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Marketing Lingual orthodontics in an "Invisalign world"

Rafi Romano D.M.d., M.Sc



Marketing Lingual Orthodontics (LO) had become more and more difficult nowadays because of the following reasons:

1. LO is offered by very little percentage of orthodontists
2. The appliance include braces and wires which are not desirable by many adults
3. Many of the patients has still some difficulties in speech and function in spite of the high technology and the minimal size of the braces .
4. Aesthetics during orthodontic treatment is no longer exclusive to LO.
5. Marketing of LO does almost not exist.
6. Marketing of Invisalign is strong and keep growing.

Few tips can help us in getting more LO patients into our practice:

1. Create your own brochure/website:

- a. Use attractive pictures of patients with LO appliance smiling
- b. Present before and after pictures.
- c. Include quoting from patients who already finished treatment
- d. Specify all the advantages of LO.
- e. Guide your patients and potential customers in your community to your website in which you can constantly add information on the innovations and advantages of LO.

2. Lower your costs:

- a. Use direct bonding for simple alignment by using the Lingual Bracket Jig (LBJ)
- b. Bond directly on the patient model and transfer it to the patient mouth by indirect methods in every 2-D cases
- c. Use simple lab techniques for easy cases and more accurate for difficult cases

3. Explain the disadvantages of the Invisalign technique:

- a. NO flexibility after treatment was planned
- b. Difficulties to accomplish certain movements (like extrusion, upright, extraction space closure, etc.) which makes LO the only option in all complex cases
- c. Necessity to place many unaesthetic accessories (like attachments, buttons and hooks) to complete desired movements
- d. Strict cooperation is mandatory

4. Explain the advantages of LO:

- a. The technology available today for LO is much more advanced than Invisalign (I-braces and wire bending machines)
- b. Full control on the movement is easily achieved
- c. Time is shortened extensively
- d. Price (can be) cheaper
- e. 95% of the patients get used to the LO appliance is less than a month!
- f. Light wire techniques enable minimal forces with maximum movements.
- g. Treatment plan can be modified as needed during the long period of treatment.

5. Get more experience in LO:

- a. There are numerous LO meetings yearly (ESLO, WSLO, many local LO societies meetings)
- b. Many courses (basic, advanced and laboratory) are being held by the top LO orthodontists worldwide
- c. More and more articles on cases treated with LO are published in the orthodontic literature and Lingualnews.com is published quarterly
- d. The more you will feel safe and confident with LO, the easier you will be able to "sell" it to your patients.

6. Every patient has his/her own preferences:

- a. Listen to your patient expectations form the treatment.
- b. Analyze your patient's personality. Not every patient is suitable for braces (buccally or Lingually) like not every patient is suitable for the Invisalign technique.
- c. Confront the patient. Some come with wrong perception of LO due to inaccurate information they had received from patients or referring doctors
- d. Make the patient feel that he is the one who make the final selection between the two options (Invisalign and LO), although you should remember that he wants you to lead him to the right one for him.

7. Be consistent!

- a. We live in a global world. Patients can read the pros and cons on the 2 techniques in the internet or hear second opinion from a colleague.
- b. Write in a letter or in the patient's file all the reasons why a selected treatment option was eventually chosen.
- c. If you change your mind- explain the patient why!

