CHRISTINA BLACHER
CONSULTING

# STRATEGIES FOR SUCCESS

Seven key challenges dentists face when growing with Invisalign®
and solutions for long-term results

Dr. Christina Blacher

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# Growth does not come without its challenges

Growing a dental practice with Invisalign® can be a highly rewarding endeavor, offering patients an effective solution for straightening their teeth while improving their oral health. However, as with any new service, dentists face a variety of challenges when incorporating Invisalign® into their practice. From patient education to managing treatment expectations and the financial and technological demands of the procedure, each hurdle requires strategic planning and careful consideration. In this e-book, we will explore the top 7 challenges dentists commonly encounter when growing their practice with Invisalign® and provide insights into how to overcome them for long-term success.

# Challenge #1

## Lack of Proper Training and Knowledge

> **"Education is the most powerful weapon which you can use to change the world."** —*Nelson Mandela*

### What is it?

After educating over 20,000 doctors and team members, I can confidently say that many general dentists lack sufficient training or experience with Invisalign®. While courses and certifications can help, the learning curve can be challenging. Without a deep understanding of the system, treatment planning, clinical details, and even the software, many dentists may feel uncertain about offering Invisalign®. **This lack of confidence is a major factor behind why so many dentists aren't fully utilizing the technology available to them.**

### Why is it important?

Introducing a new service typically demands specialized knowledge and skills. If a dentist lacks confidence in the procedure, it can lead to poor outcomes, mistakes, or even complications. This lack of expertise can also impact patient trust and satisfaction, especially if they've experienced issues with cases that didn't go as planned or took too long to resolve. It's crucial that the entire dental team is well-trained and fully committed to the new service. If team members aren't properly trained or don't fully understand the value of the service, they may not support it, which can result in poor patient experiences and low adoption rates, even if the dentist feels confident.

### How to implement?

I've experienced almost every type of clear aligner course available, along with a wide range of educators and personalities that come with them. Some instructors focus on the basics, while others dive into advanced techniques. As we all know, if you put 20 dentists in a room, everyone will have their own preferences—and when it comes to Invisalign®, that's perfectly fine! What truly matters is achieving great results and ensuring patient satisfaction, regardless of the approach. The key is to find an educator you connect with or a program that inspires you. Surround yourself with colleagues who share your mindset, people you can relate to. As you learn their preferences and understand the "why" behind their methods, you'll gain more confidence in handling cases the same way. Once you've got a clear understanding of what needs to be done, make sure you also consider what your team needs from you (or from someone else). In my courses, I've seen doctors increase their volume within the first 30–60 days! The key is simply deciding to take that first step!

Here's the number one thing I honestly did that jumpstarted my success as an Invisalign® provider: I built a close relationship with my Invisalign® territory manager.

They are, without a doubt, the most valuable part of your journey. They are your go-to resource for anything you need, and their entire role is to help you succeed. This person will be your biggest cheerleader, mentor, and friend—among many other things. They know every course, every opportunity, and every faculty member. If they don't have an immediate answer to your question, they absolutely know someone who can. When I first connected with my Invisalign® territory manager, we sat down and discussed my goals and aspirations (I wanted to become a big Invisalign® GP provider). She outlined a clear path for me to follow, recommended courses she thought would be perfect for me, and introduced me to other successful dentists in my area who had similar practices. Most importantly, she helped me believe in myself, which gave me the confidence boost I desperately needed at the time. Without her support, I wouldn't be where I am today.

Since then, I've worked with several Invisalign® territory managers, and while I became confident in my treatments, I still faced the challenges that every dentist does—especially team turnover. Each new territory manager has been instrumental in supporting any new team members, offering hands-on training, lunch-and-learns, and any other help we needed. They've been my built-in guide and resource.

**Key Steps:**

Step #1: Schedule a meeting with your Invisalign® territory manager to discuss your current situation and future aspirations.

Step #2: Set clear, specific measurable goals for the next 1, 2, and 3 years and evaluate key metrics such as practice revenue, profitability, and case volume.

Step #3: Create an action plan with monthly targets for each key objective and performance metric.

Step #4: Identify team members' needs in education and develop a plan for each department.

# Challenge #2

## Fear of Treatment Complexity

> **"Confidence in your abilities starts with knowing your limits."**—*Unknown*

**What is it?**

Invisalign® requires precise planning, especially for more complex cases. General dentists may hesitate to offer Invisalign® because they fear the treatment might become too complicated or outside their scope of practice. This is often the case with patients who have significant malocclusions or severe misalignments.

**Why is it important?**

Throughout our careers, general dentists are often told that if they perform a specialized procedure, they will be held to the same standard as a specialist. And I agree with this—I've heard it directly from state board members. Understanding this has helped me establish clear boundaries about what I'm comfortable doing and what I'm not, and I'm always upfront with my patients about it.

No general dentist has ever regretted referring a case to an orthodontist, but I know plenty of dentists who regret keeping complex cases. I have many orthodontist friends who are more than happy to take on the challenging cases, which means I don't have to lose any sleep over it.

There's also an unspoken fear that, as a GP, if you start doing more Invisalign® cases, local orthodontists will look down on you. In my experience, the opposite has happened. As I started diagnosing more, seeing more patients, and having more conversations about treatment, my orthodontist received even more referrals from me than ever before.

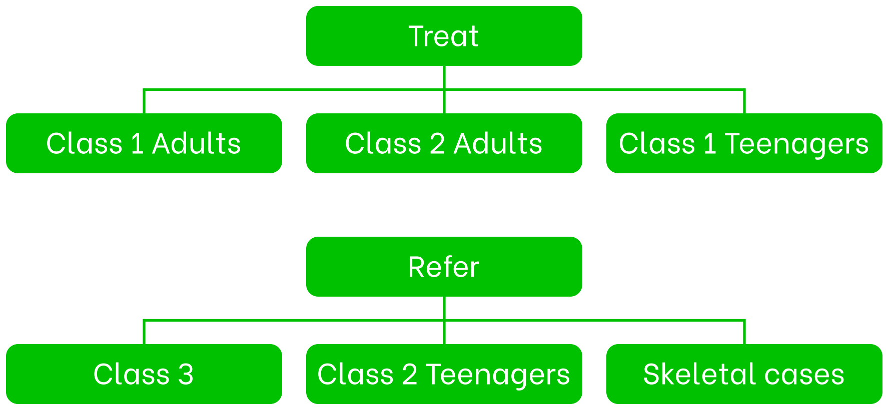
**How to implement?**

First, identify your personal boundaries based on your level of experience. Know where you draw the line and decide when it's best to refer a case to an orthodontist.

For me, I refer all growing patients unless they are Class 1. I don't enjoy reading cephalometric x-rays, analyzing growth patterns, and I've personally seen Class 1 teenagers experience late growth and turn into Class 3 cases years later. I'm comfortable letting my orthodontist handle that. Do I have the skills to treat those patients? Yes. But I've realized that focusing on the cases I enjoy most in dentistry makes me a happier dentist overall. I just don't find these cases as fulfilling as others.

I also refer cases involving major skeletal issues that may require jaw surgery or other auxiliaries including severe Class 3 adults, bilateral posterior crossbites, and patients with extremely high expectations. Sometimes you refer the case, sometimes you refer the person. One of the best ways to establish your boundaries in practice is by having honest conversations with your patients from day one.

**Example of my boundaries:**




When my confidence was lower, I'd treat 70% simple cases and 30% complex ones. Now, with more experience and confidence, most of my cases are complex. It'd be nice if a straightforward case walked through the door tomorrow!

The most imperative question to ask a patient during the initial conversation is, "What is the most important thing for you to fix?" This question usually gives you everything you need to know. If you can address their chief concern, they will be happy. This becomes our main focus, and everything else in the treatment plan usually revolves around it. This also paves the way for open conversations about expectations and predictability. I've found that when I started being transparent with my patients about challenging movements or more advanced treatments, they trusted me more because I wasn't just promising them a perfect outcome.

Have I treated a patient with a bilateral posterior crossbite? Yes. But why would I take that on when I've already said I refer those cases?

Perhaps the patient tells me that their top priority is, "I want the crowding in the front corrected." I would then have a discussion with them about the issues in the posterior, like the crossbite, and explain that it's not something I feel comfortable addressing. If they want to repair that, I will gladly refer them to an orthodontist. However, if they tell me there are no issues functioning and it's not a concern for them, I will move forward with treating their primary concern, the anterior crowding.

For more complex cases, one of the first questions I ask my patients is, "Are you looking for perfection, or are you simply looking for an improvement?" If they're satisfied with an improvement, we discuss all the treatment options, any alternatives, the indications, and always give them the choice to be referred.

By clearly defining which cases you're comfortable keeping and which ones to refer, you can approach your practice with confidence, knowing you've set your own boundaries.

**Key Steps:**

Step #1: Evaluate your experience and decide which procedures you feel comfortable handling and which ones should be referred to a specialist.

Step #2: Educate your team on what to watch for during exams, ensuring they're equipped to confidently engage in conversations about treatment options.

Step #3: Find an orthodontist in your area with whom you feel comfortable with and let them know you'd like to refer specific cases to them as needed.

# Challenge #3

## Inadequate Patient Education/ Communication

> **"There's no such thing as an easy orthodontic case because teeth are connected to people."**—*Unknown*

**What is it?**

Inadequate patient education and communication can be broken down into two key issues. First, Invisalign® requires active patient participation, including wearing the aligners for the recommended time and following treatment instructions. Some dentists may find it challenging to effectively educate patients about the process, set clear expectations, and ensure compliance, which can lead to less-than-ideal results or patient dissatisfaction.

Second, when educating why Invisalign® is the right treatment option, patients may be hesitant to try something new, especially if they are unfamiliar with the service or don't see it as necessary. Overcoming this skepticism and helping patients understand the benefits of Invisalign® requires clear communication, education, and trust-building.

**Why is it important?**

Setting expectations from the very beginning is crucial for success with Invisalign® cases. Patients need to clearly understand their responsibilities from the initial conversation. They will be expected to wear the aligners nearly 24/7. I always tell my patients, "If you don't wear them, they won't work." They will also sign a consent form acknowledging the risks of inadequate outcomes due to non-compliance. It's important for patients to understand potential risks, complications, and that sometimes biology can be a challenge. If they have a more complex case, I make sure they know it may require multiple rounds of treatment. And the most critical point is when a dentist forgets to inform patients about the requirement for lifetime retention! Yes, you'll need to wear your retainer forever, or your teeth will relapse. I can guarantee that.

Communication and trust are the foundation of everything we do in dentistry, especially during our exams. The last thing we want is for a patient to feel like we're just "selling" them something for our own benefit. Providing thorough patient education on the clinical reasons for choosing Invisalign® has been a key factor in the rapid growth of my practice. While we all know that Invisalign® is excellent for improving aesthetics, it's also crucial for oral health, function, and preventing future complications.

### How to implement?

First, clear written and verbal instructions are essential at every stage of treatment. To make things even easier, I created a YouTube video with post-op instructions that we can send to patients via a link. Even with everything documented in every form possible, I still encounter patients who struggle with compliance, cancel appointments, and, well, remain unpredictably human.

Here are the forms I use as part of the Invisalign® treatment plan:

1. **What's Included in Treatment** — Provided at the treatment presentation.

2. **Ortho Consent Form** — Signed when treatment begins.

3. **Post-Op Instructions** — Given when aligners are delivered.

4. **Compliance Form** — This is signed if I have concerns about compliance after treatment starts. It essentially states that we're concerned about aligner wear and that if it doesn't improve after one more round, we may have to discontinue treatment. It also mentions that multiple missed or canceled appointments are considered a form of non-compliance.

5. **Completion Form and Retainer Agreement** — When treatment is completed, the patient signs to confirm they are happy with their results and understand the retainer requirements. The form also includes a fee for patients who relapse due to poor retainer wear and wish to resume treatment.

6. **Early Termination Form** — If a patient decides to stop treatment before it's completed, they sign a form acknowledging they've been informed of the potential risks of discontinuing early.

By having these forms in place, we ensure that patients are fully informed and understand their responsibilities throughout the treatment process.

Secondly, clear education is the foundation for effective communication about oral health, function, and preventing future issues. In my practice, the iTero™ digital scanner plays a key role in both diagnosing and educating patients. We use it to scan every patient during their hygiene visit, making it an integral part of the exam. It's incredibly helpful to have open discussions while being able to visually demonstrate everything to our patients.

If scanning every patient is new to you, it might feel overwhelming at first. A common roadblock you may encounter is your team members expressing that they don't have time to add anything extra during a hygiene visit. However, if you ask any dentist who has successfully grown their practice with Invisalign®, they'll all share these two key pieces of advice:

1. **Always focus the conversation on the clinical reasons and function** — it's not elective treatment.

2. **Scan every patient and use the scanner as an educational tool.** The more you scan, the more treatment opportunities you'll see — both for Invisalign® and restorative work.

Get your team trained on how to use the scanner and the appropriate verbiage. Practice scanning on each other or even on yourself. You could also create friendly competitions to see who can scan the fastest or most efficiently, and reward team members who excel. Role-play different scans and scenarios to build comfort and confidence. The goal is to find a workflow that works for your office. Everyone has time to integrate scanning and education into their visits—you just need to prioritize it. The iTero™ helped grow my small 4-op private practice within six months, and I've witnessed thousands of other dentists achieve similar success.

**Key steps:**

Step #1: Gather all necessary patient forms and documents for each stage of treatment to ensure clear and effective communication.

Step #2: Review sample scans on the iTero™ and role-play different scenarios with your team to practice using the correct verbiage for patient education.

Step #3: Create a streamlined process for incorporating scanning into hygiene exams that aligns with the workflow of your practice.

# Challenge #4

## Financial Investment and Resource Allocation

> **"The most important investment you can make is in yourself."**—*Warren Buffett*

**What is it?**

The initial investment in Invisalign® equipment, training, and marketing can be a significant barrier. Many general dentists may hesitate to invest in Invisalign® because of concerns about the upfront costs, especially if they aren't confident that the treatment will generate enough business to justify the expense. Allocating resources effectively can be challenging, particularly if the new service doesn't immediately bring in enough revenue to cover these costs.

Let's be real: Invisalign® can be a pricey addition to your practice. First, there's the cost of certification and training. Then, you'll need to purchase a scanner, sleeves, and supplies—like new composites, IPR burs, polishing strips, and other items you might not already have. And don't forget about the several thousand-dollar lab bill for each case you treat! It adds up quickly.

**Why is it important?**

I often tell my colleagues that to grow, you must invest in yourself. Growth doesn't just happen overnight. It's also always more cost-effective to act now rather than wait until you feel "ready." There's no such thing as the "perfect moment." I've seen too many offices delay purchasing a new scanner or scheduling training until a team member returns from maternity leave or a specific conference comes around. These offices end up wasting years on opportunities they could have started now.

Yes, offering Invisalign® comes with a cost, but honestly, I wouldn't want to offer anything less than the best product just to save a few dollars. I know Invisalign® provides the best technology, the most predictable results, and is the top choice for my patients. For me, that's non-negotiable.

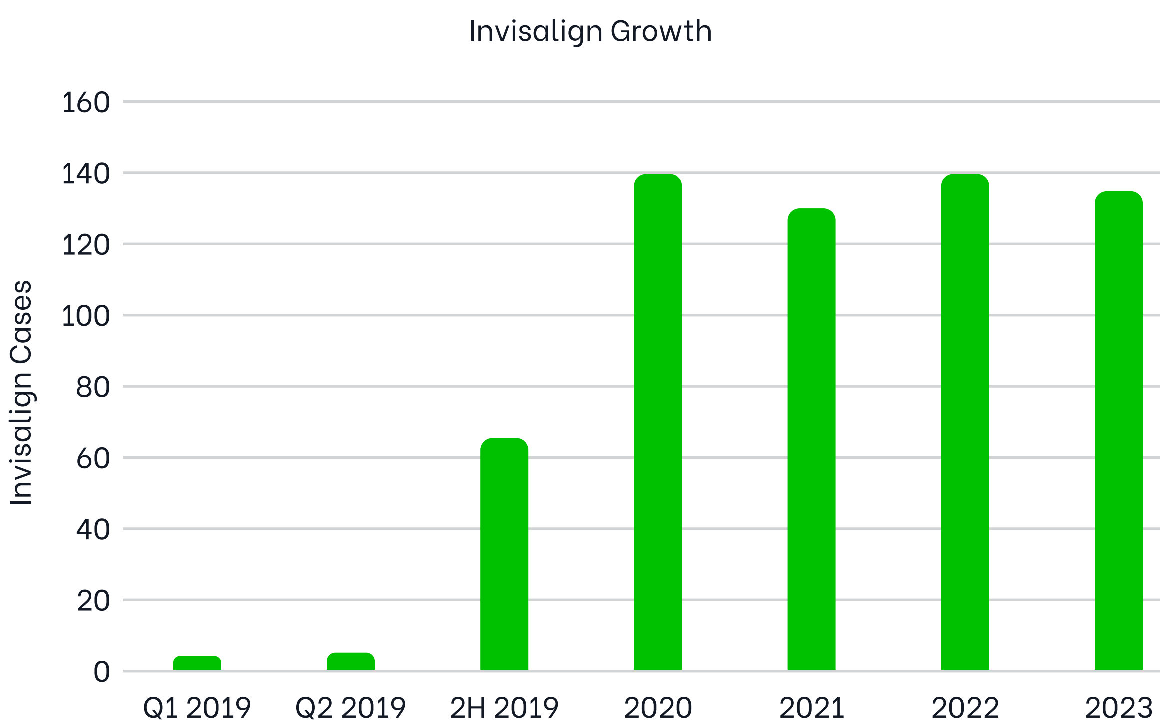
**How to implement?**

When I think back to my dental school graduation, the Invisalign® certification course cost around $2,000. As a newly graduated dentist who hadn't even started my associate job yet and was just closing out massive student loans, $2,000 felt like a lot of money. I probably struggled to pay my bills the month I took the Invisalign® certification, but looking back over 10 years later, I'm incredibly grateful I made the investment when I did.

Maybe you're just opening a new office, dealing with a construction loan, and didn't factor an iTero™ into the budget. Or perhaps you're thinking, "Once we do our first five cases, we can buy an iTero™." I've seen DSOs open de novo offices and make them hit certain production targets each month before they get an iTero™. In my opinion, that's totally the wrong approach and completely backwards. If you want to grow, you need to bite the bullet and get the iTero™ upfront. It's guaranteed to help you succeed and will accelerate your growth faster than you might expect.

So, how do you ensure that your investments will pay off? When I bought my first iTero™, I shared my vision with my team. My vision became their vision. I told them I wanted to scan every patient during their hygiene visit, educate them on their bite, oral health, and the clinical reasons for Invisalign® treatment. I made it clear that I wanted us to grow and reach ambitious goals. I motivated my team and set benchmarks for us to achieve. It truly takes the whole team working toward a common goal. We were uncomfortable at first as we worked out the kinks during the first month, but that investment paid off and then some. The growth was exponential. Our production hit new highs, not just from Invisalign®, but also in restorative work. My iTero™ paid for itself within just a few months, and now I have three!

**Example of my Invisalign growth after purchasing my first iTero™ in June 2019.**




I had exponential growth within 6 months. I jumped from 5 cases a quarter to now doing 130 cases a year. Think about the Invisalign® fee you charge ×130 cases a year. That's a huge production jump! Life changing if I must admit.

Take the leap now. Invest in yourself and your future. It will pay off, I promise.

**Key steps:**

**Step #1:** If you haven't yet acquired an iTero™ reach out to your Invisalign® territory manager to arrange a complimentary demo in your office.

**Step #2:** Collaborate with your team to write down your goals and display your benchmarks in a visible location where team members can see them. The more frequently they're in view, the greater the likelihood of achieving them.

**Step #3:** Set up a bar graph or goal board to track progress, coloring it in each time a case is closed. This visual tool will make it easier to monitor progress in real time.

# Challenge #5

## Inconsistent Case Acceptance

> **"People don't buy treatment, they buy outcomes."** —*Unknown*

**What is it?**

General dentists may face challenges in closing treatment plans and gaining patient buy-in for Invisalign®, especially when patients don't fully recognize its benefits.

As we've discussed, many dentists aren't having the right conversations with their patients about the clinical reasons behind recommending Invisalign®, such as improving occlusion, function, and alignment. Too many patients still view it as an "optional" or "elective" procedure, which negatively impacts case acceptance. It's important for patients to understand that this isn't just a cosmetic treatment—it's a necessary and even preventative procedure.

**Why is it important?**

High case acceptance is the key indicator of how well you'll grow your practice with Invisalign®. You can present treatment plans all day long, but it's crucial that your patients are saying "yes." I've seen offices struggle with case acceptance and eventually stop discussing it altogether because they keep getting turned down. There's definitely an art to getting patients to say yes to Invisalign® treatment.

**How to implement?**

First, we need to ensure proper education. In my office, Invisalign® isn't just an aesthetic treatment—it's a clinical one. It's not an elective procedure, it's a preventative one. Our goal is to prevent future damage to patients' teeth, such as fractures or the need for emergency dental work, by addressing their bite and aligning their teeth properly. Every team member in the office is aligned on this approach. The person presenting the treatment plan should be well-versed in everything discussed in the operatory.

We follow the PCS model in our patient education: Problem, Consequence, Solution. We start by identifying the problem (e.g., "Your front teeth are hitting too hard"), then we discuss the consequence (e.g., "If left untreated, your front teeth could chip and fracture"), and finally, we present the solution (e.g., "We need to move your teeth from hitting traumatically and fix your bite to prevent this from happening"). This is how we introduce Invisalign®, utilizing tools like the iTero™ scanner help illustrate these points with the Align™ Oral Health Suite and occlusogram.

| Problem | Consequence | Solution |
| --- | --- | --- |
| "Your front teeth are hitting too hard." | "If we do nothing, your teeth will chip and fracture. It could lead to more expensive dental work." | "We need to move your teeth from hitting traumatically and fix your bite to prevent this from happening." |

Second, it's important for patients to recognize the value of the treatment they are receiving. When presenting treatment plans, we first show a value sheet before discussing financials so they can clearly see everything included. Our goal is for patients to feel like they are getting a comprehensive, all-inclusive treatment package. We present as a complete solution, emphasizing that there will be no additional fees during or at the end of treatment—all costs are upfront.

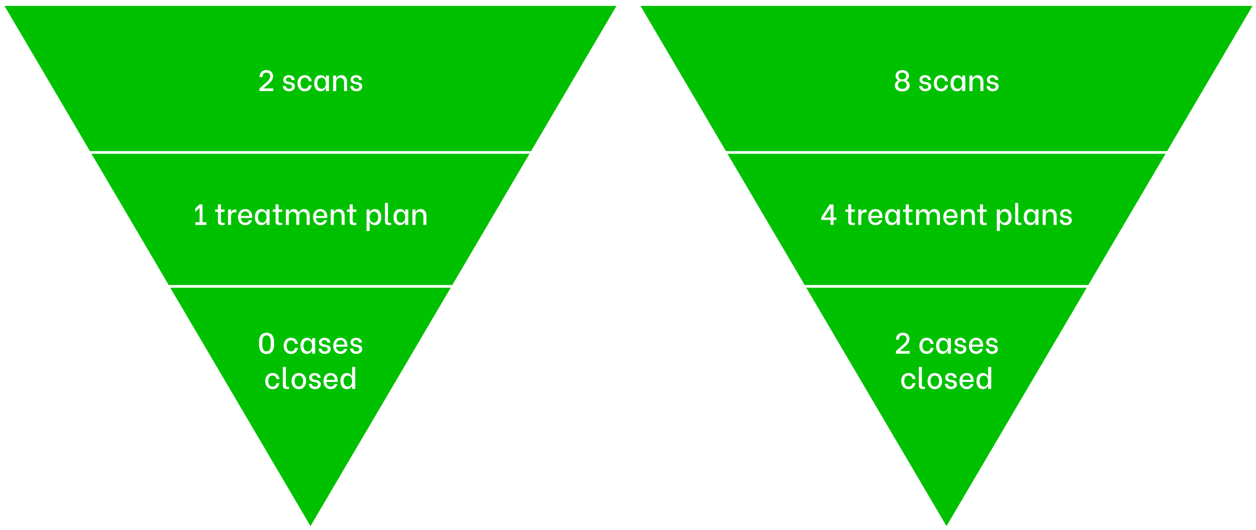
**Here's what's included in our comprehensive Invisalign® treatment:**

1. Complimentary panoramic x-ray ($150 value)
2. Intraoral 3D digital scan
3. Professional dental photos
4. All aligners for the duration of treatment
5. 3 refinements
6. Vivera™ retainers—1 set ($300 value)
7. Take-home whitening
8. Cosmetic contouring and polishing
9. 3-year treatment warranty

We go over this list in detail, explaining each item, so patients understand the full value of their investment. After presenting the value sheet, we then discuss the financial aspects and offer flexible payment options. We work with Healthcare Finance Direct to provide monthly financing options and ask the patient which option suits them best.

When a patient says "no" or needs to "think about it," we always try to understand their biggest hesitation and offer ways to make the treatment fit their budget. I teach an entire course on case acceptance and the techniques we use because it truly takes practice. Don't let the "nos" discourage you. You will hear "no" every day, but you must push through the "nos" to get to the "yeses!"

An important concept to understand in case acceptance is the funnel. Many doctors believe that if they scan and treatment plan two Invisalign® cases today, they'll start two cases. But that's not how it works. You need to start with a higher number at the top of the funnel to create more opportunities. You might need to present eight treatment plans to secure those two starts—and that's completely normal!




The more treatment plans you present, the better you'll become at it. Keep it simple, clear, and concise. Don't overcomplicate it!

**Key steps:**

Step #1: Determine what services you want to include in treatment and find ways to enhance the value you provide to your patients.

Step #2: Work with your team to establish a consistent approach for presenting treatment plans and create an easy-to-follow script that can be used by any team member.

Step #3: Each morning, review the schedule and identify potential opportunities to discuss treatment with existing patients. At the end of the day, keep track of treatment plans presented and case acceptance rate.

# Challenge #6

## Integration into Existing Workflow

> **"A well-organized workflow is the secret to achieving more in less time, without sacrificing quality."** —*Anonymous*

**What is it?**

Introducing a new service can disrupt a practice's workflow, especially if it involves new technology, specialized procedures, or different treatment timelines. Dentists may find it challenging to integrate the service seamlessly into their existing systems without causing delays, confusion, or added stress for their team.

**Why is it important?**

This challenge is very common when implementing any new procedure or protocol. To successfully integrate Invisalign® into your office, it's crucial to have a system or checklist in place so your team understands the expectations. Many offices struggle because they leave their team to figure things out on their own, which can lead to inefficiencies.

It's crucial to prioritize efficiency, as many dentists find that Invisalign® takes up too much chair time and is not profitable. This often happens because they haven't optimized their time management.

**How to implement?**

Ensure every team member is clear on their role and responsibilities before the new service is added to the schedule. Who will handle the scanning in hygiene? Who will review the scans? Who will perform attachment deliveries? Who will give the post-op instructions? Everyone on the team should understand the entire treatment process from start to finish.

In my office, I rely on checklists and simple, easy-to-follow flowcharts. I also provide material lists and set-up guidelines for my assistants to ensure everything runs smoothly during each appointment.

**Example of Invisalign® Delivery:**

| | |
|---|---|
| ASSISTANT | Seats the patient, reviews the appointment, obtains consent, and checks blood pressure. (10 min) |
| ASSISTANT | Tries in the templates and places the attachments per our attachment protocol. (20 min) |
| DOCTOR | Removes flash with a high-speed handpiece, performs IPR if necessary, seats the aligners, and verifies the fit. (10 min) |
| ASSISTANT | Provides post-op instructions and schedules the patient for the next visit. (10 min) |

**Example of Final Follow-Up:**

| | |
|---|---|
| ASSISTANT | Seats patient and discusses progress. (5-10 min) |
| DOCTOR | Evaluates the patient, removes attachments, polishes, and equilibrates the occlusion. (15 min) |
| ASSISTANT | Scans for Vivera, takes photos, and has the patient sign the completion form. (10-15 min) |

**Example of My Current Hygiene Flow:**

| | |
|---|---|
| ASSISTANT | Seats the patient, checks BP, reviews medical history, takes X-rays, performs the iTero™ scan, and takes photos. (10-15 min) |
| HYGIENIST | Completes the hygiene appointment and reviews the scan with the patient before the doctor enters for the exam. (30 min) |
| DOCTOR | Performs the exam and reviews the scan with both the hygienist and patient. (10 min) |
| FRONT OFFICE | Presents the treatment plan in the operatory or consult room. (5-10 min) |

### Example of Benchmarks for a Team Member Learning to Scan in Hygiene:

| | |
|---|---|
| FIRST WEEK | 2 scans a day, 10-minute scan goal |
| SECOND WEEK | 4 scans a day, 7-minute scan goal |
| THIRD WEEK | 6 scans a day, 7-minute scan goal |
| FOURTH WEEK | 8 scans a day, 5-minute scan goal* |

*Reward with a small gift card when team member hits a 5-minute scan at any point. This will positively reinforce their efforts to get better and faster.

Whatever process works best for your office, make sure it's clearly communicated so your team can easily follow and implement it.

### Key Steps:

Step #1: List your current systems and recognize where you can improve efficiencies to reduce chair-time.

Step #2: Develop a checklist that any team member can follow at each stage of the treatment process.

Step #3: Define the roles and responsibilities of each team member during patient appointments to ensure clarity and smooth workflow.

# Challenge #7

## Limited Marketing and Promotion Skills

> **"The best marketing doesn't feel like marketing."** — *Tom Fishburne*

**What is it?**

Even if a dentist offers Invisalign®, they might not know how to effectively market the service. Without strong marketing strategies, including digital marketing, patient referrals, and community outreach, general dentists may struggle to generate interest in Invisalign® and fail to differentiate themselves from competitors. Dentists may also lack the skills or resources to properly advertise or promote the service to the right audience.

I believe you don't necessarily need to spend money on marketing to grow your Invisalign® practice. However, since I'm passionate about marketing and have explored nearly every strategy for expanding a practice, I'm happy to share what's worked for me.

**Why is it important?**

While you don't need to be a marketing expert or hire a marketing agency, it's important to recognize some of the simplest ways to bring in Invisalign® referrals. These are patients who already trust you, understand the process, and are ready to begin treatment.

**How to implement?**

The most effective form of marketing for Invisalign® patients is internal referrals. My current Invisalign® patients are my best source of marketing. They're in treatment, wearing aligners in front of friends, family, and colleagues, so I encourage them to refer others to me. I focus on creating a positive experience, so many referrals happen organically, but I also make it a point to ask each patient during treatment to send their friends and family my way. I tell them that referrals are the highest compliment they can give me. I also encourage my patients to share their journey on social media and tag me in their posts. The majority of my new Invisalign® patients come from internal referrals.

Internal marketing thrives through word-of-mouth, social media, and even putting your own team members through Invisalign® treatment. When one of my team members is wearing aligners, we close more Invisalign® cases than usual because they naturally show them to patients. It's always impressive to patients when they realize they couldn't even tell the team member was wearing aligners.

I've experimented with all types of external marketing—digital ads through social media, Google Ads, pay-per-click campaigns, geofencing, print materials, postcards, social media influencers, you name it. While I've seen success with geofencing, social media ads, and influencers, nothing compares to the internal marketing I gain daily.

If you're just starting out, I encourage you to confidently promote yourself. Consider starting with a few cases for friends or team members and asking them to spread the word to help build your practice. It only takes one case to kickstart your growth. For example, I now treat a lot of NFL players across the country, but my first NFL player was someone on the Cowboys practice squad. He wasn't well-known or social media-famous, but I knew if he had a positive experience with me, there was a good chance he'd refer other players—and that's exactly what happened. Now, I treat more NFL players than any other general dentist in the country.

Focus on creating a positive experience for your patients, ask them to share it, and get them talking about you!

**Key steps:**

Step #1: Identify your target audience and determine the most effective ways to reach them.

Step #2: Utilize internal referrals by creating a system for requesting recommendations from current Invisalign® patients.

Step #3: Track all referrals to understand where to allocate marketing resources.

# Final Thoughts

Incorporating Invisalign® into your general dentistry practice offers a significant opportunity for growth and patient satisfaction, but it requires a combination of preparation, education, and clear communication. Whether you're just starting out or looking to refine your current approach, building a strong foundation for Invisalign® involves developing clear boundaries, setting expectations with patients, and ensuring your team is well-trained and aligned.

By properly educating patients on the clinical benefits of Invisalign®—beyond just aesthetics—you can help them understand the importance of bite correction and alignment in preventing future dental issues. Establishing systems and using technology like iTero™ to streamline your workflow and enhance patient education will significantly improve your efficiency and success rate. Consistent, honest communication with your patients, paired with internal marketing efforts, will help you gain trust and attract new referrals organically.

While the initial investment and effort may seem daunting, remember that investing in yourself and your practice early on will pay off in the long run. Embrace the challenge of case acceptance and refining your presentation, knowing that rejection is just part of the journey toward success.

Ultimately, offering Invisalign® isn't just about adding another treatment option to your practice—it's about improving the lives of your patients through better oral health and function. By investing in the right tools, building a strong team, and fostering patient trust, you can set yourself up for long-term growth and become a leader in Invisalign® treatment in your community. Stay consistent, stay confident, and don't be afraid to take the leap. **The rewards will be worth it. I've lived it myself.**

**Test your Invisalign® confidence at christinablacher.scoreapp.com**

It's a free 20 question quiz that will send you a custom report with detailed feedback and suggestions.

# About the Author

Dr. Christina Blacher is a general dentist based in Frisco, TX, and the founder of Christina Blacher Consulting. An internationally recognized keynote speaker, Dr. Blacher offers expert educational, coaching, and consulting services designed to empower new Invisalign® providers and their teams to treat patients with confidence.

As a 5-time Platinum Invisalign® provider, Dr. Blacher has educated over 20,000 dental professionals and provides consultation on more than 2,000 Invisalign® cases annually. She is also honored as a top educator within Invisalign's global faculty.

Dr. Blacher earned her Chemistry degree from Indiana University and her Doctor of Dental Medicine (DMD) degree from Midwestern University College of Dental Medicine. With experience in both private and DSO practices, she is dedicated to helping practices thrive by offering proven, reproducible Invisalign® training for both doctors and their teams.

Dr. Blacher's comprehensive approach focuses on providing the essential foundational skills necessary for newly certified Invisalign® providers to build clinical confidence and achieve success.

CHRISTINA BLACHER
CONSULTING

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www.drchristinablacher.com

contact@drchristinablacher.com