

Smile
ORTHODONTICS

SMILE GUIDE



Dr. Steven P. Hearne DDS
Dr. Thomas T. Taylor DMD MS



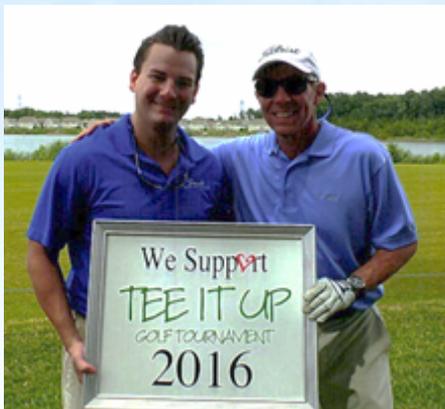
Smile

ORTHODONTICS

Choosing The Right Orthodontist

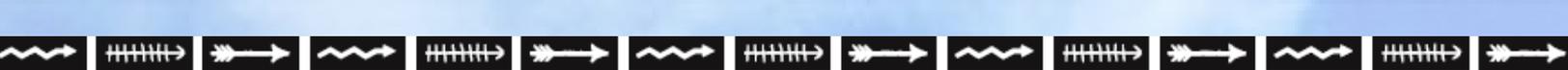
Welcome to Our Practice,

We would like to take this time to let you know a little bit more about who we are and why we believe it is very important to make an educated decision when considering orthodontic treatment. Dr. Hearne and Dr. Taylor's goal in founding Smile Orthodontics was to create a completely unique experience not found anywhere else. By merging the latest technology in clinical excellence with outstanding customer service; we strive to go above and beyond in every regard. Our daily mission is to Transform the Smiles and Enrich the Lives of our patients and our community. We believe that orthodontic treatment can be so much more than just straight teeth; by transforming a smile, we have the ability to enrich our patients' health and well-being for a lifetime. We also believe that our practice does so much more than just Braces or Invisalign; Dr. Hearne and Dr. Taylor carry their mission outside of the office by striving to help as many individuals as possible through their community outreach and involvement. We would like to welcome you to our family and look forward toward the opportunity to serve you and your family!



Sincerely,

Thomas Taylor S. Hearne



Professional

The Importance Of A Team Of Doctors On Your Side

In addition to achieving American Board of Orthodontics Certification, both doctors spend time teaching other dentists in Virginia and throughout the country. Dr. Hearne is a former faculty member of Medical College of Virginia's Orthodontic Department while Dr. Taylor has taught at The Ohio State University Division of Orthodontics. Both Dr. Hearne and Dr. Taylor are members of numerous continuing education organizations including the world renowned Spears Dental Study Group, Eastern Virginia Orthodontic Society, Portsmouth Suffolk Dental Study Club, the American Association of Orthodontists, and the American Dental Association. Both doctors are also active researchers with numerous publications and presentations in the orthodontic literature. With Over 30 years of combined experience and thousands of patients in the Tidewater Area successfully treated, we invite you take advantage of our Team of Doctors and their professional expertise!



Accountable

At Smile Orthodontics, we value your time as much as you do and make sure that all of our patients are seen ON TIME. This means that 99% of our patients wait less than 10 minutes to be seen. Our office is also open 5 days a week throughout the year with evening and Saturday appointments available by request to allow you as much flexibility as possible to be seen. In addition, your SATISFACTION IS GUARANTEED! If at any point you are dissatisfied with your experience, Dr. Hearne and Dr. Taylor will personally do whatever they can to ensure you leave our office with a smile!

Friendly

Our Smile Team is well known for going out of their way to make you and your family feel right at home. Please check us out on Facebook and Google to read what our fans have to say about why they love Smile Orthodontics.



4.9



192 Reviews



4.9



3048 Likes

Caring

Transforming Smiles and Enriching Lives

Both Dr. Taylor and Dr. Hearne pride themselves on being pillars of the local community. Their Transforming Smiles and Enriching Lives Mission has donated over \$50,000 to various local organizations and families including the Suffolk Public Schools, Salvation Army, Bennett's Creek Little League, YMCA, Oasis Ministry, Young Life, Suffolk Humane Society, Children's Hospital of the Kings Daughters (CHKD), For Kids: Helping Homeless, Z104 FM "Stuff the Bus", Bon Secours, Birthday Brigade Foster Program, and Bunticonti Fund for Spinal Research. In 2015, we created our "Smile For Christmas Essay Contest" for adolescents age 12-18 who would not otherwise be able to have orthodontic treatment due to financial restrictions. Thus far, we have provided 7 families no cost orthodontic care. If you know of anyone who may benefit from a Smile for Christmas, or a charity in need, please let us know!



Fun

We take having a good time very seriously! Sure there are some uncomfortable aspects of orthodontic treatment but that still doesn't mean you shouldn't have FUN. There are a variety of entertainment options and treats available, as a courtesy, to all of our patients in our reception area. We also make sure the day your braces come off is a celebration that you will never forget as you are personally serenaded by our Doctors and Smile Team. We promise you will have some incredible photos that are perfect for proms, graduations, and weddings or videos to Snap Chat your friends and family the great time that you had at Smile Orthodontics.



Invisalign

Dr. Hearne and Dr. Taylor are both specially trained Invisalign Doctors with exceptional experience and expertise; achieving Premier Preferred Provider status. Invisalign is a way to align and straighten the teeth using a series of clear plastic trays that are worn full time. While Invisalign helps to straighten teeth, it cannot fix all patients' bites. Therefore, Dr. Hearne or Dr. Taylor will determine if you are an ideal candidate for Invisalign or would benefit from other treatment options.



American Board of Orthodontics Certified

Did you know...Only 1 in 3 Orthodontists is American Board Certified? Both Dr, Taylor and Dr. Hearne have achieved the highest commitment to excellence! Board Certification requires successful completion of a comprehensive written didactic examination and an oral diagnostic clinical assessment. In addition, 6 completed patient treatments must be scrutinized and approved by a peer review panel in order to demonstrate American Board Quality Skill Competency. Furthermore, re-certification every 10 years is also required. To learn more about the American Board of Orthodontics and their requirements please visit their website;

<https://www.americanboardortho.com>.



Bio-Cosmetic Orthodontics

As with everything that we do, our orthodontic treatment goes beyond just straightening teeth. We describe our process as **Bio-Cosmetic Orthodontics** which comprehensively addresses the following Eight Treatment Principles; Proper Tooth Alignment, Functional Occlusion (Bite), Tempo-mandibular Joint (TMJ) Health, Periodontal (Gum) Health, Airway Health, Proper Smile and Facial Aesthetics, Ideal Tooth Form and Pathology Screening.

At your first visit, you will receive an initial examination and photos of your teeth and face. If treatment is recommended, we will then advise x-rays and molds of your teeth to further evaluate the **Eight Bio-Cosmetic Principles** and develop different treatment options to best suit your needs. At your next visit, we will review these options with you and finalize a treatment plan at which point your orthodontics will begin.

Orthodontic Records

The Next Step

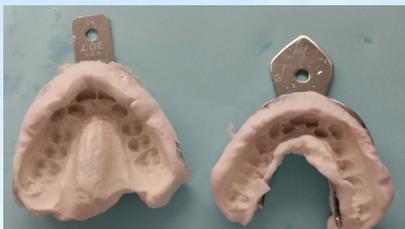
1 Photos



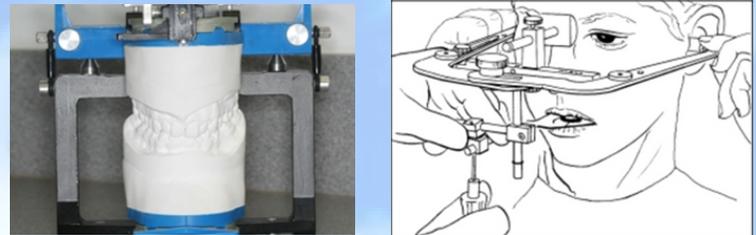
2 Down Payment



3 Models of Teeth



4 Bite Analysis



5 X Rays



Cone Beam CT-Scan



Panoramic



Cephalometric

6 Start Treatment



BIO-COSMETIC ORTHODONTICS

1) Tooth Alignment



Improving tooth alignment or "Straightening the Teeth," involves placing each tooth in its proper position relative to one another. This can be accomplished with either Braces or Invisalign and usually takes approximately 12-18 months.

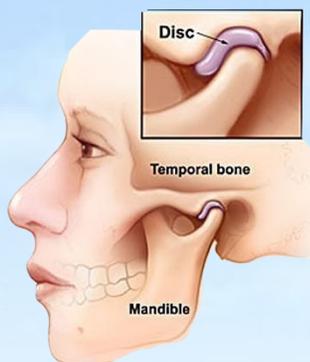
2) Functional Occlusion

Bites



In addition to straightening the teeth, we also aim to "Fix the Bite" by strategically fitting the aligned teeth of each jaw together into a bite that functions properly while chewing and decreases tooth wear.

3) Jaw Joint Health



The Temporo-Mandibular Joints (TMJs) seated on their discs in their proper position leads to decreased risk of TMJ pain and symptoms. We obtain these results by correcting bites to a healthy and stable joint position.

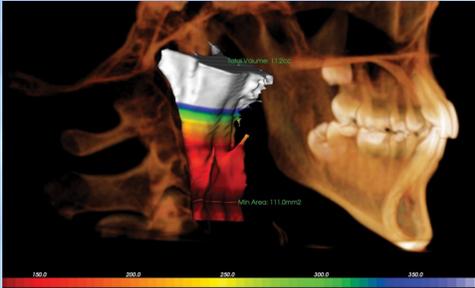
4) Periodontal Health



In addition to moving the teeth and roots, we monitor your gum and bone levels prior to, during, and after treatment to ensure healthy teeth and gums over your lifetime.

BIO-COSMETIC ORTHODONTICS

5) Airway Health



We conduct a Sleep Apnea Risk Assessment and Airway Analysis to determine if orthodontic re-positioning of the maxillary and mandibular jaws may provide increased airway flow and function.

6) Smile and Facial Esthetics



The teeth and jaws are the foundational support for the lips, nose and chin. By placing the teeth and jaws in the correct proportions to one another, we achieve the most esthetic smile and face for each individual patient.

7) Tooth Form



Properly shaped and sized teeth are also needed for the proper bite, periodontal health and esthetics.

8) Pathology Screening



BeamReaders®

Finally, Dr. Taylor and Dr. Hearne monitor any other abnormalities or pathology that may be of concern.

BIO-COSMETIC ORTHODONTICS CREATES THE MOST IDEAL ESTHETICS, HEALTH, AND FUNCTION OF THE ENTIRE ORAL SYSTEM THROUGHOUT YOUR LIFETIME !

Advanced Technology

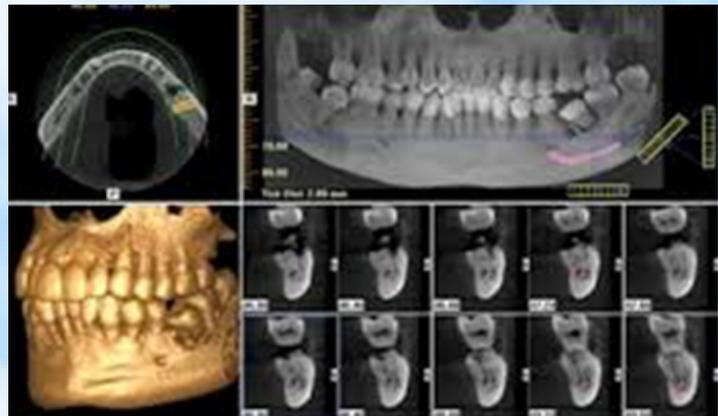
Modern orthodontics has been in existence for over 100 years and, as with all medical specialties, technology is constantly progressing at a faster rate each year. Due to an ever evolving landscape, each practitioner must be prudent to select tested and proven methods combined with the cutting edge of what's new. With this goal in mind, both Dr. Taylor and Dr. Hearne merge the best of what has worked well over the years with the latest advances in orthodontic care to ensure that your treatment is exceptional.

Articulator and Facebow



To study your bite

Three Dimensional Cone Beam CT Image



To visualize structures not seen on traditional Two Dimensional X-rays

Custom and Permanent Retainers to make sure your results last



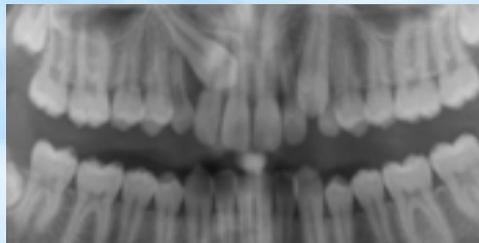
Does My Child Need Early Treatment?

Timing in life is very important and orthodontic treatment is no different. By starting treatment at the most ideal time, both treatment complications and extended treatment length can be largely avoided. Dr. Hearne and Dr. Taylor take great pride in giving you their HONEST OPINION about the treatment your child may need and WHEN it is needed. In fact, a lot of our patients come to see us for second opinions. Nearly 85 % of our patients complete their orthodontics with 1 set of braces around age eleven and finish within 2 years. We are able to accomplish these results because we consistently monitor your child. The American Association of Orthodontists recommends that all children be seen by age 7 for an initial examination. At Smile Orthodontics, we offer this exam free of charge because big problems can be prevented when caught early. This initial consultation usually consists of an oral examination and a panoramic x-ray to make sure that all the teeth are present, not impacted and that the jaws are growing normally. Most patients are then seen annually for growth and development check-ups to ensure all is well. However, there are certain specific reasons to start early treatment and our Doctors are very careful to make sure that early treatment is both a necessary and wise investment of your time and money.

Alleviate Crowding



Prevent Impacted Teeth



Correct Crossbites



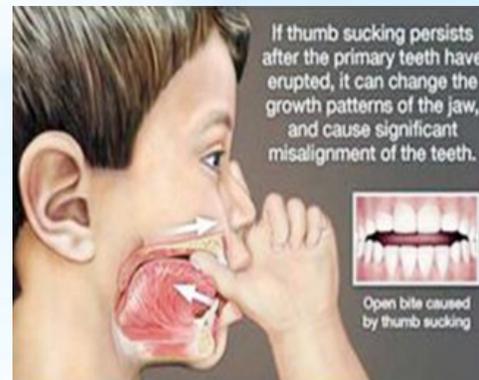
Correct Over-Bites



Improve Under-Bites



Habit Cessation





Orthodontic Treatment on Your Terms

Upon scheduling your initial examination, you will receive several forms emailed to you from our partners at OrthoFi. By completing this information ahead of time, we can expedite your first visit. OrthoFi will confirm your insurance benefits prior to your appointment allowing you to **choose your down payment, monthly payments and payment duration** which ensures the most affordable care possible.

Sample Payment Plans

No Orthodontic Insurance Benefit

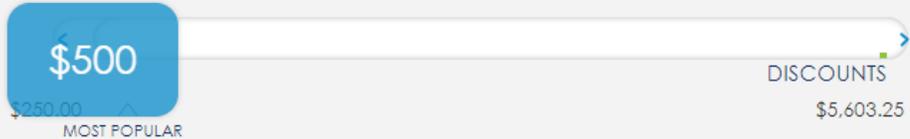


TOTAL TREATMENT COST	\$6,025.00
ESTIMATED INSURANCE COVERAGE	\$0.00
PATIENT RESPONSIBILITY	\$6,025.00

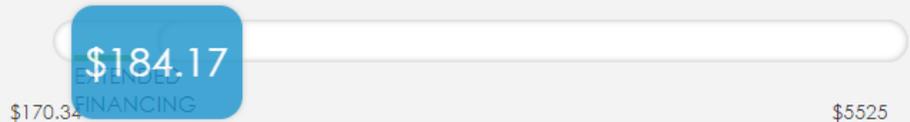
OPTIONS: Metal Brackets

Sample Payment Plan

CHOOSE A DOWN PAYMENT TO REDUCE YOUR MONTHLY PAYMENTS



CHOOSE A MONTHLY PAYMENT THAT YOU ARE COMFORTABLE PAYING



\$0.00
DISCOUNTS

\$500
DOWN PAYMENT

0.0%
APR

30
OF MONTHS

\$184.17
MONTHLY PAYMENT

Sample Orthodontic Insurance Benefit



TOTAL TREATMENT COST \$6,025.00
ESTIMATED INSURANCE COVERAGE \$1,500.00
PATIENT RESPONSIBILITY \$4,525.00

OPTIONS: **Metal Brackets**

Sample Payment Plan

CHOOSE A DOWN PAYMENT TO REDUCE YOUR MONTHLY PAYMENTS

\$250

\$250.00

MOST POPULAR

DISCOUNTS

\$4,208.25

CHOOSE A MONTHLY PAYMENT THAT YOU ARE COMFORTABLE PAYING

\$142.5

\$131.80

FINANCING

\$4275

\$0.00

DISCOUNTS

\$250

DOWN PAYMENT

0.0%

APR

30

OF MONTHS

\$142.5

MONTHLY PAYMENT

Pay in Full Discount



TOTAL TREATMENT COST \$6,025.00
ESTIMATED INSURANCE COVERAGE \$1,500.00
PATIENT RESPONSIBILITY \$4,525.00

OPTIONS: **Metal Brackets**

Sample Payment Plan

CHOOSE A DOWN PAYMENT TO REDUCE YOUR MONTHLY PAYMENTS

<

DISCOUNTS \$4208.25

\$250.00

MOST POPULAR

\$4,208.25

CHOOSE A MONTHLY PAYMENT THAT YOU ARE COMFORTABLE PAYING

\$0

\$0

\$0

\$316.75

DISCOUNTS

\$4208.25

DOWN PAYMENT

0.0%

APR

0

OF MONTHS

\$0

MONTHLY PAYMENT

WE STRONGLY BELIEVE OUR PRICING DIRECTLY REFLECTS THE QUALITY OF CARE AND QUALITY OF RESULT YOU WILL RECEIVE.

Outstanding Results



Dr. Hearne and Dr. Taylor have received numerous awards throughout their careers. Our patients have voted us the Best of Suffolk, Isle of Wight, and Franklin for 2015, 2016, and 2017. In addition, both doctors have received awards voted on by their dental peers such as the 2015 & 2016 Top Dentists in Coastal Virginia Magazine.

Miss Virginia 2016



"I am so proud of my new smile that Dr. Hearne and Dr. Taylor gave me. It has provided me the confidence I was looking for when I started treatment with their office. The process from start to finish was easy and the office was accommodating considering my busy schedule".

WELCOME TO OUR **PATIENT REWARDS**

Smile
ORTHODONTICS

*This is truly something to SMILE about!
Start earning points and prizes with your
Smile Orthodontics rewards cards.*

EARN POINTS FOR THINGS LIKE:

- Taking Surveys
- Participating in Contests
- Leaving a Review
- Referring a Friend
- Liking Our Facebook Page
- Having Good Oral Hygiene
- Avoiding Cavities
- Arriving on Time
- Earning Good Grades

+ MUCH MORE!

Add a little bit of body text



Go to our website at
www.suffolksmiles.com
and click on the Patient
Rewards Hub Link



Download the Patient
Rewards Hub app
from the App Store or
Google Play

www.suffolkbraces.com



REMEMBER



**BRING YOUR CARD
AND RECEIVE YOUR
FIRST REWARD!**

