



1. Orthodontics today can do far more than just straighten teeth. Sculpting a beautiful smile requires an enormous attention to details that goes far beyond tooth alignment. My passion is not to simply straighten teeth, but rather to create a smile which increases confidence, self-esteem, attractiveness, happiness, and even fun for children and adults. I truly believe that *a smile works* by creating life-long advantages and opportunities for my patients.
2. You enjoy many additional benefits and added peace of mind when you entrust your family's orthodontic care only to a licensed orthodontic specialist. In some instances today in our economic climate, general dentists are performing orthodontic procedures that are better left to an orthodontic specialist who has the experience and comprehensive orthodontic training to ensure favorable results. Just because a general dentist does orthodontic procedures, such as Invisalign® or even braces, should not mean you entrust your family's orthodontic care to them.
3. Dr. Oppenhuizen has personally and individually treated over 8000 children and adults since coming to Holland in 1985 and Holland has a population of less than 30,000 people. Many of our clients travel long distances to seek our services. Area dentists refer their patients to him for his expert opinion on difficult cases and bring their own children to see us.
4. Did you know that in Michigan it is illegal for dentists to advertise dental specialty services if they have not completed the education for that dental specialty *and* passed the Michigan Specialty Board Examination without telling you that they are not a specialist? It is legal for general dentists to perform orthodontic procedures, but they are not licensed specialists. This may sound like a fine line, but it really isn't. It's more like playing baseball or being in the major league. Michigan has been at the forefront of protecting the public against individuals claiming expertise that they really don't possess. Unfortunately, when the public cannot determine who is treating them, there is a problem. The public needs to have a clear understanding. In Michigan, to be an Orthodontist you must have both a Michigan-issued dental license and an Orthodontic license. Moreover, every dentist and orthodontist must display their license for the public to see. If you cannot see the Orthodontic Specialty license, ask to see it. Dr. Oppenhuizen is a licensed orthodontic specialist as well as a licensed dentist.

5. The American Association of Orthodontists recommends that all children should have an orthodontic evaluation by age 7. An experienced orthodontist can clearly see by age seven whether developmental issues can turn into problems. Early detection of common orthodontic problems such as crowding, premature loss of baby teeth, cross bites, or many other unfavorable developmental issues can lead to the implementation of the most appropriate treatment. Frequently, no early intervention will be necessary, except judicious monitoring of your child's dental development. This will give you peace of mind when it is not clear to you whether an issue you see is really a problem or just a stage of development that doesn't require intervention.
6. At the time of their initial orthodontic evaluation, many children will not benefit from early orthodontic intervention, yet will benefit when they are older. Dr. Oppenhuizen places many children on a suitably timed observation program to monitor their development and begin orthodontic treatment later. Rest assured that Dr. Oppenhuizen will wait until treatment should be started to make the treatment as quick, simple, comfortable, and inexpensive as possible. Unfortunately, in West Michigan not all practices share this viewpoint. Make your orthodontic experience as simple as possible. Ask what your child gains, in-the-long-run, from doing something right now; especially with early treatment. Only accept a detailed and convincing explanation. If you still wonder, seek another opinion.
7. Although orthodontic treatment is possible at any age, there is an ideal time when the most advanced techniques will produce the optimal result. An orthodontist specialist is trained to determine the best time. An overbite is best treated during active growth, but not too early which can greatly prolong the process without an improvement in the final outcome. Crowding is usually a result of narrow jaws yet *early* orthopedic expansion can also increase expense without any benefit over advanced techniques which can be accomplished more efficiently and effectively later. An experienced specialist can advise you when it is the best time to treat every orthodontic problem. This is why early evaluation is advised.
8. Dr. Oppenhuizen makes orthodontic care affordable for your family. We offer complimentary initial orthodontic consultations. In addition, if Dr. Oppenhuizen recommends treatment at the time of your initial visit, we offer many options to make treatment affordable. We tailor a payment plan to fit you. It's not a one-size-fits-all formula which may work seriously to your disadvantage if you have a responsible credit history. Moreover, our fees are always competitive in our area. In addition, we accept Visa and MasterCard and automatic debit services.
9. Our practice accepts insurance assignment and we are experts at working with your plan to ensure you receive the maximum benefit available. Why accept anything less which requires much more out of pocket cash from you, while you wait for the reimbursement from your insurance? Our patients with insurance coverage have about 20% of their orthodontic costs covered by insurance. Some have much more. We gladly assist our patients with their Flex Spending Account dollars to ensure that they plan in advance to maximize their benefit. It's about service to you and doing the right thing.
10. Dr. Oppenhuizen is a graduate of Calvin College and The University of Michigan School of Dentistry (DDS). He completed his specialty training in orthodontics at Indiana University and received a Master's of Science Degree (MSD) for his research at Indiana. In 1985, Dr. Oppenhuizen joined the practice of Dr.'s Boven and Fuder, the most established continuous orthodontic practice in the Holland area. He has been in practice in Holland since 1985 and is a Board Certified orthodontist.

11. Orthodontists are experts in dental and facial development. An orthodontist is a dental specialist, who after graduating from dental school, completes additional full-time university based education in an accredited orthodontic residency program supervised by experts. Specialty training requires 2-3 additional academic years and admission is extremely competitive. Mastering the physics of tooth movement and understanding the biology of facial development and guidance as well as the art of facial beauty and smile aesthetics, orthodontists are the specifically educated experts in dentistry to create a beautiful smile. Orthodontists limit their practices to orthodontics and dento-facial orthopedics. This means that orthodontic treatment is all they do and just like the song; nobody does it better. Selecting an orthodontist who is a member of the American Association of Orthodontists (AAO) is your assurance that you have chosen a Specialist with at least two years of advanced specialty education in orthodontics in a university based program accredited by the American Dental Association. *

* *American Association of Orthodontists website - www.mylifemysmile.org*

12. To seek treatment from an orthodontic specialist, you do not need to be referred by a general dentist. In fact, many of our patients come to us because of the recommendation of their friends and family regarding their experience with Dr. Oppenhuizen and the reputation of our entire team of dedicated professionals for personalized care.

13. Dr. Oppenhuizen is dedicated to keep each patient's time in braces as short as possible. It is a priority which is in the front of his mind with each and every patient, every visit. Many, if not most, of our results are completed in less than a year and a half. In fact in a recent in-office study, our average treatment time which included the most complex, time-consuming situations was just minimally over a year and a half. Moreover, there is absolutely no disadvantage whatsoever to time-efficient treatment. A myth, often perpetuated in general dental offices is that rapid treatment is harmful to the teeth and gums. This is utterly false and without any scientific merit. In all fairness though, treatment times vary based on each individual situation as well as their response to therapy and personal dedication to their course of treatment. There is a lot that Dr. Oppenhuizen does to reduce each individual's length of treatment. Unfortunately, it is not always obvious to an individual just how reduced their time in treatment was compared to what it could be just down the street.

14. Orthodontic treatment is not just for children. In fact, many of the patients treated by Dr. Oppenhuizen are adults. Many of our adult patients are finding out now how a healthy, attractive smile can enhance their careers, as well as their self-esteem and contentment. Treatment time can be enormously reduced too, with limited goals which are completely appropriate for many adults. Even though, you may not have had braces, when you were young, why deprive yourself of the many benefits of expert orthodontic treatment? In fact, several new procedures are available today, such as Invisalign and even braces behind the front teeth which are much more convenient for a busy individual and can be so in conspicuous that you'll be the only one who knows!

15. A beautiful smile is a long-term commitment with active treatment, and even more importantly, reasonable and effective retention. Not all retainers are created equal and not all methods of handling retention are the same. Why spend thousands of dollars creating the best result only to lose it with Unreasonable retention protocols? With Oppenhuizen Orthodontics, your retainers are placed before you leave the office the day the braces come off. The vast majority of practices in West Michigan will have you wait for several days after the braces are removed, even more than a week, before placing retainers. This practice is a near guarantee for losing the alignment you paid for. Dr. Oppenhuizen has established a reputation of orthodontic excellence in Holland since 1985. We can explain why there is a much better way and how we gear long-term alignment to you and your personal needs, choice and responsibility.

16. Dr. Oppenhuizen offers complimentary orthodontic consultations. In addition, our practice is convenient. We are the most conveniently located orthodontic practice no matter where you live in the Holland area and also if you are traveling to Holland from the north or south. We recognize that location convenience, especially with the lake in the middle of town, is a consideration for you.
17. When in doubt, get another opinion. There is an old adage among orthodontists: If you ask three orthodontists their opinion on a problem, you'll likely get five opinions. Today more than ever there are many ways to do orthodontics. Unfortunately, for even the most prudent consumer, multiple opinions can often get confusing since you aren't the expert and a little knowledge is often just that: too little. We have found through the years with our own office data that over 80% of patients who seek multiple opinions stay with Dr. Oppenhuizen. Of the 20% who don't start with us, most never begin orthodontics at all. There are many, many details that go into selecting an orthodontic office. Look closely at the details.

Ask yourself:

*Who addresses the details for you both professionally and in support service?
What is the atmosphere you sense when visiting the office?
Were you treated the way you would choose to be treated?
Did you walk away understanding the process?*

We are very confident about what you will discover. Find out for yourself.

OPPENHUIZEN
O R T H O D O N T I C S

Two Convenient Locations

Northside / Zeeland Southside Holland

3300 Beeline Rd.
Behind Meijer

625 Michigan Ave
across from Holland Hospital

616.392.1435 • 877.392.1435 toll free