

Expanding into clear aligners for practice growth.



Loray Spencer, DDS, and Harvey Spencer, Jr., DDS
A Healthy Smile Dentistry in Rock Hill, South Carolina

Dr. Loray Spencer and Dr. Harvey Spencer of A Healthy Smile Dentistry in Rock Hill, South Carolina, pride themselves on being a one-stop solution for all their patients' dentistry needs, including orthodontia, while providing compassionate care. However, teeth straightening remains out of reach for so many. The husband-and-wife duo recently decided to grow their practice by introducing a more accessible option that helps more patients experience the life-changing health benefits that come with a new smile.

"With so many teeth straightening options available, quality remains a key focus for our practice," said Dr. Harvey Spencer. "It's important that our patients know that they are receiving the best care possible and the finest dentistry when they sit in our chair."

The doctors wanted a solution that would give their patients a more affordable and convenient option, easily integrate within their office without added overhead, and help grow their practice by increasing new patient volume.

After thorough research, A Healthy Smile Dentistry joined the **SmileDirectClub Partner Network** to offer a clear aligner solution that matched their needs. SmileDirectClub's hybrid aligner model allows dentists to make orthodontic treatment accessible to a wider range of patients, including those who may not have been able to afford other orthodontic treatments, have had relapses from prior orthodontic treatment, or simply do not have the time for frequent visits to the dental office. The unique hybrid model allows patients seeking clear aligner treatment to start their journey at a dentist's office and complete treatment conveniently through SmileDirectClub's pioneering telehealth platform that has helped over 1.5 million customers and counting.



Benefits of the partnership.

- Increasing revenue by expanding your clear aligner offering with a more affordable option.
- Growing your practice by increasing the volume of new patients your practice intakes.
- Receiving valuable marketing support that can help increase awareness for your practice—all at no cost to you.
- Reaching a new segment of patients who have not been able to access orthodontic care.

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The patient information collected at the dental office is submitted to SmileDirectClub's telehealth platform, where SmileDirectClub affiliated state-licensed doctors assess clear aligner candidacy and prescribe and monitor treatment from beginning to end. Patients can review their treatment plan and receive their aligners all



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at once, mailed directly to them. There’s even a mobile app that helps monitor and encourage compliance, and regular telehealth check-ins ensure treatment progresses safely and as planned.

The Partner Network gives the Spencers the opportunity to offer a best-in-class option to those who have mild to moderate misalignments without sacrificing profitable chair time or in-office production. Offering treatment options increases patient retention and empowers patients to make their own decisions about their care.

SmileDirectClub Partner Network offices also benefit from unprecedented marketing support aimed at helping grow each practice and boost brand awareness. The Spencers know that their patients have many options, and the marketing expertise from SmileDirectClub offers an advantage and attracts new patients to

their office—for clear aligners, as well as for overall orthodontics and restorative and hygiene procedures.

“One of the major selling points for us was the ease of the process,” added Dr. Loray Spencer. “SmileDirectClub empowers us with the tools to successfully integrate clear aligner treatment into our office and even provides marketing materials to enable our practice growth; it’s a true partnership packaged in a turnkey process.”

In this new era of dentistry, where clear aligner therapy and telehealth have merged, the opportunities are endless for practice growth and for transforming the lives of patients.

“We are excited to expand our practice and welcome more members of the community to our chair,” said Dr. Loray Spencer.

See the same success at your practice. Join today.

SmileDirectClub.com/Partner-Network