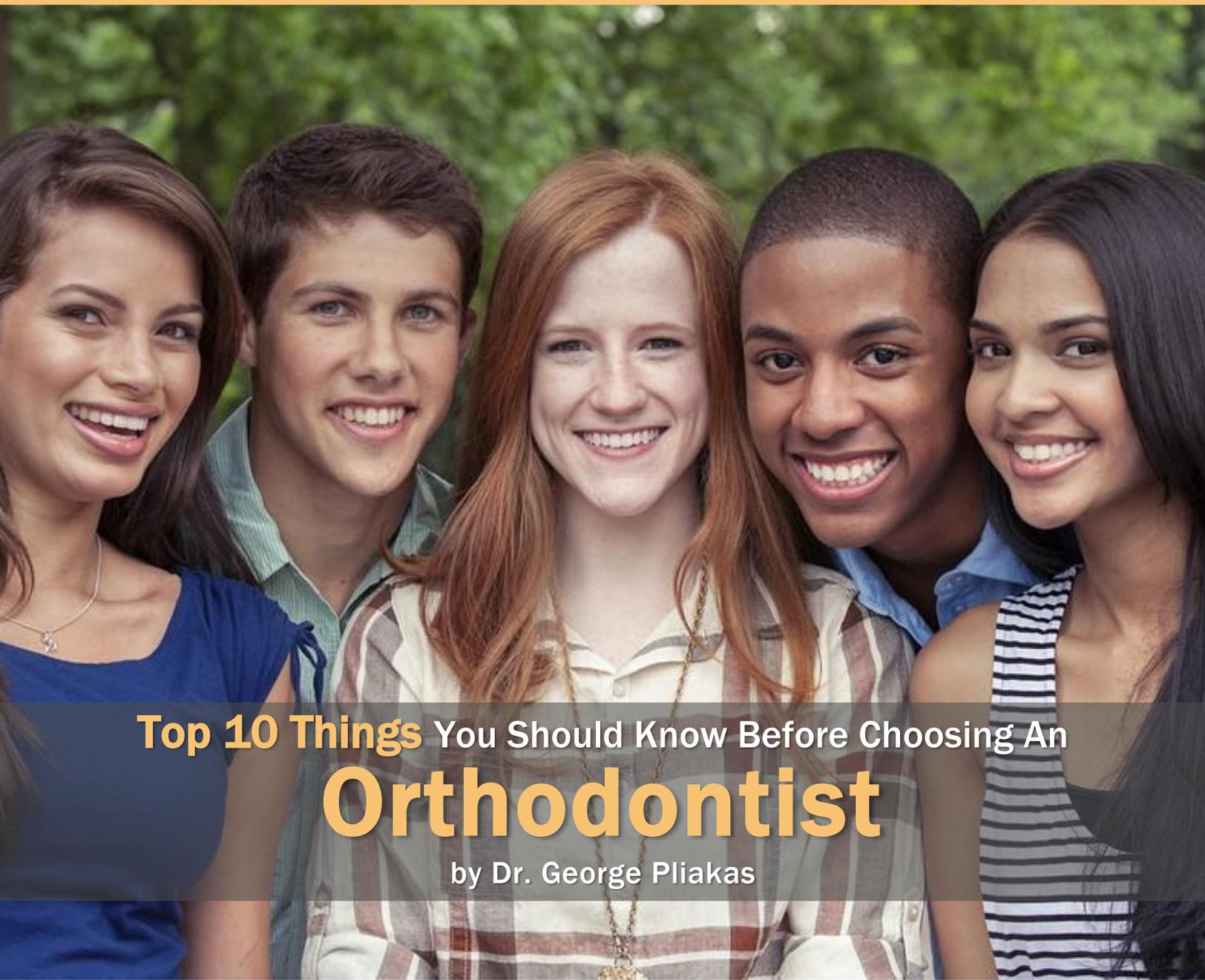


SPECIAL REPORT



Top 10 Things You Should Know Before Choosing An **Orthodontist**

by Dr. George Pliakas



CENTRAL PARK
ORTHODONTICS

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212.362.4400 • www.CentralParkOrthodontics.com

Introductory Letter from Dr. Pliakas

Dear Friend,

If you are reading this, you have taken the first step to confidently choosing an orthodontist that is the right fit for you. Whether you are interested in learning more about different types of braces for yourself or a loved one, you are in the right place. In your search for an orthodontist, you will quickly find that no two orthodontists or practices are the same. I put together this report to help you feel comfortable and confident when you are ready to choose your orthodontist.

At Central Park Orthodontics, we strive to offer the very best experience throughout our relationship. My team and I are devoted to offering the latest in technology with the absolute best in patient care. My goal is for every patient to feel like they are a part of the Central Park Orthodontics family!

I firmly believe that every person should have the opportunity to smile their brightest and live their fullest!

All the best,

Dr. Pliakas

P.S. When you are ready to schedule your 100% complimentary, no-obligation Dr. Pliakas Smile Assessment that includes an exam, consultation, and office tour, I invite you to give us a call at 212.362.4400.

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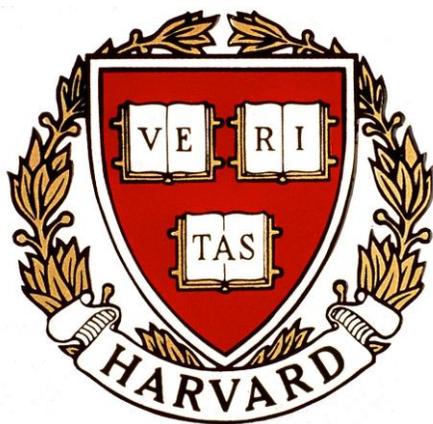
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DO THEY HAVE EXTENSIVE EXPERIENCE?

Not only is it important to find an orthodontist that is a sure fit for you, it's important they have extensive experience. You will want to find an orthodontist that has been in practice for a minimum of a decade and has helped patients in the thousands. Newer orthodontists either haven't been in practice long enough to know what works, or haven't transformed enough smiles to understand that each case is different.

Dr. George Pliakas is Harvard educated and Columbia trained and has transformed over 3000 smiles since 2006 on the Upper West Side & New York City area! Dr. Pliakas and his orthodontic team proactively aim to boost your confidence. During your initial appointment, Dr. Pliakas will assess your current smile and recommend only the best treatment, while keeping your concerns and wishes in mind. Your beautiful, radiant smile is our number one priority!



NUMBER
2

ARE THEY BOARD CERTIFIED?

It's natural to want to feel secure about your doctor's medical background. When a doctor is board certified in orthodontics, it means they have voluntarily gone through hundreds of additional hours of preparation to demonstrate their judgment, skills and knowledge required for providing the highest level of patient care. They have achieved board certification through the American Board of Orthodontics, the only orthodontic specialty board recognized by the American Dental Association and in affiliation with the American Association of Orthodontists.

Dr. George Pliakas of Central Park Orthodontics is board certified through the American Board of Orthodontics. The orthodontics team at Central Park Orthodontics will partner with you to design and implement the best treatment plan to transform your smile!



Board certification requires hundreds of additional hours of preparation to test judgment, skill and knowledge to demonstrate the highest quality of orthodontic care.

NUMBER
3

DO THEY OFFER A VARIETY OF TREATMENT OPTIONS?

Your orthodontist should offer more than one option for orthodontic treatment. Every smile is unique and orthodontics is not a one size fits all profession. In your search for an orthodontist, one of the questions you should be able to answer about the doctor you're considering is whether they offer the type of braces or orthodontic treatment that you are interested in.

At Central Park Orthodontics, numerous types of braces and orthodontic treatment options are available for you to choose from. Whether you are looking for traditional metal braces or a more discreet option like clear braces or Invisalign, each option will be reviewed and explained to you in detail during your initial complimentary Dr. Pliakas Smile Assessment. You will be educated on all of your options and together, we will help you make the best decision as to which type of braces and orthodontic treatment option is best.



NUMBER
4

DO THEY OFFER EARLY TREATMENT?

You may be researching an orthodontist for your child or a loved one, as conditions with your teeth and gums may develop at any stage in life. Maybe your child has an underbite or suffers from crooked teeth and could benefit from visiting an orthodontist in the earlier stages of his or her life. No matter the case, your orthodontist should be family-friendly and offer early intervention, ensuring your child has the best outcome from orthodontic treatment.

At Central Park Orthodontics, we encourage parents to pursue early treatment for their children. The earlier a condition is diagnosed, the more time Dr. Pliakas has to correct or prepare your child for braces and orthodontics. The American Association of Orthodontists recommends that your child has an orthodontic evaluation at the age of 7, allowing us to preview and study how your child's smile will progress as they grow. Be sure to ask how early treatment can benefit your child during your Dr. Pliakas Smile Assessment.



NUMBER
5

DO THEY ACCEPT INSURANCE?

When researching an orthodontist in New York City, be sure to ask your orthodontist about their policy on insurance. Find an orthodontist that aims to help make orthodontic treatment the most affordable for you and your loved ones.

At Central Park Orthodontics, not only do we accept insurance, but we are also in-network with most major PPO insurance plans, which means that we are contracted with them at reduced fees, leading to significant cost savings for patients. We will contact your insurance company to discover what your policy includes and what your out of pocket expenses will be. We will also complete all insurance paperwork to maximize your benefits. Additionally, we can assist you with interest-free financing for your out-of-pocket expenses.





DO THEY OFFER FLEXIBLE HOURS?

Many orthodontic offices offer limited hours that conflict with the typical school or work day. This can make it difficult to schedule an appointment that doesn't disrupt your day. Your orthodontist should offer flexible hours that meet your scheduling needs.

At Central Park Orthodontics, we want to work within your schedule to help accommodate your needs. We offer after-school and Saturday appointments. If you find that our current hours still do not work for your schedule, let us know! We will do the best we can to accommodate you. We want to make it as convenient as possible for you to have your orthodontic treatment done with appointments that work for you.



NUMBER
7

DO THEY OFFER ACCELERATED TREATMENT OPTIONS?

When it comes to orthodontics, patients often worry about the length of treatment. How long will you have to wear braces or Invisalign? How long will you have to take care of them and avoid the foods you love? These concerns and others may make you hesitant to go forward with the treatment you, or your loved one needs.

At Central Park Orthodontics, we offer a variety of accelerated treatment options, designed to decrease your time in braces or Invisalign.

AcceleDent is a comfortable appliance that is used 20 minutes per day to complement your braces or Invisalign and accelerate tooth movement up to 50% faster!



Propel treatment can also be used in combination with braces or Invisalign to shift your teeth into the desired position by up to 50% faster.

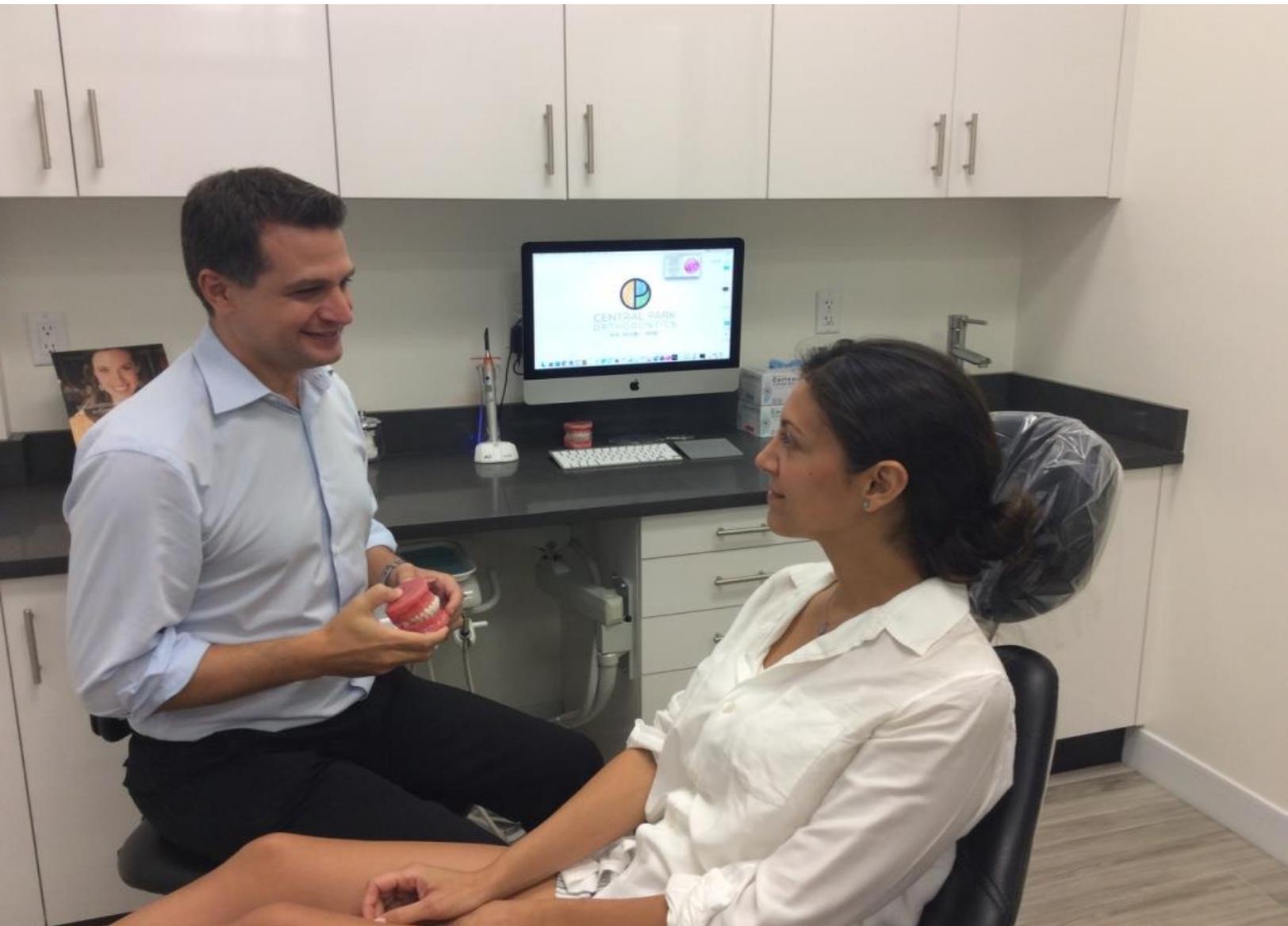
We want you to feel comfortable with your orthodontic treatment, so you can have the best results possible. Be sure to schedule your Dr. Pliakas Smile Assessment to learn if you or your loved one qualify for one of our accelerated treatment options.

NUMBER
8

DO THEY OFFER A CONSULTATIVE APPROACH?

Your orthodontist should take a consultative approach when speaking to you about your needs as well as your treatment options. This essentially means that your orthodontist will take the time to sit down with you, listen to your questions and concerns regarding orthodontic treatment and partner with you to find the best treatment option for your smile transformation.

Here at Central Park Orthodontics, Dr. Pliakas goes the extra mile to make sure you're involved in the discussion of orthodontic treatment options. We are firm believers in working together with you as we determine the best treatment for your unique smile. At Central Park Orthodontics, you are our top priority.





DO THEY OFFER A GUARANTEE?

Surprisingly, less than 8% of orthodontists offer a guarantee. The ones that do typically include several loop holes, making it difficult to hold the practice accountable if you are unsatisfied with your treatment. Ensure that the orthodontist you ultimately choose offers you a straightforward, genuine guarantee.

At Central Park Orthodontics, we offer you a 100% Satisfaction Guarantee for your orthodontic treatment. We ask you to keep Dr. Pliakas informed of any concerns that you may have. If your satisfaction is less than 100% at any time, we simply ask you to inform us so that we can correct it. The Central Park Orthodontics team will strive to make sure you are as relaxed and comfortable as possible throughout your orthodontic treatment.





DO THEY OFFER SAME DAY CONSULTATIONS?

Making the decision to get orthodontic treatment shouldn't interrupt your entire schedule, which is why orthodontists should implement flexible scheduling and offer a same day consultation. With today's technology in a fast-paced world, this is a necessity for any successful orthodontic practice to run efficiently.

Central Park Orthodontics values the time and schedules of our patients. We understand that your time is precious, this is why we offer same day consultations to help get you on the right path of treatment as soon as possible.





BONUS: DO THEY OFFER FLEXIBLE PAYMENT OPTIONS?

We realize that this report is supposed to be the “The Top 10 Things,” but flexible payment options are so important, we have included it as a bonus! Transforming your smile should be fun and affordable. Even if you have insurance, this will not cover the entire cost of orthodontic treatment. Your orthodontist and their team, should be more than willing to work with your budget and educate you on your options.

At Central Park Orthodontics, we are here to help you understand the different payment options that are available to you. Our team will help to educate you on how to maximize your insurance benefits and even help with insurance claims and paperwork. During your initial assessment and consultation, all your questions will be answered, including those about the typical cost of braces and Invisalign and the variety of payment options available to you.



Closing Letter from Dr. Pliakas

Dear Friend,

I hope you found this report to be informative. If you have seen another orthodontist prior to reading this report, I encourage you to follow up with them if you have any questions or concerns that may arise after reading this report.

Additionally, I encourage you to take advantage of the complimentary Dr. Pliakas Smile Assessment, whether it's your first time visiting an orthodontist, or you are interested in getting a second opinion. We would love to answer all of your questions, go over treatment options, and help you make the best possible decision when choosing your treatment options.

I know that there are more things you should know before choosing an orthodontist. In fact, I'm sure I could have easily doubled the length of this report, but I am confident that the information you have now will assist you in choosing the right orthodontist for you and your family. More importantly, please know that we are always available to answer your questions.

Sincerely,

Dr. Pliakas

P.S. When you are ready to schedule your Dr. Pliakas Smile Assessment, which includes an initial exam, consultation and office tour, simply call 212.362.4400. We offer extended hours before and after school, and we are also open on Saturdays!



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