

Dr. Goldstein's Top 3 Products

	SureSmile	Concise	Herbst
When did you start using it?	Almost four years ago.	Used this product for about 20 years.	More than 15 years ago.
Why can you not live/work without it?	Treatment has become more efficient as we are able to improve diagnosis and control our mechanics more effectively.	Have tried several of the new materials that are available today and have yet to find a product that has less bracket failure then Concise.	We have seen positive results and can avoid compliance issues with patients.
When do you use the item?	We use this technology on each patient in our practice.	Every time a bracket is placed on a patients tooth.	Skeletal, Class II along with mandibular asymmetry.
How do you market it to your patients?	Some SureSmile doctors have elected to charge more for this technology, but we have kept our fees the same as we have eliminated so many visits for our patients.	Using it everyday.	Using digital records, we show patients before-and-after results with the Herbst compared to other treatment options (Example: extractions, headgear).
If you could change anything about it, what would it be?	Making it more user friendly and reducing cost for orthodontists.	Nothing, results are great.	More comfort and less lab involvement.