

THE TOP  
THINGS **5**  
YOU MUST KNOW  
BEFORE CHOOSING YOUR  
*Orthodontist*

Written By Dr. Stephen Herzberg

# Table of Contents

Introductory Letter from Dr. Stephen Herzberg .....	2
Number 1: Are They A Specialist? .....	3
Number 2: Are They Board Certified? .....	4
Number 3: Do They Provide Individual Attention To Each Patient? .....	5
Number 4: Do They Offer 3D Imaging? .....	6
Number 5: Do They Offer Flexible Scheduling? .....	7
Bonus: Do They Offer Flexible Payment Plans? .....	8
Closing Letter from Dr. Stephen Herzberg .....	9

# Introductory Letter from Dr. Stephen Herzberg

Dear Friend,

Whether you're looking for an orthodontist for yourself, your child, or a loved one, you are in the right place. In your search for the right orthodontist, you will likely find similar treatment options, some even with the same name or by the same manufacturer. However, just like all mouths are different, all orthodontists are unique in how they serve their patients.

Personally, I wanted to be an orthodontist since I was 13 years old and had an impacted canine growing in the roof of my mouth. I was fascinated by the way it was brought into place with braces and ever since then, determined to provide the same type of dramatic changes for others.

At Herzberg Orthodontics,  
we provide you with  
world-class, high-tech  
orthodontic treatment in  
a small practice setting

We work closely with you and your loved ones to provide the most effective treatments available for your unique orthodontic needs. As an educator, part of my goal is to help you learn by providing information about orthodontia in general, even if you choose to seek treatment somewhere else. That's why I put together this report, *The Top 5 Things You Should Know Before Choosing Your Orthodontist*.

I certainly hope it provides you with the most important information you need to choose the right orthodontist for you or your child.

To Your Beautiful Smile,

Sincerely,

***Stephen L. Herzberg, D.D.S.***



P.S. When you are ready to learn more about Herzberg Orthodontics and how we can help you achieve your best smile, please give us a call at 914-996-4921 to schedule your Complimentary New Patient Evaluation. We've helped thousands of patients just like you get the best possible orthodontic treatment since 1989.

For your convenience, we offer flexible scheduling including appointment times during evening and weekend hours.

# Number 1: Are They A Specialist?

Orthodontists are dentists who are specially trained for an additional two to four years in order to straighten teeth. While all orthodontists are dentists, only about 6% of dentists go on to become orthodontists. For confirmation, look for the American Association of Orthodontists logo, as only orthodontic specialists can be members.



With the help of a knowledgeable, experienced staff and state of the art technology, Herzberg Orthodontics has had the pleasure of transforming thousands of smiles since 1989.

Have they been recognized by their peers? Herzberg Orthodontics has recognized by Westchester Magazine as Westchester Area's Top Peer-Reviewed Dental Practitioners every year since 2009. One of Dr. Herzberg's cases submitted to the American Board of Orthodontics was selected for Case Display Exhibit at the American Association of Orthodontists Annual Session in 2000. Another case utilizing Lingual braces (behind the teeth) was selected as the Best Teaching Case by the Eastern Association of Strang Tweed in 1998. Of course, we are also an A-rated member.



## Number 2: Are All Orthodontists Board Certified?

No. All orthodontists must be licensed to practice, but at this time only 1 in 3 orthodontists have continued on to complete Board Certification. The American Board of Orthodontics (ABO) certification process signifies a unique achievement—a significant step beyond the two to three years of advanced education required for a dentist to become a specialist in orthodontics. The process requires the orthodontist to demonstrate actual accomplishments in patient care with detailed case reports on the treatment provided for a broad range of patient problems. Board certification is a voluntary achievement that all orthodontists do not choose to pursue. In order to become board certified by the ABO, an individual orthodontist is thoroughly interviewed by a highly respected panel of examiners to demonstrate their orthodontic knowledge, clinical skills and judgment.

Why would an orthodontist choose to complete this voluntary certification process?

Successful completion of the examination process demonstrates the orthodontist's highest commitment to excellence in orthodontics – to both the orthodontic profession and the general public. It represents a commitment by a licensed specialist that he/she has the necessary knowledge base and skills to treat patients to the highest of standards. It exemplifies a practitioner's commitment to continue to keep abreast of the latest advances in patient care, and to continue to deliver these latest advances to patients. Many orthodontists see it as a demonstration of their dedication to the specialty and the highest level of personal achievement.

One of Dr. Herzberg's cases submitted to the American Board of Orthodontics was selected for Case Display Exhibit at the American Association of Orthodontists Annual Session in 2000. It was also placed on the American Board of Orthodontics website for years where it served as an example for other orthodontists aspiring to become Board Certified.



## Number 3: Do They Provide Individual Attention To Each Patient?

So many times today, we go into a doctor's office where we are initially ignored. When we finally do get the attention of the front desk, they are unwelcoming, shove a bunch of forms in our face, and are more interested in our driver's license and insurance ID's than they are in us as a human being. Once we enter the treatment room and get a chance to see the doctor, our questions are less than fully answered and the doctor seems to be rushing to leave the room and get to the next patient or leave for the day. There are often multiple doctors and the office expects us to use them interchangeably, robbing us of the continuity of care that we all desire.

Herzberg Orthodontics is different by design. We treat you the way we want to be treated. Our employees typically remain with us for years- even decades. You will always be given the opportunity to ask your questions and Dr. Herzberg will take the time to make sure you are comfortable with his treatment recommendations. If there are multiple options for proceeding, Dr. Herzberg will often recommend taking diagnostic records using state of the art 3D imaging that is performed right in the office. After you leave, Dr. Herzberg often spends several hours evaluating your case to provide you with treatment options that will provide the result you are looking for most efficiently, while maximizing your overall dental health.

Here at Herzberg Orthodontics,  
we focus on each individual  
patient completely and thoroughly  
so that we may provide you  
with the best possible care.

## Number 4: Do They Offer 3D Imaging?

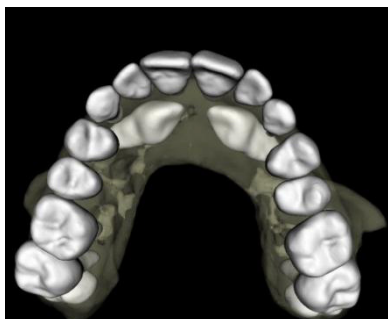
Technology plays an important role in orthodontics and allows your specialist to better diagnose and treat your specific orthodontic needs. Whether your teeth are slightly misaligned or you need extensive corrective treatment, 3D imaging can play a vital role. 3D imaging is pretty amazing because it allows us to capture a high-resolution, detailed 3D image of your jaw and teeth in under 10 seconds. This often allows us to visualize problems with erupting teeth, extra teeth, or pathology, that conventional 2D imaging cannot provide. This means that we can provide for safer, more efficient tooth movement. It also means that we can often avoid taking unpleasant impressions for study models. The newest technology often provides this information using the same or even less radiation than is associated with conventional 2D imaging.

The following 2D image shows what appears to be hopeless impaction of the upper canines.

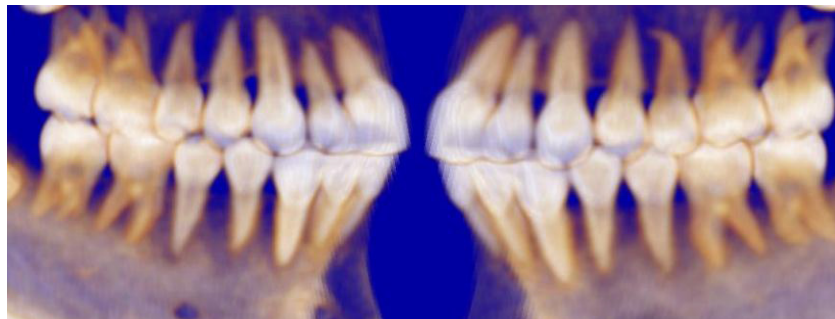


With 2D imaging, we may have considered simply extracting these valuable permanent teeth rather than risking the health of the adjacent teeth. With 3D imaging, we know exactly where they are, allowing us to bring them in to the mouth beautifully, without any damage to the adjacent teeth.

BEFORE TREATMENT



AFTER TREATMENT



If you have any questions or would like to learn more about how this 3D imaging technology works and helps us treat you, please visit our website or give us a call at 914-996-4921. We're happy to answer any questions you may have.

## Number 5: Do They Offer Flexible Scheduling?

Let's face it: you're busy, just like most people are these days. That means you probably want orthodontic treatment that works around your schedule so you don't have to disrupt your entire life in order to have your teeth straightened. If you're seeking treatment for your child, you probably don't want them to have to miss a lot of school or their activities, either.

Your orthodontist should be able to offer you same day appointments and flexible scheduling to fit your needs so that your life can keep going without disruption. Not only does this allow you to come in at your convenience, but it also makes the entire process less stressful than it would be without flexible scheduling options.

**At Herzberg Orthodontics, we offer same day appointments and flexible scheduling to fit your needs, including evening and weekend hours.**

If you have a special request for an appointment time, please give us a call at 914-996-4921 and we will do everything in our power to honor it.





# Bonus: Do They Offer Flexible Payment Plans?

This report was only supposed to include the top five points to consider when choosing your orthodontist, but affordability is so important that we've decided to include it in our report for your information as a bonus.

If you don't have insurance, you may be wondering whether you can seek treatment or not due to financial concerns. Your orthodontist should be established enough to accept various insurances as well as offering flexible payment plans to those without insurance.

**Herzberg Orthodontics offers flexible payment options so that you don't have to worry about the financial aspect of treatment for yourself or your child.**

Dr. Herzberg has partnered with OrthoFi, which allows patients to customize a payment plan that works within their budget. You can select your own month and down payment amounts, easily manage your account, pay bills, and print invoices through the online portal at your convenience.



# Closing Letter from Dr. Stephen Herzberg

Dear Friend,

I hope you found this report to be informative. If you've seen another orthodontist but find that you have questions for them after reading this material, I encourage you to follow up and address any concerns or questions you may have. Additionally, I invite you to take advantage of our complementary New Patient Evaluation for yourself or your child, whether it's your first time seeing an orthodontist or you simply want a second opinion.

We would love to answer any questions you may have and address your concerns to help you make the best possible decision when you choose your orthodontist, even if it isn't us. In some cases, we may even find that you don't need treatment

**I applaud you for reading this report and doing your research!  
Ultimately, you have to feel comfortable and trust your  
orthodontist and the type of treatment he or she recommends.**

I'm confident that the information provided here will help you in choosing your orthodontist. More importantly, please know that we are always here to answer any questions you may have.

To Your Beautiful Smile,

***Stephen L. Herzberg, D.D.S.***

P.S. I invite you to take advantage of our New Patient Evaluation today to discuss your treatment options and address any questions you may have. To learn more, please give us a call at 914-996-4921.