



KLOWen Custom Braces Consultation Script

Start With the Video

Two versions of the patient-facing video (2 minutes or 45 seconds) are available in the KLOWen Resource Library. Use the one that best suits your needs.

SCRIPT

1. **“Your treatment starts today! After we scan your teeth, the doctor will design your perfect smile, and then you will get custom braces made just for you!**
2. **Most orthodontic offices use braces technology as old as the rotary phone or VCR. We use digital smile design, 3D-Printing, and custom braces.**
3. **Getting custom braces means:**
 - a. **You’ll get out of braces much faster...**
 - b. **You won’t have to come to the office as much...**
 - c. **And there will be less pain/discomfort, because we won’t have to make many adjustments to the brackets or wires along the way.”**

Patient Hand Out

Include the KLOWen Patient Brochure with other information you hand out to them. If you still need a brochure that has your logo on it, contact KLOWen Braces, and we will provide one for you.

Additional Points for You to Consider

Same-Day Start

You should sell KLOwen Braces as a same-day start, just like Invisalign. You can immediately move forward to get the patient/guardian signatures, take scans and pictures, and schedule the bonding. It is just as the script says, “Your treatment starts today!”

How Much Less Time in Braces?

Studies have shown that digital custom braces treatment can reduce treatment time by as much as 37%, which means several months less. Patients will love getting out of braces faster, and you will love the savings in time and overhead cost.

Cost Comparison

Fortunately, you don’t need to charge extra for these KLOwen Custom Braces. So this is good news to share if the patient asks how much more it costs than regular braces.