



Addressing concerns on Invisalign® clear aligner therapy for growing children

When it comes to orthodontics, some caregivers may think braces are the standard for children and that Invisalign clear aligners are reserved for adults, simply based on the experience they had as a child or teen. Another barrier to treatment is often around cost. Ensuring patient and guardian understanding of the recommendations you make for children's dental care is critical to a seamless treatment experience, whatever treatment modality they choose.

Below are several scenarios that highlight obstacles that can arise when discussing Invisalign treatment for growing children and provide some suggestions for how you can address them.

Scenarios that can arise when discussing Invisalign® treatment

- Concerns about age
- Concerns about Invisalign clear aligners
- Concerns about cost
- Concerns about deciding on treatment today

Key tips

- Establish trust with both the patient and caregiver.
- Begin discussions on the need for orthodontic treatment early on, when possible and clinically appropriate.
- Show, don't tell: Utilize your iTero™ scanner for patient education.
- Research insurance benefits for each patient prior to financial discussions.
- If a caregiver needs time to consider treatment, offer the option of a private space to come to a decision. Make yourself available to answer any additional questions when they are ready.

Concerns about age:	Potential response:
<p>I thought my child was too young for orthodontic treatment.</p> <p>Goal: Educate the caregiver on the standard of care recommended by the American Association of Orthodontics (AAO).</p>	<p>“The goal of Phase 1 treatment is to develop young jaws and/or arches to make room for existing teeth and for incoming permanent teeth. Often at this age, we can spot issues that may require early treatment before they become more difficult to treat later. In fact, the AAO recommends an orthodontic screening at age 7, so <i>[insert child's name]</i> is right in line.”</p>
<p>I thought Invisalign treatment was only for adults.</p> <p>Goal: Educate the caregiver on the history of the Invisalign system.</p>	<p>“The Invisalign system is the most advanced clear aligner system in the world.¹ Invisalign clear aligner therapy is built on learnings gained from treating millions of patients who have used our product and offers a solution that gently and effectively addresses the unique needs of growing children. In fact, over 4 million children and teens² have been treated with Invisalign clear aligners.”</p>
Concerns about Invisalign clear aligners:	Potential response:
<p>Why Invisalign clear aligners?</p> <p>Goal: Educate the caregiver on the benefits and features of Invisalign clear aligners for growing children.</p>	<p>“The Invisalign First™ system is designed to treat a broad range of teeth straightening issues in growing children, from simple to complex, including crowding, spacing, and narrow dental arches. Our goal is to create a positive, minimally invasive, but clinically effective experience for our patients, and we have found that Invisalign clear aligners are an excellent way to achieve that.”</p>
<p>My child has a very busy schedule, I'm not sure we have the time to make this commitment.</p> <p>Goal: Educate the caregiver on the benefits of Invisalign treatment.</p>	<p>“The good news about Invisalign treatment is that it is a convenient option for those with busy schedules and lifestyles. Emergency visits with Invisalign treatment are almost 80% less frequent than with braces.³ Also, in our practice we typically only see patients every [10 to 12 weeks] with Invisalign versus every [6 to 8] weeks with our braces patients.”</p>
<p>I'm afraid my child will not be compliant with aligner wear or care.</p> <p>Goal: Establish parity in the responsibilities required for any treatment modality.</p>	<p>“There is a compliance factor for all orthodontic treatment, whichever option we choose. If we don't think there will be responsibility with clear aligners, or maturity is a concern, we will likely have issues with traditional braces as well. With Invisalign clear aligners, your child will need to put their aligners back in after eating and brushing. With braces, there will be food limitations and we may see increased occurrences of soft deposits/plaque and gum reactions due to challenges with brushing and flossing.⁴”</p>

Concerns about Invisalign clear aligners:	Potential response:
<p>I'm afraid my child will lose their aligners because they are removable.</p> <p>Goal: Provide assurance that you have a process to handle lost aligners with no added stress to the family.</p>	<p>“We rarely see children lose aligners as we instruct them on how to store the aligners when they are eating or brushing their teeth. In the event an aligner is lost, we can often just move to the next aligner. If it's lost early on in an aligner stage, we can simply go back an aligner and order a replacement, [for a small fee/at no extra charge].”</p>
<p>I had braces when I was younger (or their sibling had braces) and I think it would be easier for my child to have the same.</p> <p>Goal: Educate the caregiver on the benefits of Invisalign treatment.</p>	<p>“Advances in orthodontic care have come a long way. Unlike traditional braces, Invisalign clear aligners are designed for comfort, preventing issues like poking wires. They are also removable for better hygiene, allowing your child to brush and floss like normal and to continue eating whatever they want. With Invisalign clear aligners, we can also treat predictably, so we know what we can expect to see during and at the end of treatment.”</p>
<p>I have heard Invisalign treatment does not work as well.</p> <p>Goal: Educate the parent on your doctor/ practice experience and the efficacy of Invisalign treatment.</p>	<p>“Dr. [Insert name] is a [insert Advantage tier] treatment provider, a designation achieved only by select Invisalign providers in the country. He/she has successfully treated over [XXX] patients with the Invisalign system, many of whom required the same level of orthodontic treatment as [insert child's name here]. Check out some of our completed cases to see our before-and-after pictures!”</p>
Concerns about cost:	Potential response:
<p>I've heard Invisalign treatment costs more than braces.</p> <p>Goal: Build value around the doctor, practice, and Invisalign product.</p>	<p><i>When the Invisalign treatment fee is equal to the braces fee:</i></p> <p>“We never want finances to be a barrier and, in our practice, our treatment options are priced the same. We also offer flexible payment options to allow you to get the treatment you desire.”</p> <p><i>When braces are priced less than Invisalign treatment:</i></p> <p>“Our office uses the most advanced technology in orthodontic treatment, but we never want finances to be a barrier. We offer flexible payment options to allow you to get the treatment you desire.”</p>

Concerns about cost:	Potential response:
<p>I have dental insurance, does that cover Invisalign treatment?</p> <p>Goal: Educate the caregiver on his or her dental/orthodontic benefits.</p>	<p><i>For a patient with orthodontic insurance coverage:</i></p> <p>“We contacted your insurance carrier and confirmed that you have [\$____] in orthodontic coverage. We never want finances to get in the way of orthodontic treatment and, for that reason, we offer several different payment plans to best suit your needs.”</p> <p><i>For a patient without orthodontic coverage:</i></p> <p>“We contacted your insurance carrier and were informed that your plan does not include orthodontic coverage. We never want finances to get in the way of orthodontic treatment and, for that reason, we offer several different payment plan options to best suit your needs.”</p>
Concerns about deciding on treatment today:	Potential response:
<p>I need to consult with my spouse/partner before starting treatment.</p> <p>Goal: Assure the caregiver that you want to make sure they have everything they need to make an informed decision.</p>	<p>“I would be happy to step out for a moment so you can make a phone call and review what we have discussed today. I will be right outside if you have any additional questions.”</p> <p style="text-align: center;">– OR –</p> <p>“I would be happy to set up a phone consultation with you and the other financial decision maker to review everything we discussed today.”</p>
<p>I need some time to think this over.</p> <p>Goal: Assure the caregiver that the decision to move forward with treatment is theirs to make, when they are ready.</p>	<p>“We would love to get your child on their way to a transformed smile as soon as possible but we understand this can require some thought. I’ll go ahead and email the details regarding the recommended treatment, insurance coverage details, and payment options available. Is following up with you on [insert day] okay?”</p>

➤ Speak to your Align representative for more resources on Invisalign First™ treatment.

¹Data on file at Align Technology, as of September 23, 2020.

²Data on file at Align Technology, as of February 2, 2023. Teen and children patients are defined as patients age 19 or younger.

³Data on File at Align Technology, as of July 12, 2017. Based on a global claims survey by Actionable Research of Invisalign providers, respondents were asked the following question: *In what percent of cases do patients require an emergency visit? (Global respondents N= 898).*

⁴Abbate GM, et al. Periodontal health in teenagers treated with removable aligners and fixed orthodontic appliances. *J Orofac Orthop* 2015;76:240-50.