any extra fees for emergency appointments? These questions are crucial to determine if you seek both "peace of teeth" and "peace of mind" treatment. Our team is focused on the entire patient experience; you and your family have options. We offer both affordable and flexible payment plans as well as multi-patient family discounts. We accept all insurance, and even if we aren't in-network for your insurance, we'll be happy to file it for you. We offer flexible appointment times so you don't have to miss school or work and even have Saturday hours! Additionally, we schedule most appointments six to eight weeks apart, which means less visits than with traditional treatment. If you have a broken wire or missing bracket, you will not be charged extra for an emergency visit. We go above and beyond to ensure you feel extra welcome in our office.



Emily and Ellie

We are dedicated to ensuring that your entire orthodontic experience will be amazing!



DO THEY HAVE AN EXCELLENT REPUTATION?

An exceptional orthodontist will have accreditations that validate the extent of their education, clinical experience and skill sets, as well as professional accomplishments. With current technology it is possible to assess the reputation of the orthodontist by viewing what current and past patients have to say about their orthodontic experiences. Many orthodontic websites post reviews that have no validated source, and are not current. At Feinberg Orthodontics, we are truly honored by the praise of dental colleagues, patients and their families who have shared their experiences while under our care. They can be viewed both directly on our website, with more than 350 reviews, but also in the public domain such as Google. We have achieved a perfect 5-star rating on Google with more than 45 amazing reviews! These testimonials speak to the relationships that we have established in our community over the years. We have also been voted by our dental colleagues and peers as "Best Orthodontist" in Connecticut Magazine, as well as Fairfield, Westport, and Greenwich magazines.

Feinberg Orthodontics is glad to share our amazing reviews as well as address any concerns or questions you may have.

Bill Gregory
10 months ago

★★★★★ I am writing this note as a letter of appreciation for the dedication and patience you have shown through our time at your practice. Two of my daughters have been patients in your office resulting in the most lovely natural smiles. It is clear that you and your staff truly care and have created such a warm and welcoming environment. So thank you for all you do and for doing it so well!
Lisa, Krissy and Katie Gregory



Angela Young
a year ago

★★★★★ I've known Dr. Feinberg for about 30 years. He fitted me with my first retainer... quite some time ago. Since then he has done orthodontic treatments for all four of my children. My son was one of the first patients to have SureSmile. He has always made any type of procedure fun and comfortable for my entire family. The children always looked forward to seeing him and his friendly professional staff as well as playing on all the electronic games in his child friendly environment. I would highly recommend Dr. Mark Feinberg to anyone seeking any type of orthodontic care. He is a patient's dream!



WHAT IS THE HISTORY OF THE PRACTICE AND THE DOCTOR'S EXPERIENCE LEVEL?

There are some alarming trends occurring in our region affecting the delivery of health care that emphasize quantity over quality. Corporate dental facilities are one example, staffed by inexperienced, "temporary" orthodontists that are employees of a corporation. Another is an out of town orthodontist that hires a proxy to oversee patient care while he/she oversees the financial part of the practice. Orthodontist turnover is common in these situations. Another example is the "gypsy" or part time orthodontist who may have limited clinical experience, travels to different offices around the state and is only in the area on a part time basis.

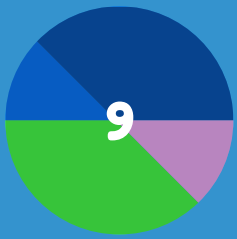
Important questions to ask the orthodontist are how long have you been in practice? How many patients have you successfully treated? Can I see before and afters of cases similar to mine? Have you published in any orthodontic scientific journals? Are you on the clinical staff of a university orthodontic program? When you leave the area, who will take care of me? When you are at your other location, or after hours, and there is an emergency requiring immediate attention, who cares for your patients?

Feinberg Orthodontics is a generational practice of more than 50 years with a tradition of excellence. We are honored to be currently treating 2nd and even 3rd generation family members and are available to our patients on a 24/7 basis. We even make house calls when necessary. In addition to his private practice, Dr. Feinberg also volunteers his time to teach and was appointed Clinical Professor at the University of Connecticut Department of Orthodontics.



Dr. Feinberg presenting at the International SureSmile symposium in 2015.

Feinberg Orthodontics is a generational practice proud to be devoted to our community for more than 50 years!

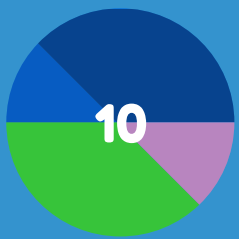


ARE THEY COMMITTED TO THE COMMUNITY?

Much can be said about the character of a doctor that remains active within their community. Despite their endlessly busy schedules of appointments, continuing education courses, and spending time with their families, they still make time to play an active role within their community. Whether they are sponsoring a runner in a 5k, helping at a charity event, or simply donating to a local charity, they are doing their part to better the community they work and live in. Dr. Feinberg and Feinberg Orthodontics are no strangers to community involvement. We have participated in or donated to over 40 organizations both nationally and locally. Dr. Feinberg and his team have been dedicated and committed to improving our community for over 50 years.



Feinberg Orthodontics not only gives back to the community, but plays an active role in its growth and development.



DO THEY MAKE TREATMENT A FUN AND PLEASANT EXPERIENCE?

In selecting the right orthodontic practice, the experience should be both pleasant and fun. The office environment should make you and your child feel comfortable.

Feinberg Orthodontics is fully committed to ensuring your experience is amazing. If you're reading this report as a parent, looking for an orthodontist for your child, we have a unique way of making our patients feel special. Every child who comes to see us receives a Patient Rewards card that recognizes their accomplishments. Each visit is another opportunity to earn points and cool prizes. Because of this and the warm and friendly atmosphere our team radiates, our younger patients typically look forward to their next appointment! Many of our younger patients have shared this sentiment in their reviews which are posted on our website. You will always be greeted with a friendly smile when you come to Feinberg Orthodontics.

If you are reading this report as an adult for yourself and not for your child, we make you feel special, too! Orthodontics is not just for kids! In fact, about 20% of orthodontic patients we see at Feinberg Orthodontics are adults. 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 to eliminate problems with their bite. For our adult patients, we know that a healthy and attractive smile is its own reward but adults love our reward program as well!



The Feinberg Orthodontic Team gives you plenty of reasons to smile!!!

Closing Letter from Dr. Mark Feinberg

Dear Friend,

I hope you found this report to be informative and will prove to be both helpful and ultimately beneficial in selecting the right orthodontist and practice for you or a family member. If you have already visited another office and the questions and issues explored in this report were not sufficiently answered to your satisfaction, feel free to contact that office for follow up clarification.

At Feinberg Orthodontics, we appreciate how many factors there are to consider when selecting an orthodontist. As a baseline, one must have reason to trust the doctor and have confidence in their integrity and skill sets. There are those in our profession that feel we have set the bar too high. We believe, the 10 critical elements in this report should be considered a minimal standard for an orthodontic practice.

Our mission is to deliver an exceptional orthodontic experience that is recognized as the gold standard in the community. As a generational practice established in this community for greater than 50 years, we are extremely proud of our reputation for excellence. If you believe that we might assist you in creating a lifetime of beautiful smiles for you or your family, please feel free to call **203.513.2014** and we will be happy to answer any questions you may have, address your concerns and personally introduce you to our Feinberg Orthodontics experience.

Cheers to your smile!

Dr. Mark Feinberg and the Feinberg Orthodontic Team