



Team In Service
Date:

Topic: How I Became a Top 1% Invisalign Provider with Dr. David Eshom via The Thriving Dental Show

1. What is the most important thing that an office can do to help patients take a greater interest in their oral health?
2. What simple thing did Dr. Eshom do to get 30-40 new Invisalign cases in one year?
3. What percentage of hygiene patients could use some type of ortho?
4. Why is ortho important in today's general dental practice?
5. T/F Adults are much more interested in ortho today than they were in the past.
6. T/F Every adult patient wants their bite corrected.
7. T/F Most adult ortho patients want better and not perfect.
8. Which type of patient did Dr. Eshom focus on first with Invisalign?
9. What did Dr. Eshom do differently than the other DDS in the area who also offered Invisalign?
10. Which types of photos should be taken on patients to easily take them on a "mouth tour"?
11. When does Dr. Eshom include an ortho exam?
12. After looking at a patient's teeth, what does Dr. Eshom ask the patient to begin the ortho discussion?
13. T/F Men are interested in looking good professionally.
14. What two things are people concerned with when considering ortho?
15. How do you start talking to EXISTING patients about ortho?
16. To present a higher cost treatment to patients, it is necessary to do what?
17. Who should be a part of helping the doctor identify potential cases?
18. What can a team member say to a patient to begin the ortho discussion?
19. What is an Invisalign Captain? Who would make a great Invisalign Captain in this office?