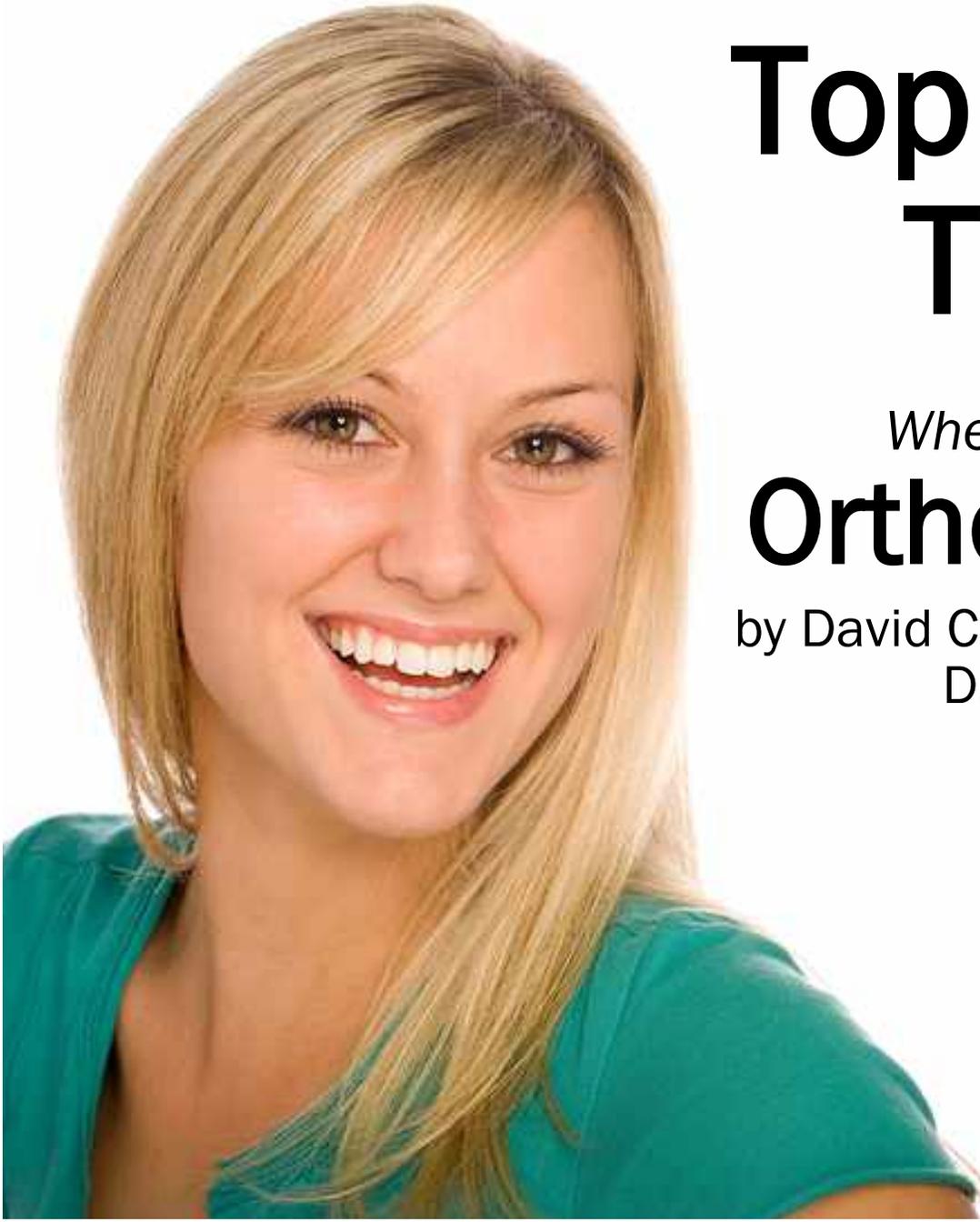


SPECIAL REPORT



# Top 10 Things

*To Consider  
When Choosing Your*

## Orthodontist

by David Caggiano, M.S.,  
D.M.D.



*You'll Love The Way We Make You Smile!*

973.520.5892 •

[www.MorrisCountyBraces.com](http://www.MorrisCountyBraces.com)

272 Parsippany Rd. • Parsippany, NJ 07054

## Introductory Letter from Dr. Caggiano

Dear Friend,

If you are researching orthodontists and different types of braces (or Invisalign) 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 may find that different orthodontists offer different things at different prices, or even more confusing if they offer similar treatment options, but for different fees. Stated simply, not all treatment is the same, and not every orthodontist can deliver the same result. My name is Dr. David Caggiano, and I have been creating life-changing smiles to your friends, neighbors, and possibly even family members for many years. Whether you are seeking your best smile the fastest, most comfortable, or most efficient way, we have the most extensive choices for your smile solution at my practice in Parsippany, New Jersey.

At Caggiano Orthodontics, we strive to provide exceptional patient care along with our exceptional results. However, we don't expect you to simply take our word for it. To help in your search for an orthodontist, I have put together this report, "The Top 10 Things You Should Know Before Choosing Your Orthodontist." In it, you will find the most necessary principles and standards expected of an orthodontist, as well as the office staff. You may find an orthodontist that meets some of these standards as well as a few of your own, however, I urge you to find an orthodontist that meets all of them! Ultimately, my goal is to make sure you feel truly confident with your choice of treatment, orthodontist and the entire team.

Make sure to read this report, as you should always feel at ease asking your orthodontist any of the questions we have included in this report.

To Your Best and Brightest Smile,

*Dr. David Caggiano*

P.S. When you are ready, I invite you to call 973.520.5892 to schedule your complimentary Caggiano Smile Assessment, which includes a comprehensive exam, personalized consultation, and digital x-rays and photos (a \$249 value) – entirely without cost or obligation to you.



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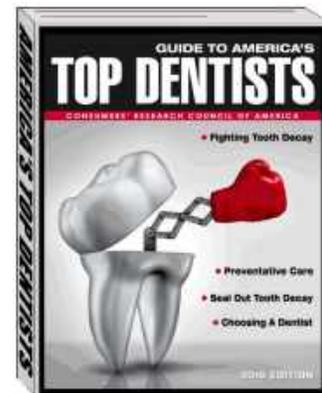
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1

# Are They Creating Award-Winning Smiles?

When considering an orthodontist, be sure to ask if they are an award-winning orthodontist. The team at Caggiano Orthodontics has been creating award-winning smiles for a long time. In fact, he has been featured as a top orthodontist for over 11 years in a row! When NJ Monthly Magazine asked other dentists who they would bring their kids or loved ones to – they voted Dr. Caggiano a top orthodontist in NJ! Moms have perennially voted Dr. Caggiano a Top Doc in NJ Family. His peers (other orthodontists) voted him the prestigious Best of Orthodontic Products two times! In addition, Dr. Caggiano has been voted best of Morris County, a NJ Top Doc, and Consumer Research Councils Best in America.

Dr. Caggiano is proud to treat the area's dentists and their kids!



NUMBER

2

## Does The Team Provide Exceptional Customer Service?

Sometimes when you or a loved one decides to switch doctors, it rarely has to do with the faith placed in the doctor themselves. It is more likely that the front desk staff is bitter or distant, and seems to only care about your presence when it is time to collect a fee. Maybe you always have to wait 30 minutes to be seen. Ultimately, this is a direct reflection of the doctor themselves, as they don't know how to keep their staff happy, and truly, won't be able to ensure that you are happy.

*Look at an orthodontist's team when trying to decide if the practice is a good fit for you and your family.*

Dr. Caggiano takes customer service seriously! He has trademarked the tagline "You'll Love the Way We Make You Smile" because we know that you will not only love your smile when you are done with treatment, but Dr. Caggiano and his team will have you smiling at every appointment along the way. We really take the time to get to know you - we realize we treat people not teeth! We are proud of our relationships we make with our patients - need proof? Check out how many google reviews we have!



Have you seen our Google Reviews?  
If not, search  
ORTHODONTICS  
PARSIPPANY and compare  
our Google Reviews to other  
orthodontists.

NUMBER

3

## Are They a Specialist?

In general, orthodontists and dentists work together to help you maintain excellent oral health, but when it comes to straightening your teeth or correcting your bite, it is better to see an orthodontist to get the best treatment. After all, you wouldn't go to your family doctor for orthopedic surgery – would you?

### What is Orthodontics?

Orthodontics is a specialized branch of dentistry. Dentists focus on keeping your gums healthy by doing routine cleanings and repairing your teeth if you get a cavity. 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 making 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. Did you know that all orthodontists are dentists, but only 6% of dentists are orthodontists?



Member  
American  
Association of  
Orthodontists

### How Does an Orthodontist's Training Differ from a Dentist's?

What sets orthodontists apart from general dentists is that after dental school, they undergo three additional years of specialized education and training. During this time, they learn the proper way to diagnose and treat the bite and alignment issues that require orthodontic treatment. These orthodontic treatments may include options such as Braces, Invisalign treatment, and palatal expanders. During any given work day, every patient an orthodontist sees is there in order to improve their bite and straighten their teeth. Your smile is special – trust it to a specialist.

NUMBER

4

## Do They Offer Virtually No Wait Times?

At your typical doctor office, you may experience a 20-40 minute delay on your appointment. This happens because staff may over book appointments. The end result is your appointment leaves you feeling rushed and underappreciated.

The team at Caggiano Orthodontics understands that your time is both precious and valuable. To ensure that we don't waste your time, we make sure that no appointments overlap or that we have not doubled book. You can walk in feeling confident that you will experience very little to no wait times!



NUMBER

5

## Do They Have a Lifetime Warranty?



Fewer than 10% of orthodontists offer any kind of warranty or guarantee. Of those that do offer warranties, you will often find the warranty padded with several clauses and fine print terms that make it nearly impossible for you to truly benefit from their warranty. Additionally, their warranties typically only cover the duration of treatment, so once the braces come off, the smile you have is the smile you will keep. While this is a smart way to make money in a business sense, you should be treated better than that.

*You deserve to have your best smile last a lifetime.*

If you are a patient of Caggiano Orthodontics, you qualify for our exclusive Caggiano Smile Warranty. No strings attached. If your teeth shift because you didn't wear your retainer, lost your retainer, or whatever the reason... don't worry about it! Dr. Caggiano is the first orthodontist in the area with such a program.

This means you will never have to worry about having to pay a full case fee for retreatment – ever! Other orthodontists typically charge \$3500 or more for retreatment. Whether you find yourself in need of full or limited orthodontic care, and no matter the reason, all you will ever have to pay is a small monthly service charge. Any diagnostic records and x-rays that are needed will be at no cost to you. Installation and removal of metal braces will be at no cost to you.

We understand that in life,  
shift happens.

That's why we offer the  
Caggiano Smile Warranty -  
To make sure your smile is  
always awesome!

NUMBER

6

## Do They Offer the Latest in Technological Advancements?

The world has undergone a technological revolution in the last decade, and orthodontics is no different. There is no aspect of orthodontic treatment that has not been impacted by digital technology and superior materials. Unfortunately, every orthodontist falsely claims to be “high-tech” and “using the latest technology”. Utilizing his biomedical engineering background, Dr. Caggiano has embraced technology and continually invests in expensive equipment and materials to create a unique orthodontic experience. The bottom line is superior results with fewer visits and shortened treatment times. Visit our website and compare a list of technologies used at Caggiano Orthodontics with any other orthodontist, and it will be evident Dr. Caggiano is truly “high-tech” and “using the latest technology”. Dr. Caggiano believes you deserve the best, and makes sure the best is available to you. From the moment you walk through the doors for your Caggiano Smile Assessment, to the moment you get your braces off, Dr. Caggiano will be using the latest in technological advancements to your advantage!

How will your orthodontist ensure your treatment is truly the most comfortable, efficient, and accurate it can be?



NUMBER

7

## Do They Offer a Complimentary, No-Obligation Consultation?

If you have done any research on orthodontists, you might have noticed that many of them offer a complimentary consultation. However, the extent of their complimentary consultations is by simply looking at your teeth for a moment and determining whether or not you need braces. After that, you will need to pay for x-rays and a thorough exam to determine the best treatment options for your case.

Ultimately, you will be paying the orthodontist before you have even committed to getting treatment through them!

At Caggiano Orthodontics, we offer a completely complimentary, no-obligation consultation called the Caggiano Smile Assessment. Your Caggiano Smile Assessment includes a thorough exam, consultation, digital photos and digital x-rays! We would typically value this consultation at \$250; however, we offer you this valuable assessment at truly no cost to you. You have nothing to lose, and only your best smile to gain!

*People who have been to another orthodontist prior to Dr. Caggiano, always compliment us on how thorough the Caggiano Smile Assessment is compared to other orthodontic consultations.*

Call us now at  
973.887.8780



NUMBER

8

## Do They Accept Most Insurances?

When you are researching orthodontists, it's important to know where they stand in terms of accepting and participating with insurance. There are many orthodontists who do not participate with your insurance, but will "accept" your insurance benefit – be careful! This will be more expensive for you because a non-participating orthodontist will not give you your insurance's discounted fee because they are more concerned with getting compensated than they are about you fully using your orthodontic insurance.

*At Caggiano Orthodontics, your best smile is the #1 priority!*

You will be delighted to know that Caggiano Orthodontics actually participates with most PPO insurances! As a benefit to you, we will contact your insurance company and fill out all the paperwork and file it on your behalf to ensure you are getting to absolute most out of your insurance benefits.



NUMBER

9

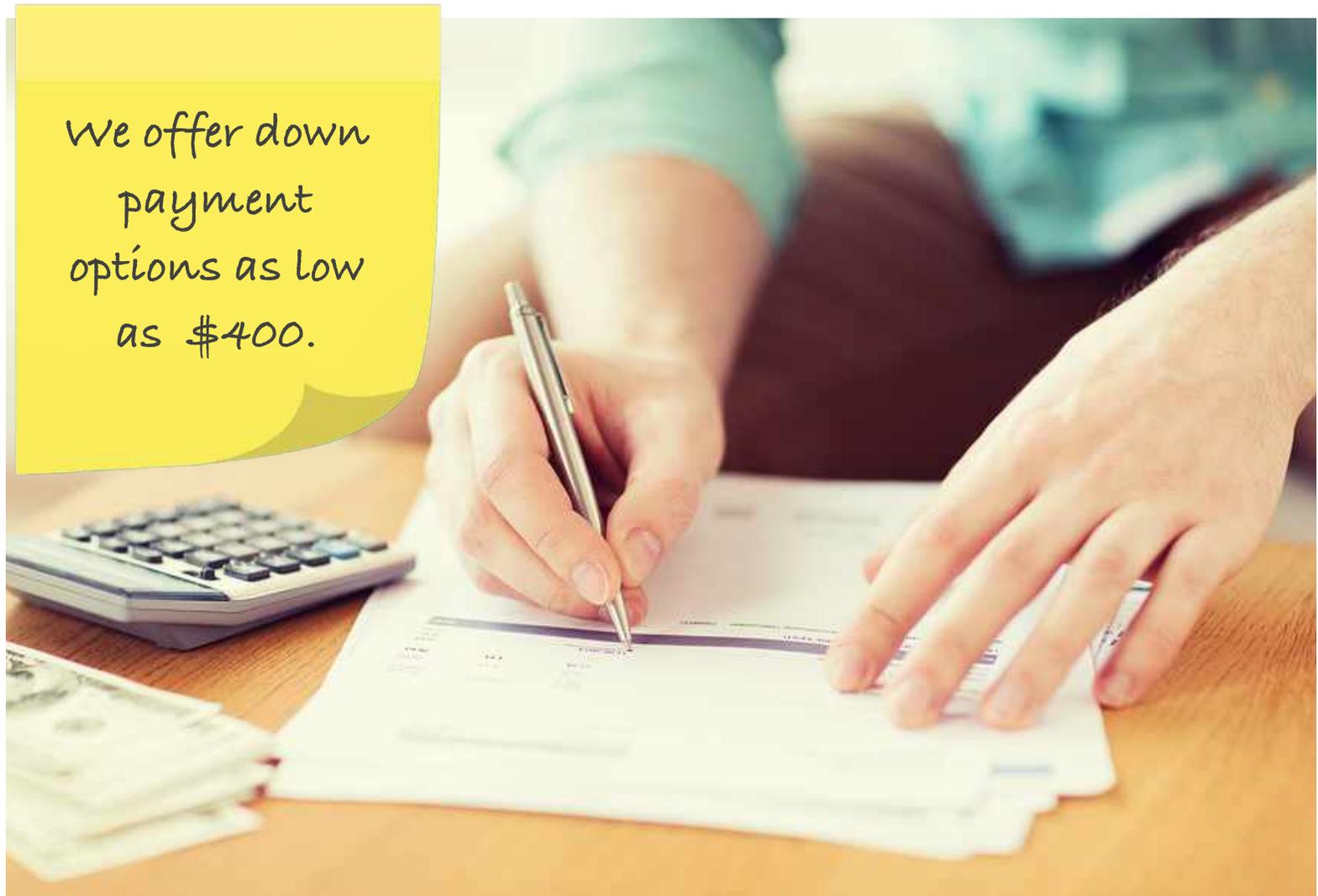
## Do They Offer Flexible Payment Plans?

Dr. Caggiano believes that finances should not stand in the way of an awesome smile. If an orthodontist is strict on payment plan options and it doesn't seem like their team is willing to help you create a payment plan that works with your budget, ultimately, they are telling you that getting payment is their #1 priority. To an orthodontist whose #1 priority is payment, you are simply a number among other numbers

*At Caggiano Orthodontics, you are treated like a person.*

When you choose Caggiano Orthodontics you are choosing a team of people that are going to treat you like a person, not a number. Dr. Caggiano and his team want to help you create a payment plan that will comfortably work within your budget so that you only have to focus on following your treatment plan, and not worry about how you will pay for treatment. Ultimately, when you don't have to worry about paying for your treatment plan, you will achieve a smile you love to show off!

We offer down  
payment  
options as low  
as \$400.



NUMBER

10

## Are They an Platinum Plus Provider of Invisalign?

Invisalign is only a tool, a device used to move your teeth and ultimately get you your perfect smile. It is actually similar to a golf club. Dr. Caggiano enjoys golf. But do you think he can swing the golf club as good as a professional, for example Tiger Woods? No way! The point is that Invisalign results may vary depending on who the doctor is. Dr. Caggiano has been recognized as having achieved a significant level of expertise with the Invisalign system and is considered an Invisalign Platinum provider. This designation ensures that you are getting the highest level of care and experience with Invisalign compared to other providers (which of course you should make sure is an Orthodontist and not a general dentist – see Number 3).



**PLATINUM+**  
**INVISALIGN**  
**PROVIDER**  
**2020**



## Closing Letter from Dr. Caggiano

Dear Friend,

I hope this report has helped you learn more about orthodontics in general and potentially show you how Caggiano Orthodontics can help you or your child. We would be honored and grateful to meet and learn more about how we can potentially help transform your or your child's smile.

When you are trying to find an orthodontist that is both experienced as well as modern, you may not find many choices. There are many orthodontists that can either tout their decades of experience or their dedication to modern orthodontic advancements. It is very seldom when an orthodontist can tout both. I hope this report shows that me and my team can deliver both, and do so in a unique caring manner.

Truly, you should feel comfortable and confident with your choice for orthodontic treatment. You should feel like you trust the orthodontist, as well as their team, and their recommendations.

If after reading this report and visiting Caggiano Orthodontics, you don't feel confident with my office, my team, and me, we will simply part as friends.

Sincerely,

*Dr. David Caggiano*

P.S. When you are ready, I invite you to take advantage of your complimentary, no-obligation Caggiano Smile Assessment. Call 973.520.5892 to speak with a friendly team member today!





*You'll Love The Way We Make You Smile!*

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