

# READY TO TAKE RECORDS?

## *Here's what you'll need!*

Use this check list to organize your team to take proper orthodontic records.

### PHOTOS

Proper views: 3 of face and 5 of intra-oral

To take these photos in-house you will need the following:  
*(otherwise you can send your patient to a lab)*



- A camera  
Find one that takes nice intra-oral pictures (it doesn't have to be expensive).
- Intra-oral mirrors  
Essential for getting good pictures
- Occlusal and lateral photo retractors  
Use good retractors giving you the visual access needed for accurate photos



### CEPH / PANO

Lateral ceph, frontal ceph, pano, and sometimes hand/wrist xray for growing patients

To get these records you have several options:



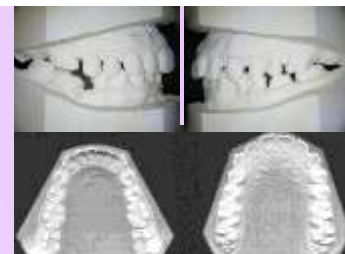
- Use a ceph/pano machine  
You can use either a digital or x-ray type. Want to save money? Buy a used one.  
*OR*
- Add a ceph arm/attachment to your intra-oral x-ray unit  
*OR* If you don't have one, instructors recommend the Accuceph as it works with most cones
- Send your patient to the imaging lab



### MODELS

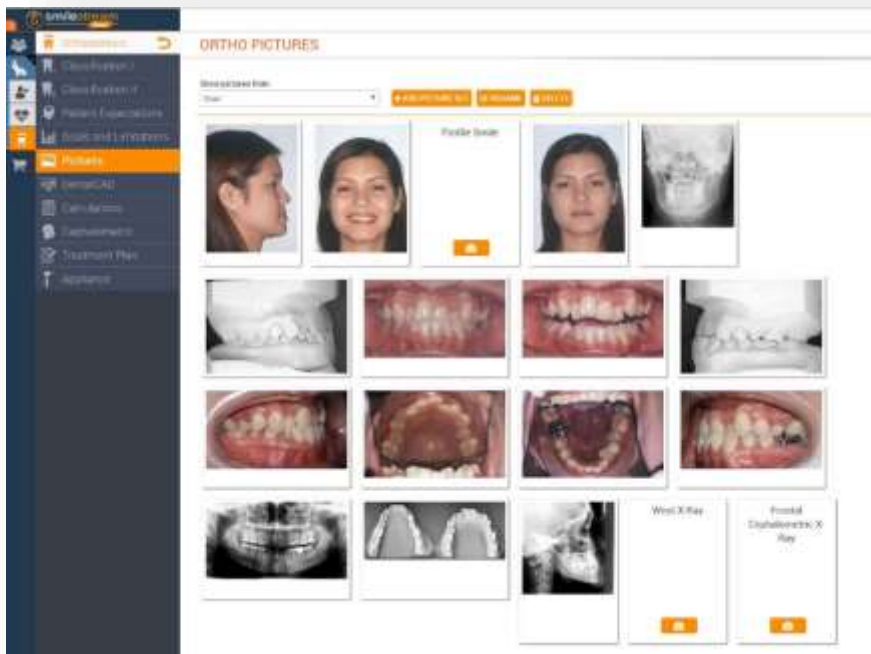
Proper two views plus double occlusal view

To get records of lab quality you have two options:



- Order digital models  
*OR* Many of our instructors ship their impressions to OrthoSelect via [myorthoselect.com](http://myorthoselect.com) for digital models. Free software is included.
- Make physical models  
Make and store trimmed and labeled white stone models  
You will need impression trays, model storage and a scanner to digitalize





When complete, your initial records should look something like this

## NEED HELP GETTING PATIENTS?

If you need assistance with marketing, we can give you tips on how to announce your new service. We encourage you to use our marketing resources and to come chat with us about your specific practice.

- Add orthodontics to your website (free!)  
On your site, link to or use content from individualortho.com  
This builds your credibility and educates your patients
- Optimize social media (free!)  
Announce your new service on Facebook, Twitter, Instagram, LinkedIn etc.  
Showcase your results, offer specials or give away prizes
- Hang a poster  
Set up your office so patients are encouraged to approach you!
- Place brochures around your office  
Purchase professionally printed brochures that explain your premium service; or connect with our designer to customize your own
- Showcase what you can do  
Use our Market Case Book, or showcase your own case results around the office or in consultations
- Be creative  
Involve your staff (maybe even by treating their orthodontic needs!)  
Change your on-hold or answering machine message

