



**NORTHWEST
ORTHODONTICS**

***Friendly, experienced care for
STRAIGHT BEAUTIFUL SMILES***

“Is Early Treatment Worthwhile?...The 8 Things You Must Know Before Choosing Your Family’s Orthodontist”

- 1.** You enjoy many additional benefits and added peace of mind when you entrust your family’s orthodontic care to a licensed orthodontic specialist. Dr. Kaplin is an Illinois Board Certified Orthodontic Specialist. This is important to you because in some instances today, in our economic climate, general dentists are performing orthodontic procedures. Just because a general dentist does orthodontic procedures, such as Invisalign® or even braces, does not mean you should entrust your family’s orthodontic care to them.
- 2.** Although orthodontic treatment is possible at any age, the American Association of Orthodontists recommends that all children should have an orthodontic evaluation by age 7. At Northwest Orthodontics, we believe there is an ideal time when the most conservative techniques will produce the best results. An overbite is best treated during active growth, but not too early. Crowding is usually the result of narrow jaws and early orthopedic expansion can create more room for tooth alignment and a broader smile. An experienced orthodontic specialist can advise you when it is the best time to treat every orthodontic problem. This will give you peace of mind when it is not clear to you whether an issue you see is really a problem or just a stage of development that doesn’t require intervention.
- 3.** At the time of the initial evaluation, some children may not benefit from early orthodontic intervention, yet will benefit when they are older. If Dr. Kaplin feels your child is not quite ready to begin treatment, he will recommend that your child be placed on an observation program to monitor their development and begin orthodontic treatment later. Rest assured that Dr. Kaplin will wait to start treatment until the appropriate time.
- 4.** We at Northwest Orthodontics make every effort to make orthodontic care affordable for your family. We offer complimentary initial orthodontic consultations. In addition, if Dr. Kaplin recommends treatment at the time of your initial visit we offer many options to make treatment fit your budget. Our fees are always competitive in our area. In addition, we accept Visa, MasterCard, and Discover.
- 5.** Dr. Kaplin is a preferred provider for Aetna, Metlife, Cigna, Guardian, Blue Cross Blue Shield and others. We accept assignment of your insurance benefits and we are experts at working with your plan to ensure you

receive the maximum benefit available. We also will assist our patients with their Flex Spending Account dollars to ensure that they plan in advance to maximize the benefit. It's about service to you and doing what's right.

6. Orthodontic treatment is not just for children any longer. In fact, many of the patients treated by Dr. Kaplin are adults. Our adult patients are finding out now how a healthy, attractive smile can enhance their careers, as well as their self-esteem and happiness. Even though you may not have gotten braces when you were young, why deprive yourself any longer of the many benefits of expert orthodontic treatment? We offer the clear or invisible alternative to metal braces so that you'll be the only one that knows!
7. Orthodontics can indeed be fun. Our practice offers traditional braces which are made of high grade stainless steel. Today's metal braces are smaller, more comfortable, and more attractive. You can choose the colored bands of your choice to hold the wires in place. Be sure to ask about our Wooden Nickel incentive program.
8. There are many, many details that go into selecting an orthodontic office. Look closely at the details. Ask yourself:

Who addresses the details for you both professionally and in support service?
What is the atmosphere you sense when visiting the office?
Were you treated the way you would choose to be treated?
Did you walk away understanding the process?

We are very confident about what you will discover at Northwest Orthodontics, and we encourage you to find out for yourself.

**Call NORTHWEST ORTHODONTICS TODAY
to schedule your FREE exam.**

2 Convenient Locations

FRANKLIN PARK
9731 West Grand Avenue
847.455.4664

STREAMWOOD
820 South Bartlett Road
630.830.9700

**Present this certificate for a
FREE Child or Adult
Orthodontic Examination. (\$150 value)**

New patients only. No referral required.