

DR. NADIA LYOTARD



The Top 10 Things to Know
Before Choosing Your
Orthodontist

HIGHLAND PARK ORTHODONTICS

Welcome Letter from Dr. Nadia Lyotard



Dear Friend,

If you're reading this report, chances are you or a loved one is looking for an orthodontist. Congratulations – you've come to the right place!

My name is Dr. Nadia Lyotard, and my passion for creating beautiful smiles is a family tradition. I grew up in Switzerland, watching my mother practice orthodontics and witnessing firsthand how she helped improve not only the aesthetic look of her patients' teeth, but also their overall health and dental function. Today, my team at Highland Park Orthodontics seeks to emulate both my mother's

caring, patient-first approach and the Swiss tradition of high-quality work executed with superior precision. The result is a warm, comfortable, and eminently professional environment that makes patients feel welcome and confident that their teeth are in the very best hands.

In an effort to help you find the orthodontist best suited for your specific needs, I've put together this report. Each item in the following list addresses an important question that you, the patient, will need to consider in your search. I strongly encourage you to settle for nothing less than the complete package. It's what you and your teeth deserve!

Yours in Happiness and Health,

Dr. Nadia Lyotard

P.S. I invite you to have any additional questions answered during your free, no-obligation Highland Park Orthodontics Smile Analysis, which includes a complete exam, digital x-rays, and comprehensive treatment consultation. Call 214.361.6644 to request your appointment today!

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1

Do They Have Extensive Experience as an Orthodontist?

The first – and possibly most important – thing any orthodontic patient should understand is that while all orthodontists are dentists, not all dentists are orthodontists. In fact, only 6% of dentists have undergone the years of extra training required to become an orthodontist. To be sure your orthodontist is indeed the highly trained and experienced specialist you're seeking, look for the American Association of Orthodontists (AAO) seal.

Dr. Lyotard received her Doctorate of Dental Medicine from Nova Southeastern University and then attended Case Western Reserve University, where she first earned her Master of Science in dentistry before completing the university's 3-year residency program and receiving her certificate in orthodontics and dentofacial orthopedics. Over the years, she has learned that building a rapport with patients is as important as building her skills, and strengthening their confidence is just as important as straightening their teeth. There truly is no substitute for experience, and Dr. Lyotard has a track record that proves her technique is both effective and efficient.



2

Do They Follow a Consultative Approach?

Most doctors are great at talking, but how many truly listen? A consultative approach means that your doctor will take the time to understand your needs, your goals, and even your fears before working with you to come up with a comprehensive treatment plan created just for you. As part of your consultation, your orthodontist should:

- Listen to your concerns about your teeth, jaw, and bite
- Explain all of your treatment options in language that you can understand
- Give you plenty of time to ask any questions you may have and then answer those questions to your satisfaction
- Help calm your nerves and address any anxiety you may have regarding the chosen course of treatment or your expected results

At Highland Park Orthodontics, we'll use your consultation to get to know you, so we can better understand how to treat not just your teeth but also you as an individual. When you leave our office, we want you to walk out confident in your choice and excited to begin your journey towards optimal orthodontic health.





Do They Keep Up with Cutting-Edge Technology?

The orthodontic specialty is ever-evolving, and each innovation promises more effective treatment options and more efficient results. Orthodontics has changed considerably over the past decade – if you had your teeth straightened as a child, the methodology today will likely look very, very different! Is your orthodontist on the cutting edge? Find out by asking them whether they offer the following:

- **Panoramic Digital X-Rays** – Remember when you had to bite down on those hard plastic wings for your dental x-rays back in the day? Panoramic digital x-rays condense the old-school series of four photographs into a single sweeping motion that captures your entire bite with superior clarity and none of the discomfort associated with traditional dental imaging.
- **Invisalign** – Invisalign treatment involves using a set of removable aligners in place of traditional metal brackets and wires. These aligners are practically invisible, and the fact that they can be removed makes it easier for the patient to drink, eat, and clean their teeth.
- **Radiance Brackets** – These crystal-clear brackets are actually made from pure grown sapphire! This mineral – the second-hardest known to man – offers superior strength as well as virtual invisibility, offering patients concerned about metal brackets yet another reason to smile.

As part of our commitment to providing patients the very best treatment possible, Highland Park Orthodontics offers all the technologies listed above and more, and we're continuously staying abreast of new developments so we can be among the first to know what's next!



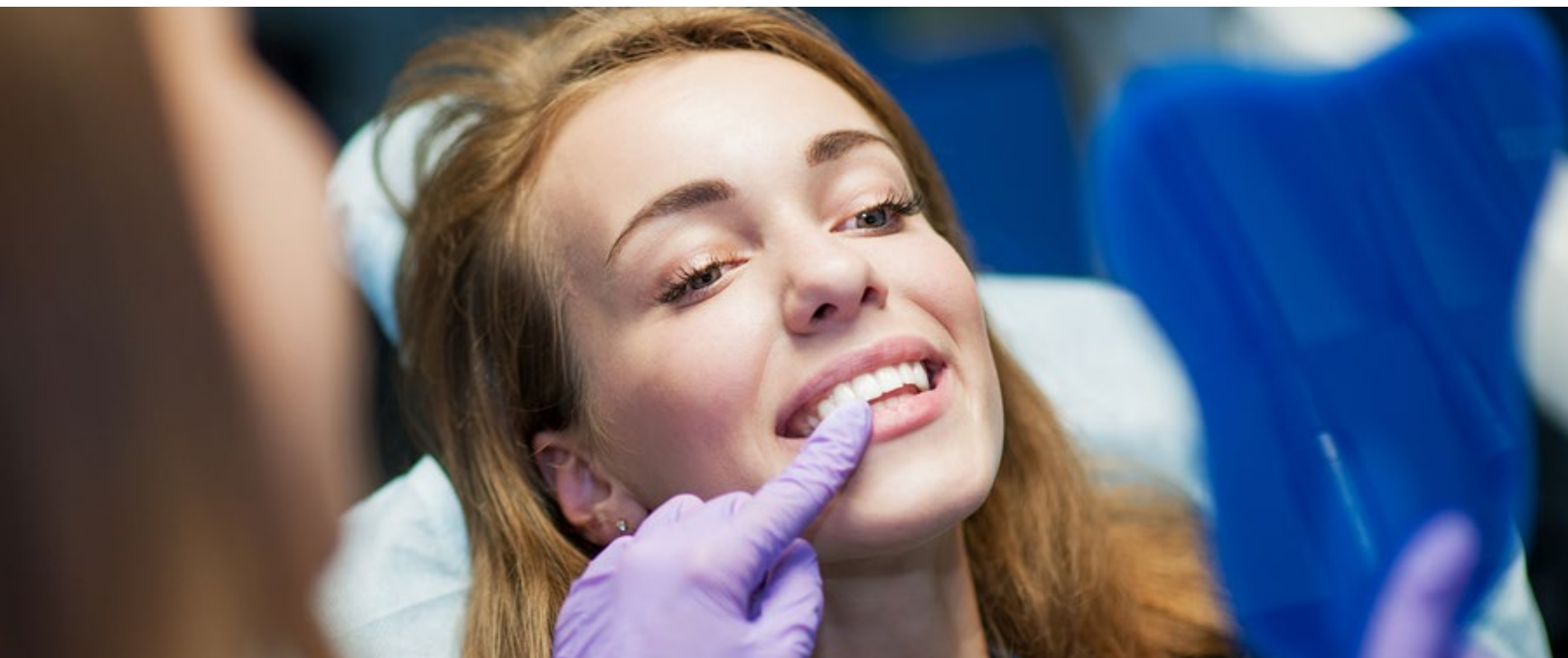
Do They Offer a Free First Exam and Consultation?

Your first visit to a new orthodontist can be a costly experience. To create a comprehensive customized treatment plan, your orthodontist needs to do a complete exam, including x-rays and a thorough discussion of everything from treatment options to an estimation of how long treatment will last. This is also your chance to ask questions, lay out any concerns, and get educated on the decision that will impact your health.

At Highland Park Orthodontics, you receive your Smile Analysis – a \$250 value – absolutely free! Your analysis will include:

- Panoramic digital x-rays
- Your initial intraoral exam
- Evaluation of all treatment options, including traditional orthodontia and Invisalign

Our complimentary consultation comes with no obligation, so you can consider it an easy opportunity to see whether our practice is the perfect fit for you.



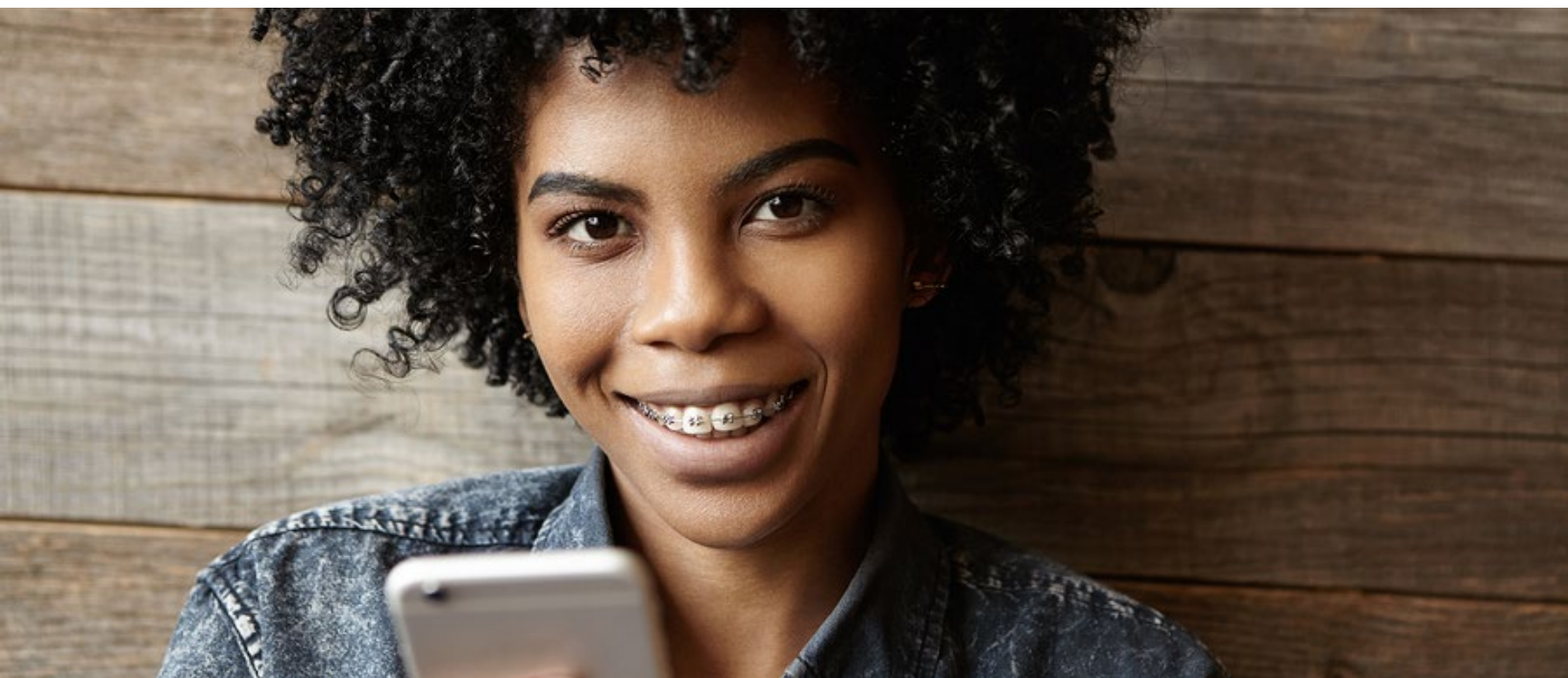


Do They Offer Any Guarantees?

Orthodontics is a significant investment. In addition to your financial output, you're putting a lot of time and energy into your journey towards your ideal smile – the question is, what is your orthodontist putting on the line?

Ask potential orthodontists whether they offer a satisfaction guarantee. If you have concerns about how your treatment is progressing, how will they react? If you don't achieve the results promised during your initial consultation, what are your options moving forward?

The Highland Park Orthodontics Satisfaction Guarantee was put in place to ensure that all our patients are happy patients. Our promise, from the time you become our patient until your course of treatment has concluded, is that you'll receive the respect, care, and attention you deserve as you pursue your ideal smile. If at any time you begin to feel dissatisfied with your experience, we ask just one thing – speak up! Please let us know so we can find a way to make it right. Beyond that, just keep a positive attitude and an open mind, and we guarantee you're going to look as great as you feel!





Do They Have Flexible Appointment Times?

Sometimes, appointment flexibility can mean the difference between making your appointment and having to reschedule it. To avoid having to lengthen the total time of your treatment because you simply can't make the available appointment times, pay attention to your potential orthodontist's available office hours.

At Highland Park Orthodontics, we understand that your orthodontic checkups are just one part of your very busy schedule. We're happy to offer expanded office hours that consider the important things in life such as soccer practice, dance class, and that work commitment you just can't miss. From early morning openings – we start scheduling at 7am! – to afternoon and evening appointments, we've structured our practice to work around your needs to ensure you'll never sacrifice work or school just to come in and see us.





Do They Have Experience Treating Children?

It's not unusual for children and teenagers to be timid or even fearful of doctors, and orthodontics is often even further shrouded in mystery. Your orthodontist should be sensitive to these issues and approach a kid's consultation in a way that is calming, encouraging, and never, ever intimidating. When the patient is a child, orthodontists become so much more than smile specialists – we're there to make the experience as painless and comfortable as possible.

Dr. Nadia Lyotard loves treating children. Each young patient that enters our office presents an opportunity to participate in a life-changing experience. Our team is so lucky to be able to help these young people live healthier, happier lives – it truly is a pleasure.





Do They Offer Treatment for Adults?

Many people associate orthodontics with younger patients, but there are no age limitations on the search for a perfect smile! While the American Association of Orthodontists recommends age 7 as the ideal time for children to take their first trip to an orthodontist, some 20% of orthodontic patients are over the age of 21. For adults who were unable to receive orthodontic care as children or who are simply interested in ways they can improve their bite or achieve a better smile aesthetic, there are a number of treatment options that can change how they both look and feel.

At Highland Park Orthodontics, we pride ourselves in treating patients of all ages, transforming crooked teeth into confident grins, all in the comfort of our state-of-the-art office.





Do They Have Multiple Family Member Discounts?

If more than one member of your family is considering orthodontic work, ask potential orthodontists if they offer a family discount. Depending on the provider, you may have the option to explore payment plans, save on siblings getting simultaneous treatment, or even get a discount for the whole family. These programs make it easier for patients to address the dental needs of all their family members without sacrificing other important interests such as extracurricular activities or family vacations.

Dr. Lyotard is particularly fond of treating families. Having the opportunity to really get to know her patients and build long-lasting relationships is invaluable, and she is always seeking out ways to help the people in our Highland Park Orthodontics community live healthier lives. By offering a family discount, our team knows we are helping entire families work towards a better, more affordable future!





Do They Have a Friendly & Comfortable Office Environment?

As you're searching for orthodontists, you've likely considered everything from payment plans to proximity, but have you thought about what the actual office atmosphere is like? When you're trusting someone with your smile, you deserve to be comfortable throughout the entire process, and that means while you're in the waiting room as well as during your time in the orthodontist's chair.

For example, the minute our patients walk through the front door at Highland Park Orthodontics, they're greeted warmly and welcomed into a space that is both pleasant and professional. You'll never be treated like "just another patient" – we know you have other options, and we're honored you chose us for your orthodontic needs. We don't take your patronage for granted, and that shows in every aspect of our patient-oriented practice.





BONUS: Do They Offer Flexible Payment Options?

This is supposed to be a top ten list, but we just can't wrap things up without talking about one more thing: how to pay for it all! Once you've found an orthodontist you really like and have decided on a treatment plan, be sure to ask about payment options. A caring orthodontic office should be willing to work with you to help you afford quality treatment.

When you come in for your complimentary consultation with Highland Park Orthodontics, we'll help you understand all the different payment plans we offer. We'll give you tips on maximizing your insurance benefits, discuss flex spending accounts, and even highlight interest-free payment plans that will allow you to begin your treatment now without having to pay extra for it later. From general inquiries about the cost of treatment to questions unique to your needs, we're ready to deliver the answers you need so you can get the smile you want.



Closing Letter from Dr. Nadia Lyotard



Dear Friend,

Hopefully this report has helped you learn more about what you can expect from your orthodontic treatment, as well as what you should expect from your orthodontist. Don't be afraid to ask potential orthodontists about each item on this list, and if you've already signed up for treatment, it's absolutely within your rights to call the office and ask a few follow-up questions.

Remember – this is your smile we're talking about here. You deserve to feel comfortable for the entirety of your treatment! While my primary goal was simply to educate you and facilitate your search for an orthodontist, I hope you've also

discovered a bit about Highland Park Orthodontics and why I'm so passionate about what I do. Yes, I love creating beautiful smiles, but more than that, I love nurturing great relationships with my patients and helping them be happy and healthier overall.

It may sound like I expect a lot from my fellow orthodontists, and that's true, but only because I expect so much from myself. You're putting your trust in me, and that's not something I take lightly.

Yours in Happiness and Health,

Dr. Nadia Lyotard

P.S. To learn more about Highland Park Orthodontics, please call 214.361.6644 for your Highland Park Orthodontics Smile Analysis! A FREE comprehensive exam and consultation may be the only thing standing between you and the smile you've always craved.



www.DallasHighlandParkOrthodontics.com