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How to help your patients increase your Invisalign First™ treatment acceptance with Invisalign Stickables™

An interview with Dr. Mark Garlington and Laura Mandas

Align™ Technology Inc. has recently introduced Invisalign Stickables – a fun accessory intended to decorate the outside of Invisalign aligners that patients can use to express their creativity for an even more personalized and exciting treatment experience, especially for the younger patients who frequently request for an ability to add color to their Invisalign aligners. Invisalign Stickables are available exclusively from Align Technology Inc. in a variety of unique themes.

Invisalign Stickables are made from a water-resistant multi-layer plastic material and biocompatibility tested. The product has been optimized to use only with Invisalign clear aligners that are made from Invisalign SmartTrack™ material. Each sticker easily adheres to the outer flat surface of the Invisalign aligner due to its unique and proprietary design.

Introduction

Align Technology, Inc. had the opportunity to interview Dr. Mark Garlington and Laura Mandas from Long Beach, CA (www.dr4smiles.com) to gain insight into enhancing Phase 1 treatment experience with Invisalign First clear aligners by keeping younger patients engaged and motivated with a new decorative accessory called Invisalign Stickables. Here is what they had to say.

What do you think about the new Invisalign Stickables product for Invisalign First aligner patients?

For us, it's a fun way to engage our young patients with their Phase 1 treatment, just like colors for fixed braces. Our younger patients want to do what their friends are doing, but at the same time they also want do something that's unique and their own. We envision Invisalign Stickables as a fun way to give them some ownership of their treatment so that instead of just following what their parents are telling them to do, they at least have some

control over what the aligner looks like and that hopefully makes them take better care of their Invisalign aligners and be more excited about wearing them. It's like when we used to decorate our book covers and folders for school. We were able to make the same thing that everyone else had uniquely ours, and we would look after it better as a result. Here, the goal is to keep our younger patients excited about wearing their aligners, and this would be just another tool to help them stay motivated while enabling our office to drive conversion of Invisalign First aligner treatment case starts.

Dr. Mark Garlington

Dr. Mark Garlington is a board-certified orthodontist in solo practice in Long Beach, CA. He has a Bachelor's Degree in biology from UCLA and received both his DDS and his orthodontic specialty training from the University of Southern California. Dr. Garlington is a member of the Angle Society and the AAO. He and his wife are involved with several community programs in Long Beach, including the YMCA, BLAST, LBCC Foundation, Rotary, and Rancho Los Amigos Hospital. Dr. Garlington was one of only twenty doctors in North America invited to participate in the Invisalign First limited market release and has started over 180 Invisalign First cases since then. Dr. Garlington is currently a Diamond Plus level Invisalign provider.



Laura E. Mandas

Laura Mandas has worked with Dr. Garlington for the last 10 years, and as the Treatment Coordinator for the past 6 years. She studied psychology in college and has a sales and marketing background. As a full-time Invisalign treatment coordinator for the practice, she orchestrated Dr. Garlington's marketing efforts to help the practice grow from Preferred Provider to Top 1% in just 2 years. Laura is a member of the Treatment Coordinator Speakers Group for Align Technology and has accumulated over 200 hours of CE on Invisalign treatment.



How do you plan to promote Invisalign Stickables in a way that gets maximum patient engagement?

We'd start the process at the initial consultation. Right now, we emphasize that Invisalign First is our treatment of choice for Phase 1 patients because it saves time for the patient by minimizing the need for multiple appliances, younger patients can eat whatever they want and maintain good oral hygiene. Additionally, Invisalign First aligners are designed for comfort, there are fewer emergency visits for broken brackets or poking wires, and the clinical outcomes are excellent.

Now with Invisalign Stickables as an alternative to colors for traditional braces, there's one less reason for them to choose fixed braces over clear aligners. We have Invisalign clear aligner typodonts and demo Invisalign aligners in the consult room that we plan to provide to our young patients to experiment with sticker applications so that they can see for themselves the different sticker designs to start imagining what they might do for their own treatment.

Patients who choose the Invisalign First clear aligner option for Phase 1 treatment would be provided with Invisalign Stickables at their aligner delivery appointment, and if they'd want more stickers or theme designs at later visits, they could either simply let us know or purchase their own on Invisalign accessories store (<https://www.invisalignaccessories.com/>). Just like with colors for traditional braces, it's something that we want our patients to look forward to and talk about with their friends and family, but we wouldn't force it on them. The sweet spot for a desire to decorate Invisalign aligners with stickers is probably around 10-years old, so not everyone wants them. Some do and some don't, and that's ok. The great thing is flexibility where anyone will be able to obtain Invisalign Stickables for an added touch of personalization and excitement during their treatment.

What are your thoughts on implementing Invisalign Stickables in you practice?

Since kids like to talk to each other and their parents talk to their friends about treatment all the time, the Invisalign aligner stickers would also be a way to create buzz and excitement about Invisalign First treatment. It helps to create an environment where other people want to come to our office specifically because they heard positive things about us from their friends. Just like digital impressions offered in our office with our iTero scanner, Invisalign First clear aligners for Phase 1, and Invisalign virtual appointment¹ videoconferencing options for consultations set us apart, being able to decorate your aligners with fun stickers would also differentiate our office in the community. Parents and their children talk to others about how we are providing the coolest stuff on the market, and then they end up coming to see us because they want their experience to be just as positive. Also, with our pediatric dentist referrals, being the office that has the latest options for Phase 1 treatment helps to keep us top of their minds when they send out their patients for early treatment enabling us to differentiate ourselves in the marketplace.

Any additional closing thoughts?

We are very excited to learn that there is a wide variety of Invisalign Stickables design themes offered that patients could choose from for their Invisalign aligner stickers. Having different themes available keeps things fun and fresh. We can envision some of our teen Invisalign aligner patients asking for this product as well, depending on what kind of designs are available. Everything we can do to keep our patients excited and engaged with their treatment helps!

Thank you Dr. Garlington and Laura for taking the time to share your experience and vision to implement Invisalign Stickables in your practice.



For more information, please visit your Invisalign Doctor webstore (store.invisalign.com) or contact your Invisalign sales representative

¹ Virtual appointments are not for new patients and is not an alternative to in-person consultations.