



# Teen Awesomeness Centers

A 360 program for elite orthodontists



An exclusive program available only to select orthodontists who are committed to growing and differentiating their practices by moving to a predominantly digital orthodontics practice to serve the millions of consumers – teens, growing children and adults – who live in the digital space. With the recent global pandemic, the expectations of consumers have changed from preferring a digital option to expecting one. It has also shined a light on the need for efficiencies in practice, which allow you to better address the needs of your patients.

During this customized practice transformation program, we will support you to transition your practice to a fully-integrated digital solution with a specific focus on teens and growing patients.

Our goal for this program is to support you in your recovery and to create Teen Awesomeness Centers – practices that maximize the tools Align has to offer to create a modern, digital orthodontic journey for their patients, especially for their teens and younger patients.

## Program features and benefits\*

Doctors enrolled in the program will receive an exclusive package of benefits including:



### Professional education for you and your staff

Access to educational resources including clinical education and practice development education to help build your confidence and grow your practice, including:

- Year-long peer to peer education program designed to support you clinically and drive practice growth and development
- One discounted registration to Teen Forum 2021



### Practice development

Access to programs and resources to help differentiate your practice including:

- ADAPT – Align’s holistic, highly-personalized, on-site consulting service that combines your data and experience with our expertise to transform your practice<sup>†</sup>
- Tipping Point Accelerator program
- Assistance with implementing new digital tools (such as Virtual Care, Virtual Appointment, etc.)
- Priority access to field marketing support (limited availability and may not be available in all regions)
- Flexible financing program

\*Additional terms and conditions apply. See your sales representative for more details.

<sup>†</sup> Must register for and accept Terms and Conditions related to the ADAPT program. Subscription fee required.



**Business acceleration**

Access to programs and resources for qualifying doctors to help grow your practice, including:

- Invisalign® Advantage program tier boost and priority concierge placement<sup>1</sup> (exclusive)
- Co-marketing funds<sup>1</sup> (exclusive)



**Dedicated cross-functional team**

A cross-functional team led by your Invisalign sales representative will work with you and your practice to create a tailored game-plan supporting all aspects related to the integration of digital orthodontics including clinical, financial, consumer conversion and demand generation.

**Territory manager:** Helping you build an education and practice support journey. Dedicated support at every step of the way.

**Clinical advisor:** Supporting your clinical needs with complex adult treatments and growing patients with the Invisalign system.

**Concierge service advisor:** Premium white glove customer service and targeting clinical assistance.

**Premium white glove customer service**

- Direct contact with concierge service advisor
- No need to call an 800 number and wait for the next available representative
- Follow-up on every call made to customer service to ensure 100% satisfaction
- One stop shop for everything – no need to call multiple numbers

**Targeted clinical assistance**

- One-on-one personalized case review
- Direct communication with the CAD designers and treat operations to ensure that the treatment plan has been optimized
- Training on any topic to ensure clinical confidence (with special recommendations for mandibular advancement and Invisalign First treatment)

**What we ask of you:**

- Openness and protected time
- Attend a minimum of 2 education events in six months
- Drive to grow your practice through Invisalign treatment
- Recommend Invisalign treatment as the preferred appliance for appropriate teen, growing children and adult case types
- Actively capture and share practice data
- Commit to a minimum of 6 calls with our clinical advisors and to be ready to bring 1–2+ cases to each call
- To gain access to your dedicated cross functional team enroll in Invisalign Pro – this will activate the special benefits offered with TAC

[> Contact your Invisalign Sales Representative to learn more today.](#)

<sup>1</sup> For qualifying doctors only who meet the eligibility and performance requirements. See terms and conditions for more details.