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FOCUSING ON THESE GAPS, TOO...
**SURVEYS HELP ORTHODONTISTS ID ISSUES,
IMPROVE PERFORMANCE**

A Good Sign: 98% of Patients Say They'd Refer You to Others

(Issued MAY 2011) -- Much of what Orthodontists Dr. Robert Chavez and Dr. Andrew Chase of ARCH Orthodontics do is related to closing gaps, using a variety of braces and aligners.

At the same time, they know that one critical key to building and maintaining a successful practice is identifying and closing 'performance gaps.'

A recent survey, commissioned by ARCH Orthodontics (www.archorthodontics.com) and conducted by an objective third-party research group found that an impressive 98% "have already or would refer family and friends" to ARCH. That figure pleases Dr. Chavez, who during his 37-year career has built ARCH into 7 offices south of Boston. He says his goal has always been 100% patient satisfaction, to make their visit to the office "the greatest part of their day." ARCH's patients range in age from 4 to 80.

Another impressive finding from the survey: 98% of patients waited less than 15 minutes for their appointment. Half of those individuals said they waited only about five minutes. A total of 86% of patients were referred by dentists, friends or relatives.

Dr. Chase, who joined his father in the practice in 1998, says, "We never assume we know what patients value most, or that we know what areas of the practice need more attention. An objective survey provides a systematic, patient-focused approach. Once we identify real or perceived service gaps, we devise and implement action plans to address them. Gaps that fail to be closed can lead to patients going elsewhere, and they certainly won't continue to refer friends and relatives to us."

Dr. Chavez says, "Our mission includes being 'the Orthodontic office of choice in the communities we serve' and being 'the best Orthodontic group practice.' We treat every patient with the highest level of care, concern and compassion. Making them our primary focus is how one builds a practice, maintains loyalty, and thrives, even in a challenging economy."

To learn more, call 1-800-28- SMILE, email smilemaker@archorthodontics.com or visit www.archorthodontics.com.

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