



## Integration Plan

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Congratulations on your decision to implement My Smile Choice™! This is a progressive program that will help you:

1. Increase the conversion rate of your adult consultations
  2. Help capture case starts from parents
  3. Help recapture lost case starts from past consultations
  4. Increase the number of overall adult consultations
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**To integrate My Smile Choice into your practice, follow these steps one-by-one:**

- ☒ Set up a 1 - 1½ hour meeting between **doctors, office managers and treatment coordinators** to review the **Program Guide** and **Integration Workbook**. This workbook will review the program guide and highlight discussion points to customize this program for your practice.
  - ☐ Each attendee needs to read the **My Smile Choice™ Program Guide** prior to this meeting.
  - ☐ For the meeting:
    - ☐ Print copies of the **Integration Workbook** so each participant can refer to it during the team discussion. *(To reduce paper, you'll want to print front & back)*
    - ☐ Review the **Patient Complete Treatment Release Form** & **Minor & Cosmetic Patient Consent Form** together to make sure everyone is confident reviewing it with patients.



- ☒ Set up a 1 hour meeting with all **doctors and treatment coordinators**.
  - ☐ Read the **Consultation Scripting Guide** prior to this meeting. This is very important because for this program to be successful, you must be intentional with your verbiage so that when someone comes in for Minor or Cosmetic treatment, you can gracefully make a full recommendation while still validating the cosmetic options (otherwise it could come off as a “bait and switch” to the patient).
  - ☐ Discuss the Scripting Guide and the approach you want to take in your consultations and test the Invisalign® simulation on your iTero scanner to become familiar with how you will present Minor & Cosmetic treatment.
  - ☐ Place one **My Smile Choice™ Consult Laminate** in the consultation room and one at the front desk (for reference on phone calls). You will receive 2 laminated copies with your brochures and Pass-Along Cards. In the interim, the link will allow you to print and reference the document.
- ☒ Read the **Team Launch Plan**. Set up a date and time to hold a launch “party” with the team!
  - ☐ The **Team Launch Plan** will lay out step by step how to discuss the program with the team so they understand WHY this is so important, the details of the program and how to promote it.
  - ☐ Make sure you take note of who you’ve assigned as leads in your **Marketing Plan** so it can be discussed at the launch party.
- ☒ Review the **Marketing Plan** to see how the team can promote My Smile Choice™ in the office and to your community.
  - ☐ Note which team members will take the lead for each marketing effort. More than one team member might be involved but it’s important to assign a lead for each task.
  - ☐ Have the lead read the instructions for their assigned marketing effort and discuss how to best implement it for your practice.
- ☒ You can use the **MSC Treatment Tracker Spreadsheet** to record all case consultations, assess the effectiveness of the program & provide you with a quick follow-up list.

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**You are ready to go!**

Please reach out with any questions you may have. You can email us at [Hello@BrilliantDoc.com](mailto:Hello@BrilliantDoc.com) or call us at 1-888-337-6278.

**DISCLAIMER**

The author of this document and co-founder of My Smile Choice™ was employed by Align Technology, Inc for 13 years to train Orthodontists how to best integrate Invisalign® into their practice, how to clinically set up cases for ideal finishes, and how to treat patients with Invisalign®, she NOT a doctor. Please note that ALL clinical tips given and any clinical advice is to be taken at your discretion. You are the treating doctor and are responsible for your own protocols and treatments.

**IMPORTANT NOTICE**

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