

Dr. Devin Cochran

The Top 10 Things You Must
Know Before Choosing Your
Orthodontist



Cochran Orthodontics

Welcome Letter from Dr. Cochran

Dear Friend,

If you are researching orthodontists for yourself or your child, then you are in the right place! You should know that just like all teeth are different, every orthodontic practice is different. In your search to find the right provider for your family, you will most likely find similar treatment options. It's important to know, however, that all treatment is not the same.

At Cochran Orthodontics, our mission is to serve others by changing lives, supporting our community, and taking a patient-centric approach to care. My team and I work hard to offer the highest quality care in a friendly, comfortable environment. With our "patient-first" approach, our biggest reward is seeing how happy our patients are with their new smiles after treatment.

To help support our mission and to help you choose the right practice, I invite you to read my report, "**The Top 10 Things You Must Know Before Choosing Your Orthodontist.**" Each section addresses an important question to consider as you research options for your treatment. While many providers fit a few of the criteria, I strongly encourage you to settle for nothing less than the complete package. It's what you and your teeth deserve!

I hope you find my report to be informative and helpful as you begin your exciting journey toward your ideal, healthy smile. If you would like to know more about any of the information I've included here, feel free to call me or speak to a member of my knowledgeable team - simply call **210-796-0495** to reach any of our three conveniently located offices.

To Your Healthiest Smile,

Devin Cochran

Dr. Devin Cochran

P.S. When you are ready, I invite you to schedule your **Cochran Orthodontics New Patient Assessment**. Your comprehensive appointment includes a discussion of your goals and concerns, an in-depth exam, digital x-rays, a personalized treatment plan, and a discussion of our flexible financing options.

Table of Contents

<i>Welcome Letter from Dr. Cochran</i>	2
1. Do They Have Extensive Experience?.....	4
2. Are They Using Advanced Technology?	5
3. Are They Award-Winning?.....	6
4. Do They Have A Guarantee?	7
5. Do They Offer Saturday Appointments?	8
6. Can You Reach Them In An Emergency?	9
7. Do They Support Your Community?	10
8. Can You Get Started At The First Appointment?.....	11
9. Do They Provide Various Aesthetic Options?	12
10. Will They Respect Your Time?	13
11. Bonus: Do They Provide Flexible Payment Options?.....	14
<i>Closing Letter from Dr. Cochran</i>	15

COCHRAN
ORTHODONTICS



1. Do They Have Extensive Experience?

When it comes to the health and aesthetics of your smile, having experience is key. Some questions to ask a potential orthodontist include how long they have been practicing, how many patients they have helped, and whether their experience includes providing a variety of treatments instead of simply the same one over and over. You should also consider whether they attend continuing education courses to stay up-to-date with modern advancements in the dental health care field.

If you are seeking orthodontic treatment, the first, and possibly most important information any orthodontic patient should understand, is that while all orthodontists are dentists, not all dentists are orthodontists. In fact, only 6% of dentists have undergone the years of extra training required to become an orthodontist. To be sure your orthodontist is indeed the specialist you're seeking, look for the American Association of Orthodontists (AAO) seal.

At Cochran Orthodontics, our team has helped to improve over 10,000 smiles since 1985 through a wide variety of orthodontic treatments. Dr. Cochran believes in the importance of staying current with the techniques and technologies available for quality orthodontic care. For this reason, he regularly attends continuing education courses to supplement the distinguished education and training that he received while pursuing his dental and orthodontic specialist degrees.

Extensive experience allows Dr. Cochran to provide expert, professional care that matches each patient's unique needs.



2. Are They Using Advanced Technology?

Technology plays an important role in dental health care and is essential for diagnostics, efficient treatment, number of visits, comfort, and accuracy. Incredible advancements have been made in the last 20 years, which is why it's important to find out whether your potential orthodontist uses the latest technology for their patients' benefit.

Here at Cochran Orthodontics, we use the latest technology throughout your treatment process, starting with your initial diagnostic appointment. From extremely accurate imaging to cutting-edge orthodontic treatment and an in-house lab where we make your customized clear aligners, our technology helps make the experience faster, easier, and even fun!

To learn more details about the specific types of technology used in our office, please visit our website.



3. Are They Award-Winning?

In your search for an orthodontist, it's a good idea to look for one who has received awards for orthodontic care and treatments. Awards mean that a particular orthodontist has gone above and beyond to provide exemplary care and successful results for their patients and you can look forward to an exceptional experience as well.

At Cochran Orthodontics, we take our responsibility to you and your healthy smile seriously. We work diligently to stay on top of current trends and new innovations in orthodontic medicine. We also strive to maintain a relaxing and welcoming atmosphere in our orthodontic office. Our core purpose is to ensure your comfort and happiness from the moment you walk through our doors.

We are proud to announce that our efforts to provide the best orthodontic care possible have been recognized and we received the Expertise award among the best orthodontists in San Antonio in 2017, 2018, and 2019.

Contact us today to see how our award-winning care can help you!



4. Do They Have A Guarantee?

A great orthodontist will stand behind their treatment, and the best way to do that is with a guarantee. Orthodontists should offer a solid guarantee to make sure you know that you come first no matter what. Your satisfaction and health are of the utmost importance!

When you are considering a new orthodontic office for yourself or your loved ones, ask whether they back up their treatments with any guarantees. Also, make sure that a guarantee doesn't have any fine print or loopholes.

Here at Cochran Orthodontics, your smile is completely backed by our **Satisfaction Guarantee over the course of your treatment**. If you are unsatisfied with your treatment, simply let us know and we'll do what it takes to make it right. Additionally, with our convenient appointment hours, we guarantee you'll never have to miss work or school for an appointment with us! This is just another way that we put our patients first.



5. Do They Offer Saturday Appointments?

Our weekday lives are filled with work, school, sports, extracurricular activities, homework, networking, errands, and more. Is it any wonder why so many people put off seeing their orthodontist because they can't find the time during the week? And these days, missing school or taking off work often means falling behind with homework or having to make up for lost time by working on weekends.

In your search for the right orthodontist, be sure to ask about their appointment hours. Are they flexible enough to offer weekend hours, knowing that weekday schedules are usually full? If not, it might be in your best interest to keep looking around for an orthodontist who keeps their patients' busy schedules in mind.

At Cochran Orthodontics, we know how busy parents and kids are during the week. We have children, too, and often have to find time to see their doctors during the week. That's why we're only too happy to offer convenient Saturday appointments. As a patient-focused practice, it's just one more way we are committed to making our patients' lives easier.



6. Can You Reach Them In An Emergency?

Orthodontic emergencies are rare, but there are times when they can arise. If you or your loved one experiences a problem during treatment, you want your orthodontic office to be there for you – especially if your orthodontic appliance is causing discomfort. Ask your potential orthodontist how long it typically takes to be seen when an emergency arises. You might also ask how long it takes to be seen for non-emergency problems, such as broken brackets on your braces. After all, the longer you must wait to fix a broken bracket, the longer your overall treatment will end up taking!

At Cochran Orthodontics, we keep appointment slots open in our schedule for emergency appointments and will even see you after hours if necessary. That means that if you ever experience a problem with your orthodontic treatment, you can rest assured that we will be able to get you into our office quickly to start working on a solution.



7. Do They Support Your Community?

When you choose an orthodontic office, pay attention to whether they do anything to support their community as a whole. Community support can range from monetary donations to supporting local sports teams to providing free orthodontic care and more. By opting for treatment with a community-minded orthodontist, you don't only indirectly support your community yourself; you can also enjoy the added benefit of receiving treatment from an orthodontics provider who genuinely cares about other people.

At Cochran Orthodontics, caring for our community and giving back are essential values! Our team members regularly volunteer their time and resources to various charities and organizations. We also give back to our community in the following ways:

- Donations to local churches
- Sponsoring High School sports programs
- Annual pro bono treatment case with SAMMinistries

Ask for more details about the ways we give back to our community at your initial consultation!

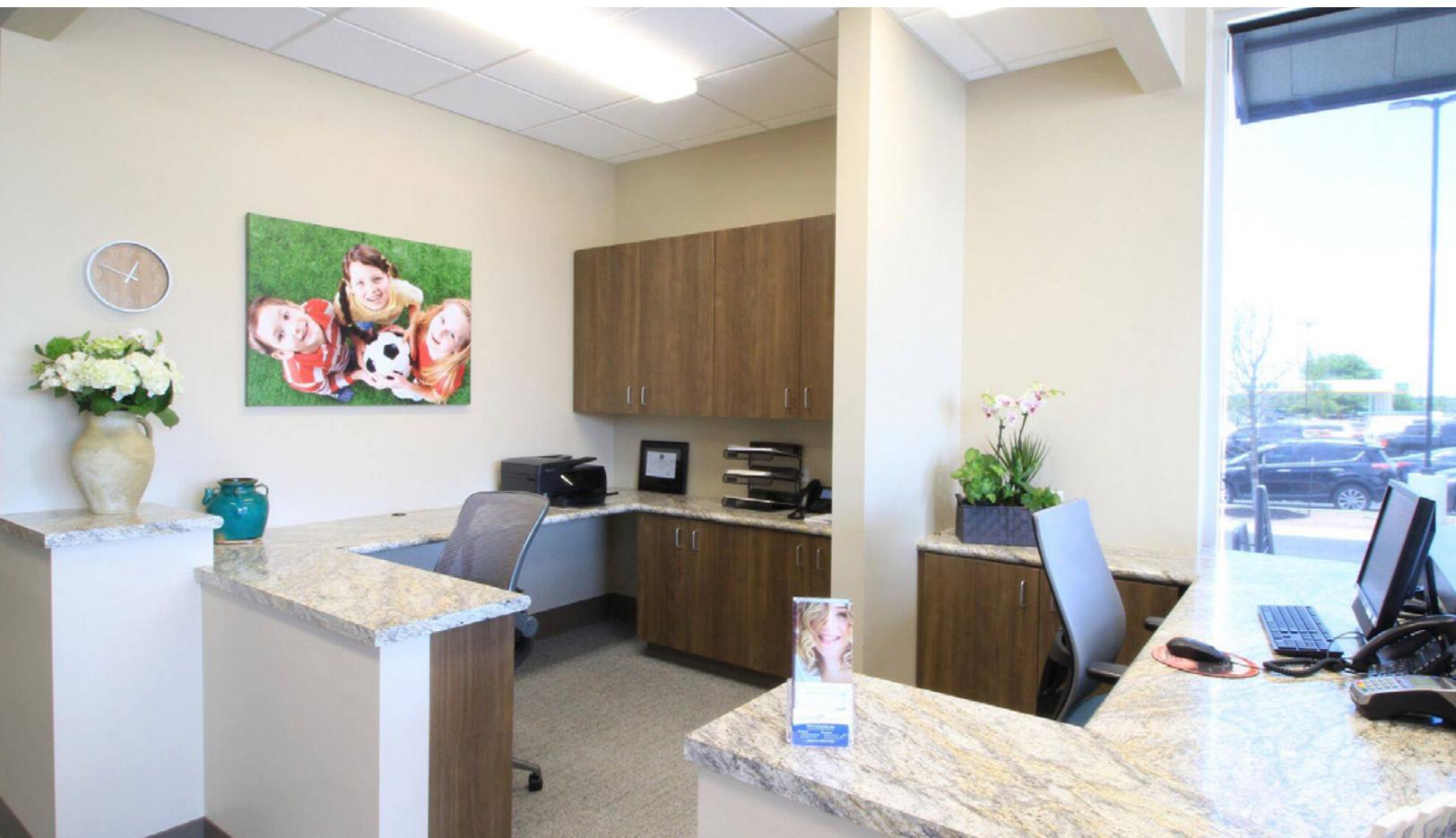


8. Can You Get Started At The First Appointment?

Making the decision to get orthodontic treatment shouldn't interrupt your entire schedule, which is why doctors should implement flexibility for scheduling appointments. When looking for an orthodontist, make sure they offer flexible hours, short wait times, and same-day treatment starts. With today's technology in a fast-paced world, this is a necessity for any successful practice to run efficiently.

At Cochran Orthodontics, we're committed to providing the highest quality care to our patients AND we want to make the treatment process as convenient for you as possible. We never want your busy schedule to deter you from seeing our specialists. That's why we offer convenient appointment times to our patients!

In addition, we provide the option to begin treatment on the same day as your initial evaluation. By offering same-day treatment starts, we put your scheduling needs ahead of our own – and we save you money by eliminating the cost of a second appointment! We also keep appointments running on time so you can count on being seen at your actual appointment time.



9. Do They Provide Various Aesthetic Options?

Orthodontics today differs a great deal from years past. Advances in technology have made it possible to provide faster, more effective, and more comfortable treatment options. When you are considering a new orthodontist, a good question to ask is whether their experience includes providing a variety of the latest treatments instead of simply the same one over and over.

At Cochran Orthodontics, Dr. Cochran has helped thousands of patients through a wide variety of orthodontic treatments that range from traditional metal braces to Invisalign® treatment and clear aligners, clear braces, lingual (behind the teeth) braces, and more. We offer the very best aesthetic treatment options to all our patients. By staying educated on advancements in the field, our dental team also stays current on potential new technologies that may benefit our patients.

You can count on us to do what it takes to provide you with the best orthodontic care available today.



10. Will They Respect Your Time?

When you find an orthodontic office that leaves you feeling cared for and at ease, that doesn't mean you want to spend all your time there! When researching a new orthodontist, ask what his or her scheduling policies are. Also, ask if they reserve time in their schedule for last-minute emergency appointments. In addition, consider how long a typical appointment time slot is and whether it leaves time for a thorough exam, and any follow-up questions you may have. Avoid offices that double book appointments, because they expect cancellations. When an orthodontist doesn't reserve enough time for each patient, appointments can end up running late. That translates to you having to stay in the waiting room for up to an hour in certain cases!

Cochran Orthodontics respects your time and busy schedule, and we make sure that your appointment time is accurate and that you are promptly seen upon arrival. We never double book appointments, and we always ensure that plenty of time is allotted to every patient. We want everyone who sees Dr. Cochran to have plenty of time to get all their questions answered, without making the next patient wait unnecessarily. That's our Cochran Orthodontics promise!



11. Bonus: Do They Provide Flexible Payment Options?

This report was only supposed to include 10 crucial questions to consider when looking for an orthodontist, but affordability is so important that I've included this section as a bonus. Whether or not you have insurance, it's important to understand what kind of payment options your potential orthodontist offers before you make a decision.

At Cochran Orthodontics, we strongly believe that no one should ever have to delay necessary orthodontic treatment due to financial concerns. That's why we do our best to help you work within your budget while still providing you with high-quality orthodontic care. When you come in for your consultation, we'll help you understand all the different payment plans we offer. We accept most insurance plans and offer payment plans through our in-house financing and CareCredit.

We are here to simplify the financial process so you can focus on what really matters – your or your loved one's new healthy smile. You can rest easy knowing that every facet of your braces and orthodontic treatment will be smooth sailing and worry-free!



Closing Letter from Dr. Cochran

Dear Friend,

I hope this report has helped you learn more about what you can expect from your orthodontic treatment, as well as what you should expect from your provider. Don't be afraid to ask about each item I included on this list. If you have already signed up for treatment with a provider, feel free to call the office and ask a few follow-up questions. Remember, this is your smile we're talking about here – you deserve to feel confident and comfortable for the entirety of your treatment!

While my primary goal was simply to educate you and facilitate your search for an orthodontist for you or your family, I hope you've also discovered a bit about Cochran Orthodontics and why I'm so passionate about what I do. Yes, I love creating beautiful smiles, but more than that, I love nurturing great relationships with my patients and helping them be happier and healthier overall. It may sound like I expect a lot from my fellow orthodontists, and that's true, but only because I expect so much from myself. You're putting your trust in me, and that's not something I take lightly.

To learn more about Cochran Orthodontics, simply call **210-796-0495**, and don't forget about your **Cochran Orthodontics New Patient Assessment**. A comprehensive consultation may be the only thing standing between you and the smile you've always wanted.

To Your Healthiest Smile,

Devin Cochran

Dr. Devin Cochran

P.S. When you are ready, I invite you to schedule your **Cochran Orthodontics New Patient Assessment**. Your comprehensive appointment includes a discussion of your goals and concerns, an in-depth exam, digital x-rays, a personalized treatment plan, and a discussion about our flexible financing options.

You can request your appointment by calling **210-796-0495** today!



cochranorthodontics.com
(210) 796-0495