



800.28.SMILE

www.archorthodontics.com / smilemaker@archorthodontics.com

Bridgewater • Brockton • Canton • Hyde Park
Randolph • Stoughton • Westwood

FOR IMMEDIATE RELEASE

Contact: Dr. Andrew Chase / Dr. Robert Chavez
1-800-28 SMILE or Stan Hurwitz 508-269-0570

NEW SMILES TAKE TEAMWORK: ORTHODONTISTS REWARD PATIENTS FOR BEING TEAM PLAYERS

*Patients of All Ages Like Prizes,
But the Real Reward Is A Great Smile*

(Issued JUNE 2011) - Not only does Chris P. of Westwood take special care of his teeth now that he has braces, he also *looks forward* to visiting his Orthodontist because he earns reward points.

Chris's Orthodontist, Dr. Robert Chavez of ARCH Orthodontists says, "We're rewarding patients of all ages for taking care of one of their most important possessions: their smiles. It's our special way of saying 'thank you' for choosing us and for being a good partner in this important project. We believe in acknowledging effort and encouraging each patient to be an active participant in treatment."

Patients earn points through the MyOrthoRewards program for things they do during their treatment. This may last two years or more for youngsters. Adults' treatment can run from 6 – 18 months depending on the scope and goals.

Dr. Andrew Chase, Dr. Chavez's partner and son, says, "Everyone loves winning things. Our reward program reinforces the idea that Orthodontic treatment is a team effort. It also helps to keep patients involved in their treatment and enthusiastic about the positive things they can do for themselves. This helps to give us the excellent results for which we all work."

The Orthodontic team estimates that they have treated nearly 20,000 individuals of all ages. Dr. Chavez has been practicing for 37 years. Dr. Chase, since 1998. Most young patients are referred by their general dentists or another ARCH patient for an initial exam around age 7. Treatment usually begins for girls ages 10 -15 and for boys 11-16.

Points are awarded for wearing headgear, elastics and appliances. When their teeth and gums are clean for a visit, it's worth 300 points. If their Orthodontic equipment isn't broken or loose, it's 300 points. Kids also earn points for academic excellence (250 points) and for community service (50 points). Referring a friend to ARCH is worth 500 points. Becoming an ARCH fan on Facebook earns 100 points. If family members wear their ARCH t-shirt to an appointment, the patient earns 100 points. "Another reinforcement of the team approach," says Dr. Chase. "You get 500 points just for keeping your appointment," he smiles.

Points can be exchanged for movie tickets, electronic gadgets, books and more.

Dr. Chavez says that their practice sees people of all ages, from 4 to 80. No matter the age, crooked or crowded teeth make cleaning difficult, which can lead to tooth decay, gum disease and possibly tooth loss. He adds, "An improper bite can interfere with chewing and speaking, can cause abnormal wear to tooth enamel, and can lead to problems with the jaws, resulting in painful TMJ disorders. A healthy smile means a healthy mouth and a confident attitude."

The father-son team has worked with Operation Smile, an organization that helps disadvantaged children with cleft palate and other oral deformities, providing them with free surgeries and dental care. Closer to home, Dr. Chavez cofounded and serves on the Board of the Stoughton Youth Commission.

Both Doctors recognize that young patients may be more interested in the prizes than in having straighter teeth – at least until a certain age. "Kids think the prizes are the end product or goal. When they develop, somewhere near 16, earlier or later, they appreciate that ***the real end-product is a great-looking, great working, great feeling smile,***" says Dr. Chavez.

ARCH Orthodontics has offices in Stoughton, Bridgewater, Brockton, Canton, Hyde Park, Randolph and Westwood.

To schedule a free consultation call 1-800-28- SMILE, email smilemaker@archorthodontics.com or visit www.archorthodontics.com.

*- By Stanley Hurwitz / 508-269-0570
stanhurw@comcast.net*