



## Team Launch Plan

We recommend you **DO NOT** just announce this in a morning huddle or team meeting. This program is going to allow you to compete like never before! This is your team's opportunity to help drive success and growth. Let's get them excited! Here are two great ways to invest in your team and get them excited:

- **Happy Hour Launch Party** - Cocktails or mocktails, everyone likes to unwind after work and celebrate future success with co-workers/friends!
- **Lunch Launch Party** - Plan a pot-luck, have a pizza party in the office or take the team out!

A party is always fun, but this is also a working party. It is important for the whole team to truly understand the changes that are happening in the orthodontic market. When we know what's coming we can be prepared and do something about it, before it becomes a stressful situation. The team needs to feel invested in this program and know that it will take everyone to drive the practice's success.

Below are the key discussion points you need to cover during the meeting and answer the question, "**Why** do we need to integrate a new program?". We've written each point in a conversational way and encourage you to share each of these points with the team:

### Discussion Point 1

There's a large orthodontic company (not practices) called Swanky Smiles™ who offers a choice of concierge, at-home treatment or treatment through teledentistry for just under \$6,000. So kids & adults can get treatment in their driveway for the same price as (or similar to) what we charge! Their fleet of mobile "operatories" are in the Southeast right now, but the company is growing incredibly fast since teledentistry can be done nationally.

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### Discussion Point 2

Swanky Smiles™ has also found a way to partner with GPs nationally through teledentistry with the ability to pay the GP \$800 for every case started. The GP technically "starts & finishes the case" by taking records, securing financing & submitting the case and then placing the retainer at the end. Swanky Smiles does everything in between. Ultimately, this could impact our GP referrals.

### Discussion Point 3

We all know that mail-order aligner companies like Smile Direct Club® are advertising against us (private practices) - we are too expensive, too “inconvenient” (ugh!). Not only are these companies not going anywhere, they are growing like crazy! SDC is partnering with CVS to set up scan shops in the back by the pharmacy! They are also partnering with Insurance companies so people don’t have to submit for reimbursement. This means that someone can literally go to the drug store and straighten their teeth with aligners for less than \$1,000!

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### Discussion Point 4

This is also where we have a real opportunity with My Smile Choice™ to help our community! The doctor(s) feel we have a moral obligation to give adults an alternative to “DIY ortho”. How many times have we seen, during a consult, an adult just wanting to fix one or two teeth. They think treatment will be quick and inexpensive. Then they are shocked and dismayed that we recommend full treatment and it’s thousands of dollars. The problem is that people just don’t know what it takes to “fix a tooth!”. And mail-order aligner companies are capitalizing off this misunderstanding.

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### Discussion Point 5

That’s why we are implementing My Smile Choice™! This program allows us to:

- offer 3 levels of clear aligner treatment within a very defined program
  - minimizes appointments for patients’ convenience & our efficiency
  - and ultimately, gives our community an opportunity to receive the exam and diagnosis they need so they can make an **educated decision** of how much treatment they want and can afford!
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### Discussion Point 6

The disruption in our industry has not yet impacted our practice but it will, and we need to be prepared. If we wait until we feel a financial impact, change will be forced upon us instead of chosen. I want to make sure we all have a financially safe and enjoyable working environment for years to come!

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### FINAL KEY POINT

We need to work as a team so we can help as many people as possible avoid potentially bad & harmful treatment, and let them get treated here - **with the BEST team on the planet!**



**Now it is time to get your team involved and find the best way for your practice to get the My Smile Choice™ word out.**

**Team Discussion Instructions:**

1. First make sure to print and review the My Smile Choice™ **Marketing Plan** with the team.
2. Review the brainstorming starters & statement examples below so the team feels comfortable talking to everyone in the office about your new clear aligner program!
3. Use the additional page to capture questions, ideas & outcomes from the team discussion.

**TARGET:** How can we let adults, who are in the office, know My Smile Choice™ is now available?

**Brainstorming Starters**

- What are the key elements of this program that people will love?
  - Minimal appointments - Convenient!
  - Choose their treatment level - they feel a sense of control!
  - Choose the price they can afford
- What phrases are best to just start a conversation about My Smile Choice™?
  - “We are telling everyone...!”
  - “Did you hear...”
  - “We are trying to get the word out...”

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**Statement Examples**

Example 1:

“We are telling everyone that we have a new program! It’s called My Smile Choice™ and it allows you or any adult to choose the level of Invisalign® treatment desired - The treatment is streamlined to minimize appointments and make it super affordable!”

Example 2:

“We are trying to get the word out that we now offer different levels of Invisalign® (or clear aligner) treatment so allow people to choose how much they want to enhance their smile - it’s convenient and affordable!”



Questions, Ideas & Outcomes from the Team Discussion:

**Now you are ready! Let us know how else we can support you and your practice. :)**

- Your My Smile Choice™ Team