

THE TOP 10  
THINGS  
**YOU MUST KNOW**  
BEFORE CHOOSING  
YOUR **ORTHODONTIST**



**Written by Dr. Brian Bergh**

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**BERGH**  
**ORTHODONTICS**

*Making a difference  
through beautiful smiles*

# Introductory Letter from Dr. Brian Bergh

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, orthodontic practices are different. In your search for finding the right orthodontist for you, you will most likely find similar treatment options, even named the same or by the same manufacturer. That being said, not all treatment is the same.

Our mission is to serve others. 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,

*Dr. Brian Bergh*



P.S. When you are ready, I urge you to schedule your first visit, complimentary consultation, digital x-rays (\$249 value), and more by calling 818-242-1173 or go to [BracesByBergh.com](http://BracesByBergh.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 yourself or if your child is older than 7, that is okay too. We have helped over 5,000 people from all different ages throughout Glendale and the Foothills transform their smiles. Again, when you are ready to learn more about your options with us, we are here for you.

**Our vision is  
changing lives,  
advancing the  
profession, and  
supporting our  
community.**

# Number 1: Are They A Specialist?

Orthodontists are specially trained dentists who take on several extra years of 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.

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 12,000+ lives and smiles we have transformed, we can show you a similar case to your specific mouth.

Before



After



NUMBER 1: ARE THEY A SPECIALIST?

## Number 2: Do They Treat Adults?

Orthodontics is not just for kids! The truth is people of all ages including adolescents and adults benefit from orthodontic care. The result is healthier teeth and gums, and improved chewing.

It is important that your orthodontist can treat patients of all ages. In fact, 30% of orthodontic patients Dr. Bergh sees 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 problems with their bite.

We find adolescents are excited about the impact of significant changes to their appearances. The importance of their self-image during this crucial developmental time is obvious. Additionally, we enjoy establishing patterns of good oral health they will use for a lifetime.

Most adults appear motivated to preserve and enhance their dental structures or to eliminate pain from their face and head. It is very rewarding to help them claim responsibility for improving their health.

Don't forget to ask about our senior's plan. Qualified seniors receive a 10% discount.

Before



After



## Number 3: Is Their First Visit Free?

Most orthodontists offer free examinations for new patients so that you and your family receive 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 of your treatment options.

Your initial visit with Dr. Bergh is usually \$249, which includes an initial exam, 3D digital x-rays and photos, and a comprehensive consultation. You will receive expert advice about your treatment needs, options and timing.

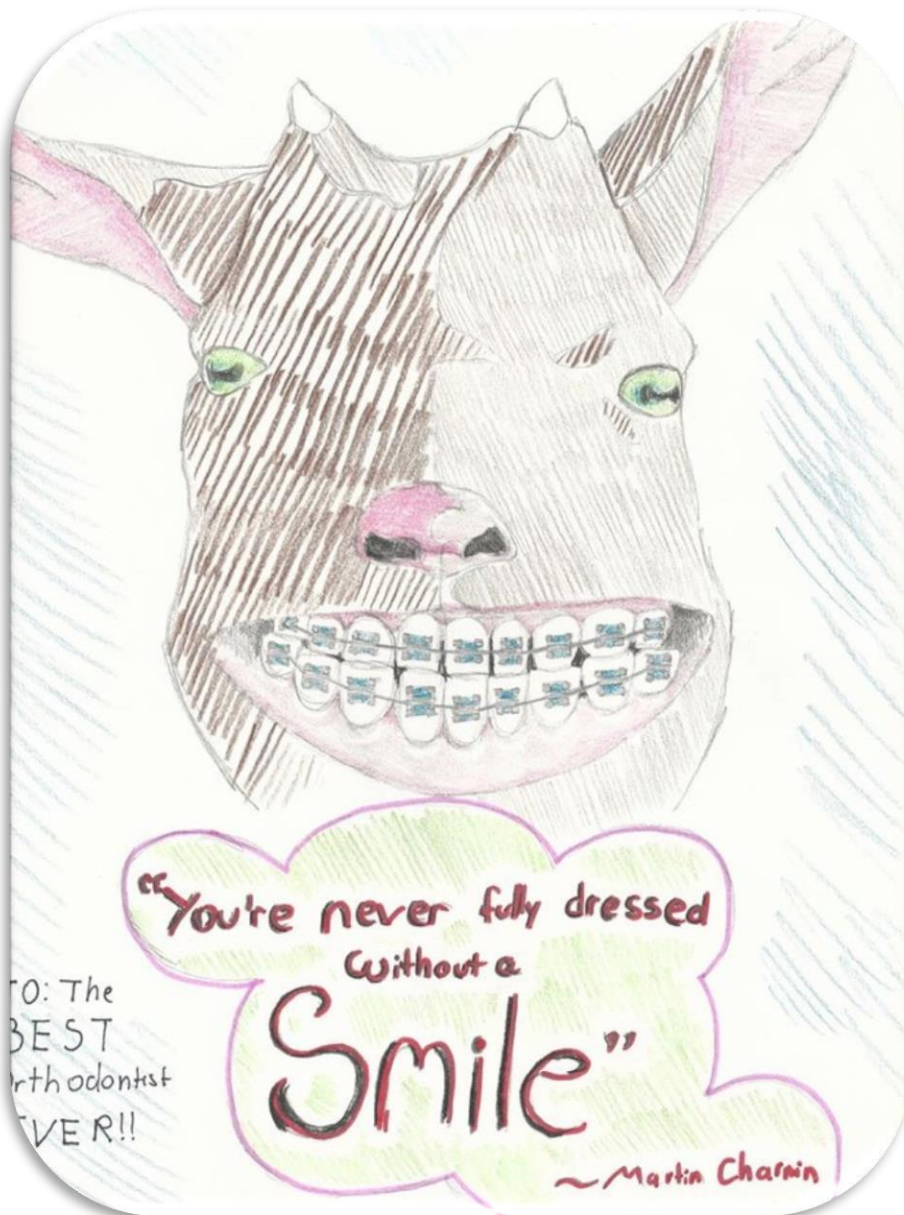
For a limited time, you can call 818-242-1173 or go to [BracesByBergh.com](http://BracesByBergh.com) to download your \$249 Savings Certificate. Bring this Savings Certificate into your first visit and your entire first visit will be 100% FREE, GUARANTEED!



## Number 4: Do They Offer Two Years Of Retainer Observation?

Your follow-up is just as important as your treatment. When you take the time and expense to gain a life changing smile, you want to make sure it stays that way,

Dr. Bergh offers a complementary two year retainer observation service to ensure that the smile you achieved stays with you forever!



NUMBER 4: DO THEY OFFER TWO YEARS  
OF RETAINER OBSERVATION?

## Number 5: Do They Make You Feel Special And Comfortable?

Regardless if you are reading this report for your own treatment or for your child's treatment, when you meet with your orthodontist, you should definitely feel comfortable. Dr. Bergh and his team strive to make you as comfortable as possible before, during and after treatment.

You are special and we want you to feel special every time you see us.



NUMBER 5: DO THEY MAKE YOU FEEL SPECIAL AND COMFORTABLE?



## Number 6: 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 with your town. You will see we have many reviews on Google posted by our patients, and we are 5-star rated.



Q Christina Page

★★★★★ 8 months ago

This review is long long long overdue. I don't even know where to begin...

I visited a few orthodontists who said the only way to fix my open bite was with surgery. I couldn't eat burritos or pizza without a fork and knife and I had a terrible lisp. I really wanted to fix it but was unwilling to have my face sawed. Finally, a friend referred me to Dr. Bergh, who was the only person willing to try a less invasive method to fix my bite.

After a year in a retainer, he felt that we could close it the rest of the way with invisalign. And YES!!! We did!!!! Surgery would have taken one year of healing plus two additional years to have the bone structure back to normal. I'd say the conservative route was a fantastic decision!

Listen to what he tells you. Do not get lazy with your braces and you will be shocked at the results. Best ortho on the planet!

...



Q Amy Ritchie

★★★★★ 5 months ago

The staff is very friendly and professional. I love how clean and state of the art the whole office is. I would not ever think of going anywhere else and will recommend this place to anyone!



Q Jon Hooten

★★★★★ 3 years ago

I had such a great experience @ Brian H. Bergh, DDS, MS, APC with Dr. Bergh! He has gone above and beyond in helping me and I appreciate it so much! He made me feel totally comfortable .The staff is always been great! I am so impressed!

## *Number 7: Do They Take A Consultative Approach?*

Something you may already be familiar with when it comes to visiting any type of doctor's office is the finality of your recommended treatment. In an orthodontic office, this is no different. The orthodontist may look at your case and tell you which treatment option is the solution. Regardless of your lifestyle, treatment preferences or budget, you are informed of the treatment option you will receive at his or her office. In this case, your choice in treatment has been reduced to whether or not you choose to be treated, versus hearing all of your options.

Dr. Bergh prefers to take a consultative approach. He understands that no two mouths or lifestyles are the same. He would prefer to help you understand the extent of your particular case, and how different treatment options may have more benefits than others – specific to treating your mouth. If you have questions, he is glad to answer them and help you understand your options for treatment.



## Number 8: Do They Give Back To The Community?

Much can be said about the character of a doctor that remains active within their community. Despite their endlessly busy schedules of appointments, continuing education courses and spending time with their families, they still make time to play an active role within their community. Whether they are sponsoring a runner in a 5K, helping at a charity event, or simply donating to a local charity, they are doing their part to better the community they work and live in.

Coming from a strong musical and sports background, Dr. Bergh gives back to the neighborhood schools on a regular basis. He not only is a strong believer in giving to enhance the education of our youth, he assists less fortunate adults by giving to the homeless community. For twenty years, Dr. Bergh has provided treatment at no cost to children through the Healthy Kids program.



Dr. Bergh,  
You have been a blessing  
to us for so long here at  
Glendale Healthy Kids  
Thank you for helping our  
children obtain beautiful  
teeth. You're the best.  
Sharon Townsend Liza Joann

## *Number 9: Are You Impressed With The Smiles of The Office Staff?*

Is there a better testimonial than the office staff seeing the results of the individuals they helped and deciding that orthodontic treatment can also change their lives?

Nearly all of Dr. Bergh's office staff have seen the results of their patients and have either completed treatment or are currently in treatment to create the smile that will change their life.



**Connie**



**Ronia**



**Tina**



**Sylviah**



**Katherine**



**Laura**



**Melinda**



**Genesis**

## Number 10: What Is Their Level of Expertise With Invisalign?

Invisalign uses a series of invisible, removable and comfortable aligners that no one can tell you're wearing. So, you can smile more during treatment as well as after. Invisalign is made with 3-D computer imaging technology and has been proven effective. More than 70% of orthodontists in the US and Canada are certified to treat with Invisalign. But, how much experience does the orthodontist have with Invisalign?

Dr. Bergh has 15 years' experience changing lives with smiles created with Invisalign. Not only has Dr. Bergh received the Elite Preferred Provider award from Invisalign; for the past two years, he has been teaching his colleagues to change lives with smiles created with Invisalign.



## *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 can'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?"

Dr. Bergh and his team accept assignment from most insurance plans and file the necessary papers to the insurance company. They have the ability to offer you a customizable financial arrangement with low down payments and flexible financing that allows you to choose monthly payments that fit your family budget. During the initial exam and complimentary consultation, they will answer all of your questions, including those about our typical cost of braces and the variety of payment options available.

Orthodontics should be affordable for your family so that everyone can have that beautiful smile.

**FAMILY  
DISCOUNTS  
AVAILABLE**

**SHARE THE GIFT OF  
A SPECTACULAR SMILE  
WITH YOUR LOVED ONES**



**BONUS: ARE THEY FLEXIBLE  
WITH PAYMENT OPTIONS?**

# Closing Letter from Dr. Bergh and Team

Dear Friend,

I hope this report has helped you learn more about orthodontics in general and potentially show you how my team and I 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.

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.

My team and I feel great pride and joy for the privilege of transforming the smiles and lives of those who choose us every day. We love giving back to our local community.

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,

*Dr. Bergh & Team*

P.S. When you are ready to schedule your first visit and complimentary consultation with x-rays (\$249 value), give us a call 818-242-1173 or go to [BracesByBergh.com](http://BracesByBergh.com)

