

# 10 THINGS YOU **MUST** KNOW **BEFORE** CHOOSING YOUR **ORTHODONTIST**

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[www.PutnamOrthodontics.com](http://www.PutnamOrthodontics.com)

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PUTNAM  
ORTHODONTICS



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# Letter from Dr. Pai

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. You should know that just like all teeth are different, every orthodontic practice is different. In your search for finding the right orthodontist, you will most likely find similar treatment options, even with the same name or by the same manufacturer. That being said, not all treatment is the same.

**Dr. Satish Pai** is Clinical Assistant Professor in the Division of Orthodontics at Columbia University, College of Dental Medicine.



**Dr Pai** completed a Master of Science (M.S) and Doctor of Dental Surgery (D.D.S) from Columbia University, College of Dental Medicine. Dr Pai also completed a Master of Public Health (M.P.H) from the University of Michigan.

At Putnam Orthodontics, our mission is to serve others. Our mission is to change lives, support our community, and make treatment fun. Our biggest reward is seeing how happy our patients are after we ignite their smiles. 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." To Your (or your child's) Perfect Smile,

***Dr. Satish Pai & the Putnam Orthodontics Family***

***P.S.*** When you are ready, I invite you to schedule your complimentary consultation, digital x-rays (\$400 value), and more by calling

**845.459.8500** or go to **[www.PutnamOrthodontics.com](http://www.PutnamOrthodontics.com)**.

If you are scheduling the exam for your child, you may be wondering at what age you should schedule their first exam. The **American Association of Orthodontists (AAO)** recommends a screening by the age of 7, in order to rule out potential problems that will be much harder to correct in later years. While many parents are surprised the **AAO** recommends seeing kids before they turn 7, 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 yourself or if your child is older than 7, that is okay too. We have helped 15,000+ people of all different ages throughout the Putnam County area transform their smiles. Again, when you are ready to find out more about your options with us, we are here for you.

# #1

## ARE THEY SPECIALISTS?

Orthodontists are specially trained dentists who take on several extra years of training in order to “straighten teeth.” All orthodontists are dentists, but only 6% of dentists are orthodontists. Look for the seal of the **American Association of Orthodontists (AAO)**. Only orthodontic specialists can belong to the **AAO**.

Another sign of a great specialist is they can show you a before and after of a similar case that they have previously helped. We know all mouths are different, but in the 15,000+ lives and smiles we have ignited, we can show you a similar case to your specific mouth.



# #2

## IS THEIR 1ST VISIT FREE OF CHARGE?

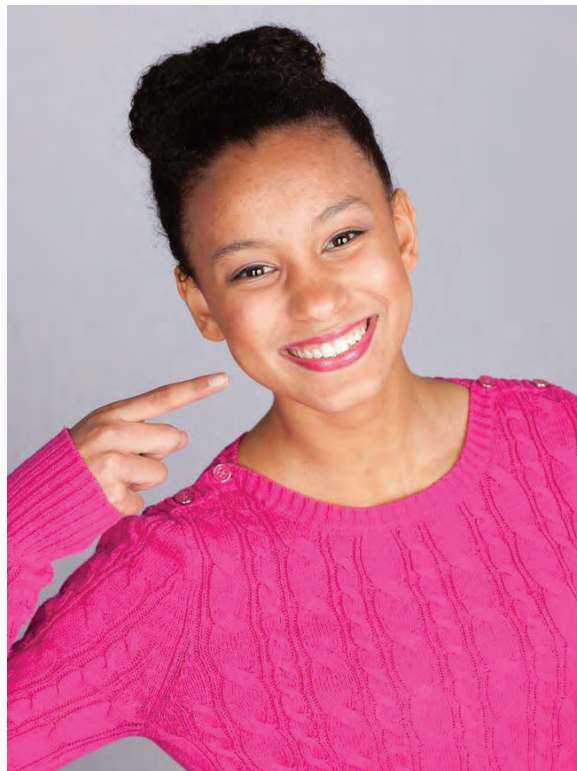
Your initial exam should be free, so you can get expert advice about your treatment needs and your options.

During your first exam and consultation be sure your questions are being answered, concerns addressed, and you are being educated about all of your treatment options. The orthodontist should also include digital x-rays during the exam at no charge.

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Call 845.459.8500 to schedule your complimentary consultation, and digital x-rays (\$400Value).

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# #3

## DO THEY OFFER GUARANTEES? IF YES, WHAT ARE THEY?

Your orthodontist should stand behind their treatment. At Putnam Orthodontics, we offer a 100% lifetime guarantee – even if you or your child forgets their wear a retainer. We do this because we want you to always love your smile, and we stand behind our treatment.

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During your Assessment  
and initial consultation,  
ask for more details  
on our 100% lifetime guarantee.

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# #4

## ARE THEY USING THE LATEST TECHNOLOGY & TREATMENT OPTIONS AVAILABLE?

Orthodontics today differs a great deal from years past. Computer-designed braces and wires dramatically increase the precision with which we realign teeth and shorten treatment time. Clear braces offer a cosmetically pleasing alternative, while **Invisalign®** offers patients an entirely brace-free option. Also, **Invisalign® Teen** offers a special treatment system just for teens.

At Putnam Orthodontics, we provide the most advanced technology and a variety of treatment options. Our technology and treatment allows for a more accurate and faster treatment.

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During your Assessment, ask which advanced treatment options you are a candidate for!

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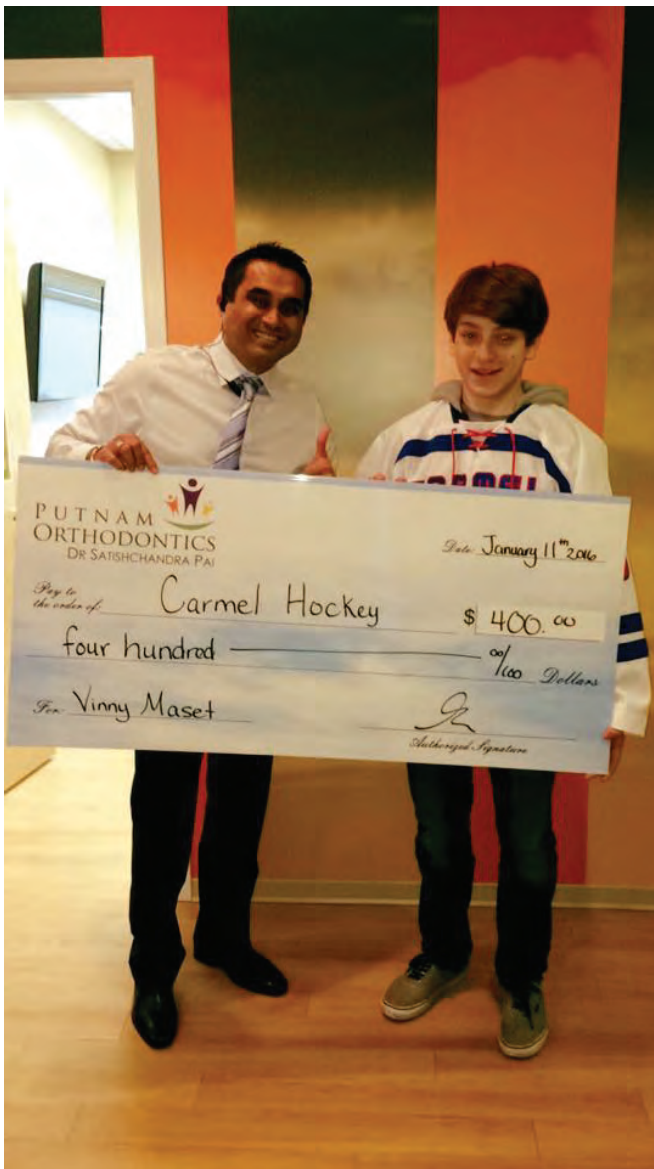


# #5

## DO THEY GIVE BACK TO THEIR COMMUNITY?

We take great pride in giving back to our community. Additionally, we are most proud when our patients, kids included, join us in supporting a local fundraiser, sports team, school, or similar great cause.

An orthodontist should have a presence in their community, not just in their office.





# #6

## HOW WELL TRAINED AND EDUCATED IS THE STAFF?

Orthodontic clinical teams can take the opportunity to get a continuing education through the **Academy of Orthodontic Assisting (AOAC)**. Passing the rigorous requirements to get team certified by the **AOAC** will show that their practice clearly values and is committed to clinical excellence and providing a phenomenal patient experience. To become officially designated as an **AOAC Team Certified Practice**, at least 50% of their clinical team must pass the rigorous online certification. To become **AOAC Team Certified Gold** requires verified success by **75% of the team**. Truly, that establishes a gold standard where their practice is concerned.



Finding this logo on your orthodontist's website indicates that their clinical team provides outstanding service.

Putnam Orthodontics is one of only five orthodontic practices in the entire state of New York to be team certified by the **AOAC**. Furthermore, we strive to go over and above the **AOAC** requirements. In fact, to even work on the Putnam Team, we require that **100% of our clinical staff members** be **Trapezio Gold certified by the AOAC**.

# #7

## DO THEY OFFER FLEXIBLE & EXTENDED HOURS TO SUIT YOUR BUSY LIFESTYLE?

Most people are busy these days, especially when it comes to work, volunteering, after school sports, etc. Most orthodontic offices in the Putnam County area do not offer extended hours.

At Putnam Orthodontics, we offer convenient hours outside of the traditional school and work day. We open at 9:00 am for two days per week and extend our hours to 7:00 pm on two additional days. Additionally, we schedule most appointments 3 to 5 weeks apart, which means less visits than with traditional treatment.

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Ask about how Putnam Ortho Accelerated Treatment,  
you could cut your treatment time in half!

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# #8

## DO THEY HAVE A TEAM OF SPECIALISTS?

All mouths are different. That being said, you want to choose an orthodontic practice that has multiple orthodontists. An office with multiple orthodontists can leverage all of their experience through collaboration. This helps ensure faster and better treatment for you.

An orthodontist who practices alone relies only on his or her own past experiences. Not having other experienced associates to turn to with their questions or for advice could theoretically limit your options.

At Putnam Orthodontics, our orthodontic team constantly meets to discuss our patients' treatment, compare notes and share information. Being able to collaborate with our trusted orthodontic specialists, right here at Putnam Orthodontics, allow us to give you the very best treatment option for you or your child.

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At Putnam Orthodontics, we have a team of orthodontists collaborating to ensure your treatment is faster and ultimately better.

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# #9

## DO THEY MAKE TREATMENT A PLEASANT & FUN EXPERIENCE?

In choosing an orthodontist office you want to make sure the experience is fun and pleasant. The office and environment should make you and your child feel comfortable.

Putnam Orthodontics is fully committed to making your experience a fun and pleasant. If you're reading this report as a parent, looking for an orthodontist for your child, we have a unique way of making our younger patients feel special. Every kid who comes to see us gets his or her own Ortho Bucks card that recognizes their accomplishments. When they follow the checklist we give them, each visit is another opportunity to earn points and cool prizes. Because of this and the warm and friendly atmosphere our team radiates, the majority of our younger patients typically look forward to their next appointment! Afterwards, they can instantly redeem all their rewards online. You will always be greeted with a friendly smile when you come to Putnam Orthodontics.

If you are reading this report as an adult for yourself and not for your child, we make you feel special, too! Orthodontics is not just for kids! In fact, about 20% of orthodontic patients we see at Putnam 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 for health concerns or to eliminate problems with their bite. For our adult patients, we know that a healthy and attractive smile is its own reward.

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Rest assured that  
Putnam Orthodontics will provide a  
fun and pleasant experience with every visit.

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# #10

## DO THEY HAVE A GREAT REPUTATION?

A great orthodontist will have accreditations to speak about the extent of their education and experience. With technology today, you should also look at their reputation. What do their current and past patients have to say about the experience they received? An exceptional orthodontist will have awards, accreditations, and an incredible reputation, throughout the community and online.

At Putnam Orthodontics, we don't ask you to take our good reputation at our word. We offer our reviews directly on our website, but, we also invite you to research us for yourself. As shown below, at the time of this printing, we have achieved a 5-star rating on Google with 34 reviews, the most in our area.



The screenshot shows the Google Business profile for Putnam Orthodontics. The profile name is "Putnam Orthodontics" with the address "667 Stoneleigh Ave #207, Carmel, NY". There is a "Write a review" button. The rating is 5.0 stars, based on 34 reviews. The reviews are sorted by "Most helpful".

**Mike Suppa** 4 weeks ago  
★★★★★ Dr. Pai and his staff are absolutely unbelievable. For 27 months Putnam Orthodontics maintained a "perfect score" in every category from treatment to affordable and convenient payment options. Walking into Dr. Pai's office /waiting room is ... More

**Response from the owner** 4 weeks ago  
Dear Mike It was great pleasure working with Ashley. He new smile looks great and wish her the best. Dr Pai

**Jennifer Ward** 2 months ago  
★★★★★ Our experience with Dr. Pai has been nothing less than phenomenal for us and our 3

You should make sure your orthodontist is a member of the Better Business Bureau and has a great rating with them. Being a member of the BBB shows you that the orthodontist takes pride in providing great customer service and treats patients the way they should be treated.



**BONUS**

## DO THEY OFFER FAMILY DISCOUNTS AND FLEXIBLE 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 payment options. Your orthodontist should take most insurances and offer flexible payment options.

Putnam Orthodontics, we will always help you understand your different payment options. We take most insurances, and even if we aren’t in-network for your insurance, we will gladly fill out and file the paperwork for you. At the time of this printing, we are the only orthodontic office that offers a zero percent down payment plan where you can also spread out the payments for five years for you or your child’s treatment. Additionally, we accept Medicaid. Here at Putnam Ortho, our goal is to make treatment affordable for every family.

During the complimentary initial exam and consultation, we will answer all of your questions, including those about the cost of treatment and the variety of payment options available.

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At Putnam Orthodontics,  
you and your family have options.

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# Closing Letter from Dr. Pai

**Dear Friend,**

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



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For your complimentary consultation and x-rays (\$400 value), there is absolutely no obligation.

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We simply want to answer your questions, address your concerns, and give you the Putnam Orthodontics experience that you or your child will get from every visit. During the assessment, we may learn you might 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.

We feel the utmost pride as we are able to transform smiles and transform lives every day. We love giving back to our local community by sponsoring or volunteering at many local community events throughout the year.

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

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, but I am confident its contents will help you in choosing your orthodontist. More importantly, please know that we are always here to answer your questions.

To your smile!

***Dr. Satish Pai,***

P.S. When you are ready to schedule your Putnam Orthodontics complimentary consultation with x-rays (\$400 value), simply call 845-459-8500

By Satish Pai, DDS, MS, MPH

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