

# SPECIAL REPORT



# TOP 10 THINGS YOU MUST KNOW BEFORE CHOOSING YOUR ORTHODONTIST

by Matt Walton, DMD



WALTON ORTHODONTICS

## Introductory Letter from Dr Walton

Dear Friend.

If you are researching orthodontists and different types of braces for yourself, your children, or a loved one, you are in the right place. Just like every mouth is different, each orthodontic practice is different. In your search to find the right orthodontist for you, you will most likely be presented with similar treatment options. Different practices may even share the same manufacturer for braces or Invisalign. That being said, not all treatment is the same and your experience will be quite different.

At Walton Orthodontics, our mission is to serve others. Our vision is changing lives, advancing the profession, and supporting our community. There is no better reward than seeing how happy our patients are after we help transform their smile. To help support our mission and to help you choose the right orthodontist, even if it is not us, I put this report together, "**The Top 10 Things You Must Know Before Choosing Your Orthodontist.**"

Sincerely,



I want you to be educated about your options and feel extremely comfortable with your orthodontist and choice of treatment.

After reading this report, you can also browse our website

[DrWaltonOrthodontics.com](http://DrWaltonOrthodontics.com), or simply stop by our office to learn more about us.

P.S. When you are ready, I urge you to schedule Your initial exam, complimentary consultation, digital x-rays and more by calling 678.841.7878 or go to [www.DrWaltonOrthodontics.com](http://www.DrWaltonOrthodontics.com)

If you are scheduling the exam for your child, you may be wondering, at what age should you schedule the first exam? The American Association of Orthodontists recommends a screening by the age of 7 in order to rule out possible problems that will be much harder to correct in later years. While many parents are surprised at 7 being too early, we agree that the earlier the exam, the better, because we will have more options and can even give pre-orthodontic guidance.

If you are scheduling the exam for you or if your child is older than 7, that is okay too. We have helped over 4200 people from all different ages throughout the North Atlanta area transform their smiles. Again, when you are ready to learn more about your options with us, we are here for you.

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# ARE THEY A BOARD CERTIFIED SPECIALIST?

Orthodontists are specially trained dentists who take on several extra years of full-time training in order to straighten teeth, usually by affixing braces to the patient's teeth. You might say we specialize in smiles. Orthodontists also perform dentofacial orthopedics. This is a fancy way to describe how we normalize the structure of a patient's jaw bones in order to repair any imbalance in their face. All orthodontists are dentists, but only 6% of dentists are orthodontists and only a small percentage of orthodontists are board certified. Look for the seal of the American Association of Orthodontists (AAO) and the American Board of Orthodontics (ABO). Only orthodontic specialists can belong to the AAO and ABO.

Dr Walton is a board certified orthodontist who has voluntarily gone through hundreds of additional hours of preparation to demonstrate to a board of examiners his ability to treat a wide a range orthodontic problems to the highest degree of technical standards and also demonstrate the highest commitment to excellence in orthodontics.



Another sign of a great specialist is they can show you before and after pictures of a similar case that they have previously helped. We know all mouths are different, but in the 4200+ lives and smiles we have transformed, we can show you a similar case to your specific mouth.

On the next couple of pages, you will see sample *Before and After* pictures of some of our patients.





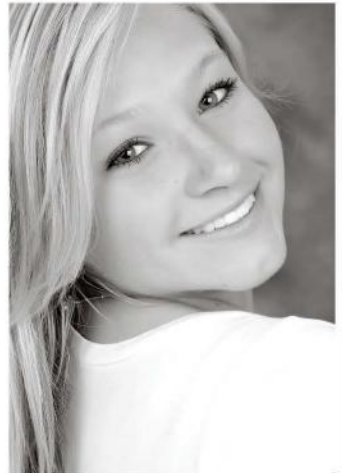
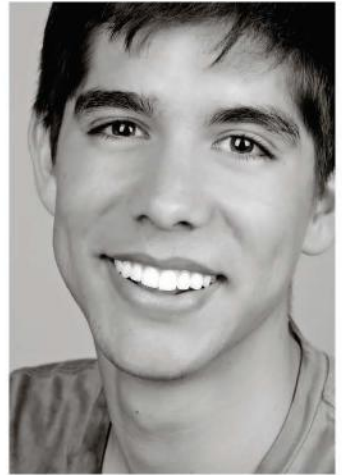


NUMBER  
**2**

# DO THEY TREAT CHILDREN AND ADULTS?

Orthodontics is not just for kids! While the majority of our patients are kids or young adults, we do help many adults transform their smiles, too. It is important that your orthodontist can treat patients of all ages. In fact, 30% of the orthodontic patients we see at Walton 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 or problems with their bite for health concerns.

Below you will find just a few "after" pictures of some of our patients of all ages.



NUMBER  
**3**

# DO THEY PROVIDE THE FIRST VISIT FREE OF CHARGE?

Most orthodontists offer free examinations for new patients so that you and your family can get expert advice about treatment needs, options, and timing before making this important investment.

During your first exam and consultation, be sure your questions are being answered, concerns addressed, and you are being educated about all your treatment options.

The orthodontist should include digital x-rays during the exam at no charge.



Our location is convenient to Suwanee, Johns Creek, Cumming, Alpharetta and Duluth areas. We are located in front of the Brookwood SuperTarget shopping center on Peachtree Pkwy next door to Starbucks. See [WaltonOrtho.Link/directions](http://WaltonOrtho.Link/directions)





NUMBER

4

## DO THEY OFFER A LIFETIME GUARANTEE?

No matter which orthodontist you choose, ultimately you are not making a small investment in time or money. Because of this, don't you want to ensure your orthodontist is going to stand behind their treatment? Of course! At Walton Orthodontics your smile is protected by our lifetime guarantee!

After treatment, if your teeth shift or crowd, even if it's because you didn't wear your retainers, we will put the braces back on for free. No questions asked. We wouldn't have it any other way!

During your first exam and initial consultation, ask for more details about our Lifetime Guarantee!



NUMBER  
**5**

## DO THEY OFFER ADVANCED TREATMENT OPTIONS?

Orthodontics today differs a great deal from years past. The advances in technology and treatment techniques today are unsurpassed allowing orthodontists, who have the drive to continually educate themselves in these advances, the opportunity to offer their patients treatment options that are not available anywhere else in their local areas. Dr. Walton spends hundreds of hours every year in masterminds with orthodontists around the world learning techniques that will benefit his patients. The most common of these include: techniques that prevent the need for extraction of teeth, techniques that prevent the need for implants and bridges in those people with missing teeth and techniques that prevent the need for jaw surgery.

More commonly, Walton Orthodontics offers accelerated treatment options than can guarantee you straight teeth in as few as 4 to 6 months with the AcceleSmile System and also provide you with the most comfortable braces experience with our *EZ-Smile NT* "No Tightening" technology. Ultimately, you get the best treatment available when you choose Walton Orthodontics.



NUMBER  
**6**

# DO THEY TREAT YOU LIKE FAMILY?

If you ask whether a potential orthodontics office will treat you or your loved one like family, what you're really considering is the degree to which an orthodontist and his or her team will have your best interests in mind throughout your orthodontic evaluation and treatment. Will the orthodontist ensure that an examination is thorough enough to properly inform any potential recommendations? Will the orthodontist be willing to tell you honestly when treatment isn't necessary? Will you or your child's physical and emotional comfort be taken into consideration throughout the course of treatment? These are the factors that you would be able to count on with a close family member, and you should be able to count on them with your orthodontist, as well.

Dr. Matt Walton absolutely understands what it means to treat his patients like family, because he has treated all three of his sons with braces at Walton Orthodontics. The extra care and attention he took with his loved ones is equal to the time and energy he spends on each and every one of his patients. Dr. Walton sees every single patient at every visit. At Walton Orthodontics, you can rest assured that your treatment recommendations are based on the same care and attention to detail that Dr. Walton would provide to his own family.



NUMBER  
**7**

# DO THEY USE A CONSULTATIVE APPROACH?

Sometimes when patients visit their healthcare provider, the doctor simply dictates to them what their treatment will be. This should not be your experience when you visit your orthodontist for braces, Invisalign, early intervention, or any other orthodontic treatments. During your initial exam and consultation with a new orthodontist, you should feel free to ask any question without being rushed through the process. In addition, your orthodontist should be able to provide you with a variety of treatment options to choose from – and if there is only one available treatment, your provider should be able to explain the medical reason for that limitation. If you leave a new orthodontist's office with any lingering questions or doubts, then take the time to see another orthodontist for a second opinion.

Dr. Matt Walton believes in taking a consultative approach with his patients. During your complimentary Dr. Walton Smile Assessment and throughout the rest of your or your loved one's orthodontic treatment, Dr. Walton will take the time to educate you on your treatment options, and then you will work together to choose the best path for your individual needs and wishes. At Walton Orthodontics, we want you to feel confident that the treatment you and Dr. Walton decide upon is truly the best option for you.



NUMBER  
**8**

## WILL YOU SEE THE SAME DOCTOR AT EVERY VISIT?

Many orthodontic offices today are part of multi-office conglomerates or owned by entities other than the doctor. In most instances, these offices employ multiple doctors. Be advised that the doctor you see at your initial consultation may not necessarily be the doctor that performs your or your child's treatment. Make sure to ask.

Why is this important? Every orthodontist has his/her own treatment philosophy and techniques, usually derived from the school they attended. Philosophies can vary greatly. Some are better than others. If your treatment process is monitored by more than one orthodontist, you could experience increased treatment times as a result of uncoordinated treatment.

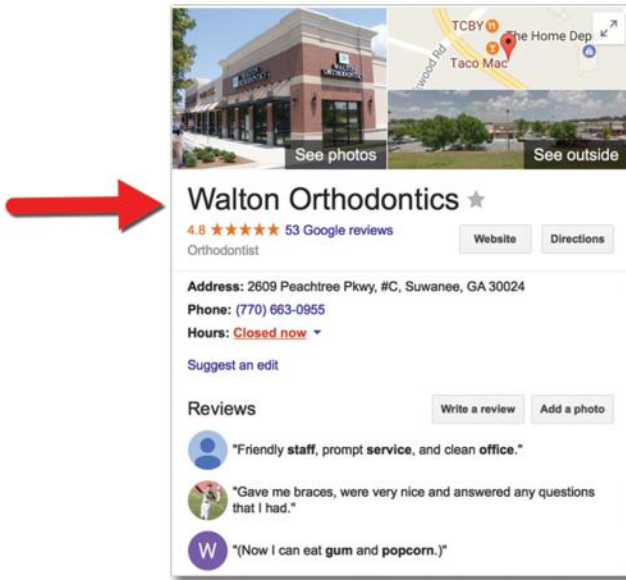
At Walton Orthodontics, you or your child will see Dr. Walton at every visit. Orthodontics is relatively long-term treatment relationship. It is meant to be Started and Completed by the same doctor. You benefit by overall treatment continuity, efficiency, and getting your braces off faster.





# DO THEY HAVE A GREAT REPUTATION?

With the Internet today, it is extremely easy to pull up ratings and reviews from patients. Simply go to Google and search for orthodontist reviews and ratings in your town. At the time of this report, you will see we have 53 reviews on Google posted by our patients, and we are 5-star rated.



Walton Orthodontics Featured as a 2017 Top Rated Johns Creek and ...  
[www.prweb.com/releases/2017...Rated-Suwanee/...Orthodontist/prweb14032838.htm](http://www.prweb.com/releases/2017...Rated-Suwanee/...Orthodontist/prweb14032838.htm)  
Feb 2, 2017 - Walton Orthodontics is a state-of-the-art orthodontic practice that has recently been identified as a 2017 Top Rated Johns Creek and Suwanee ...



We encourage you to go online and read our patient reviews! We take pride in providing great customer service and treating patients the way they should be treated.

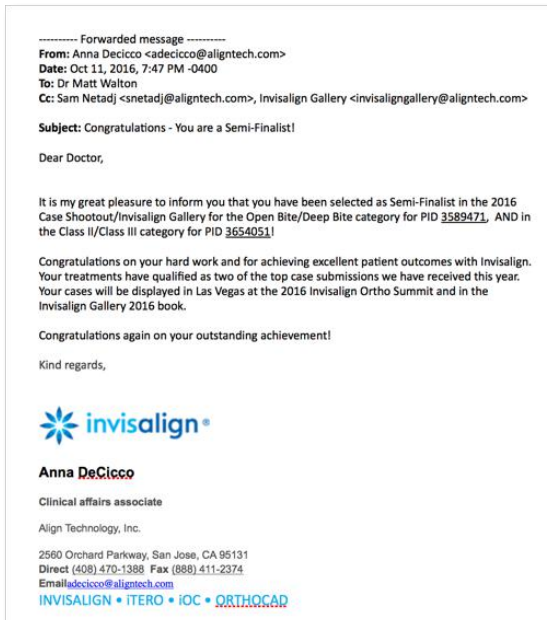


# What Is Their Level Of Expertise With Invisalign

So you have been researching options to perfect your smile, and have decided Invisalign is the way to go. Now you find out there are *Preferred Providers* and *Premiere Providers* and *Elite Providers*. Ok, easy choice now right? If you do a web search to see what sets these provider designations apart from one another it is difficult to find any information. The Invisalign site simply ranks providers from least to most experience, respectively, but doesn't give the criteria to earn the specific designations.

I'll reveal some inside information... the qualification criteria is based solely on *quantity* of cases completed and NOT by quality of results. In fact, Invisalign does not evaluate quality of providers. Therefore, a provider from a high volume, multi-office practice, will more than likely, be an Elite provider...solely based on quantity. Unfortunately, quantity does not equal quality.

On the other hand, Dr. Walton was recently recognized among a selected few as a top Invisalign doctor in North America. Want evidence? He was named a semi-finalist in a contest that took place at the annual Invisalign Summit conference in Las Vegas this past November. The challenge, called the Invisalign Ortho Case Shootout, is like the American Idol of orthodontics where cases were submitted from all over North America and results were then judged based on quality of outcome. More amazingly, not one, but two of his cases were selected to semi-finalist status.



NUMBER  
**11**

# BONUS: ARE THEY FLEXIBLE WITH PAYMENT OPTIONS

We realize this report is supposed to be the “Top 10 Things You Must Know Before Choosing Your Orthodontist,” but we couldn’t leave out some payment tips to look for when choosing an orthodontist. Once you are comfortable and you know specifically which orthodontist you want to treat you or your child, the next question typically is, “How much is this going to cost and how am I going to pay for this?”

At Walton Orthodontics, we will help you understand different payment options from maximizing the most insurance benefits to flex spending accounts to even interest-free payment plans. During the initial exam and complimentary consultation we will answer all of your questions, including those about our typical cost of braces and the variety of payment options available.

At Walton Orthodontics  
we work with you  
to make your  
treatment affordable  
by offering you  
options that fit  
your budget.





# Closing Letter from Dr. Walton

Dear Friend,

I hope this report has helped you learn more about orthodontics in general and potentially show you how Walton Orthodontics can help you or your child. To accomplish our mission of serving others, we would be honored and grateful to meet and learn more about how we can potentially help transform you or your child's smile.

We simply want to answer your questions, address your concerns, and have you experience Walton Orthodontics to see if you could see yourself choosing us for your treatment. In fact, you or your child may not even need treatment.



We will share with you our expert recommendation based on our years of experience, advanced diagnostics, and thorough analysis. If we are not the right fit for you, that is okay and we can part as friends.

No one is better at explaining what we do than our patients as their share their stories....

## I Like To Thank Dr. Walton For Changing My Life

Everyone at Walton Orthodontics was great. I went to see a few orthodontist before I started my treatment. No one laid out the process to me and made me feel as comfortable as Dr. Walton. I would like to thank Dr. Walton for changing my life and giving me my smile back.

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Rate your overall experience: (Circle 1-5 Stars)



Walton Orthodontics  
Tel: (770) 663-0955 www.DrWalton.com whylike

## We Loved Walton Ortho From The Start

We loved Walton ortho right from the start. The staff is very friendly and explained everything in detail. We felt very comfortable that all of our children were being treated for specifically what they needed. No over-treating! No unnecessary visits! The kids felt very comfortable. The Results have been fantastic!

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Tel: (770) 663-0955 www.DrWalton.com whylike

## Our Experience Was Wonderful

My friend recommended Dr. Walton to treat my daughter. It's been almost two years now, & all I want to say that our experience was wonderful. The staff are extremely nice, and Dr. Walton treatment was right on target. I definitely recommend this office. I will have the rest of my kids treated in the same office.

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Rate your overall experience: (Circle 1-5 Stars)



Walton Orthodontics  
Tel: (770) 663-0955 www.DrWalton.com whylike

## The Results Are Superior

Our family is on its fifth and final set of braces with walton orthodontics! In each case the results are superior. I appreciate the professionalism & ease with which the practice is run.

Our family is on its fifth and final set of braces with walton orthodontics! In each case the results are superior. I appreciate the professionalism & ease with which the practice is run.

Rate your overall experience: (Circle 1-5 Stars)



Walton Orthodontics  
Tel: (770) 663-0955 www.DrWalton.com whylike

(continued on next page)

## Closing Letter from Dr. Walton

Our most pride comes in transforming smiles and transforming lives every day.

Obviously, there may be other things you should know before choosing your orthodontist. In fact, I am sure I could have easily doubled the length of this report.

We are always here to answer your questions.

Sincerely,



*I certainly recommend you do your research, but ultimately, you have to trust and feel comfortable with the orthodontist and the type of treatment you decide on.*

P.S. When you are ready to schedule your Walton Orthodontics initial exam and complimentary consultation with x-rays (\$249 value), simply call **678.841.7878** or go to **[www.DrWaltonOrthodontics.com](http://www.DrWaltonOrthodontics.com)**.





WALTON ORTHODONTICS

Board Certified

**invisalign** and **Braces Specialist**



**Braces or Invisalign**

As Low as

**\$149/mo**

Or Save up to \$550 on  
Select Financing Plans

**FREE Initial Exam,  
Complimentary  
Consultation with  
Digital X-rays**