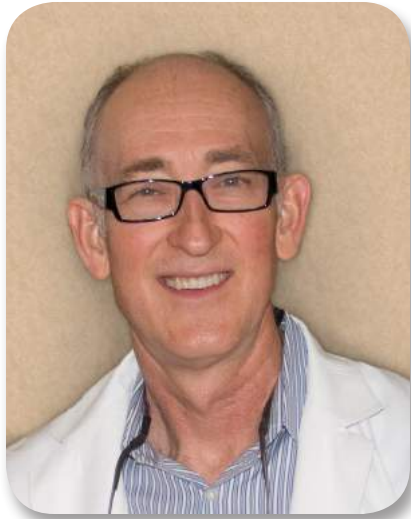




**The Top 10 Things to Know
Before Choosing Your
Dentist**

DR. LEE WYANT
SMILE ARKANSAS

Introductory Letter from Dr. Lee Wyant



Dear Friend,

The search for a new dentist brings up numerous issues to consider. How do you know whether one dentist is a better fit for your needs than another? Which criteria should you prioritize – or what are even the right questions to ask a prospective dentist? Whether you or your loved ones are interested in preventive dentistry for a routine checkup, straightening your teeth with Invisalign, or a cosmetic procedure like our popular “no-prep” veneers, I and my team will help you find the best solution for your best smile.

The authority and expertise that our team provides are significant benefits at Smile Arkansas, but what really sets us apart from other dental offices in the Little Rock Metropolitan Area is our passion for helping people. We provide our patients not only with reliable and top-quality dentistry, but also with the ability to relax and enjoy themselves in our friendly, “spa-like” atmosphere. Since 1982, we’ve transformed the smiles of over 30,000 people throughout the Little Rock area – and we would love to help you and your family, too.

To help support our vision and help you choose the right dental practice, I put this report together. I hope you find it to be informative and helpful as you begin your exciting journey toward your ideal, healthy smile.

Sincerely,

Dr. Lee Wyant

P.S. When you’re ready, I encourage you to schedule an appointment with me by visiting our website at smilearkansas.com or by calling 501.821.4200. We would be honored to provide you and your family with exceptional dental care that will bring a lifetime of bright, healthy smiles!

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1

Do They Have Extensive Experience?

When it comes to the health and aesthetics of your smile, having experience is key. Some questions to ask potential dentists include how long they have been practicing, how many patients they have helped, and if the range of their experience includes a variety of cutting-edge treatments to give you plenty of options. You should also consider whether your potential dentist attends continuing education courses to stay up to date with modern advancements in the field of dentistry.

At Smile Arkansas, we have helped to improve over 30,000 smiles since 1982. We offer a wide variety of treatments that range from routine dental exams to stunning cosmetic transformations using veneers, teeth whitening, Invisalign, and more. As a team, each of us believes in the importance of staying current with the “best practices” techniques and technologies available for quality dental care and optimal oral health. We also place tremendous value on providing a truly exceptional patient experience. For this reason, my staff and I regularly attend classes and seminars to enhance the level of professional excellence we are committed to giving every patient. Our extensive experience and knowledge allow Smile Arkansas to provide complete, expert dental care to match each patient’s unique needs.



2

Are They an All-in-One Dental Practice?

Many dentists can at least offer cleanings, fillings, and other general dentistry basics. However, if you are looking for more advanced dentistry for a broken tooth, an uneven bite, or an unsightly gap in your smile, you are often referred to another dental provider who can handle your needed solution. To avoid being sent to a different dentist about whom you know little or nothing, check to see if your potential dental office provides a complete range of regular, restorative AND cosmetic dental services and procedures.

Our dentist, Dr. Wyant, has spent his numerous years of practice expanding his expertise for your benefit. His knowledge includes specialties such as beautiful smile makeovers, dental implant restorations, and full mouth rehabilitation. If a very complex case requires another specialist such as an oral surgeon, Dr. Wyant will coordinate and oversee any outside dental work to ensure you receive the quality care you deserve. In short, whatever you need to maintain an excellent state of overall oral health, you can count on your trusted dentist, Dr. Wyant, to be by your side.



3

Are They Award Winning?

Ask if your potential dental office has won any awards, since these can be an easy way to identify a dentist's reputation among his or her patients, colleagues, and community. Awards may be won for a variety of reasons, ranging from an office's outstanding customer service to a doctor's experience and skill in the field of dentistry.

For example, Dr. Wyant's extensive background and training, caring approach to dentistry, and dedication to self-improvement consistently earn him both local and national recognition. In fact, Dr. Wyant's highest level of competency in cosmetic dentistry earned him the distinguished Accredited Fellowship from the American Academy of Cosmetic Dentistry. Our entire team at Smile Arkansas takes great pride that he is one of only 50 dentists worldwide and the only one in the entire state of Arkansas to be awarded this prestigious designation! We are also pleased to be named by many publications as one of "America's Best Dentists." We never rest on our laurels, however, and always continue to strive toward the highest standards that earned us this recognition.



4

Do They Offer a Free Cosmetic Consultation?

When considering a new dentist for yourself or your family, it is difficult to find a no-obligation option for trying out different dentists. You might want specific information about veneers, teeth whitening, or even a complete smile makeover, but end up first having to go through the lengthy process of the exam, an initial cleaning and then finally a consultation about your dental health. Then –hundreds of dollars later – you can decide if that dentist or practice is the right solution for you and your family.

At Smile Arkansas, Dr. Wyant thinks there is a better way. We invite you to take advantage of our Dr. Wyant Smile Makeover Consultation, at no cost or obligation to you. Your initial appointment will include an in-depth consultation with Dr. Wyant himself. Based on your personal goals and unique dental needs, he will review all your cosmetic and restorative treatment options, and also take the time to answer any questions you may have. If after your consultation you think that Smile Arkansas is the right fit for you or your family, you can book your next regular appointment with our friendly team!



5

Do They Have a Guarantee?

At many dental offices, any work performed is simply considered flawless. If any problems arise with fillings, crowns, bridges, or implants, you will often find the dentist blames your personal care and dental hygiene or an unavoidable condition that has nothing to do with the work the dentist has performed. As a result, the new solution ends up costing you more money, more time, and sometimes more pain. Avoid a potential issue like this by finding out if your new dentist backs up his or her work with any guarantees.

At Smile Arkansas, we not only want to provide the best dental health care in the Little Rock Metropolitan Area and beyond – we also want you to be completely satisfied with the care you receive. In fact, we guarantee it! If at any point over the course of treatment you feel less than 100% satisfied with your care or outcome, let us know! Our pledge to each and every patient is that we will do whatever we can to make you happy with your experience from start to finish.



6

Do They Care for Their Community?

When a dental office takes time and resources to generously give back to the local community, that is often a strong sign of compassion and responsibility – key characteristics for any great dentist! Not only do you benefit directly from a dentist with a caring, solicitous dental team, but also you can feel good knowing that you support a small business that anchors your own local community.

At Smile Arkansas, we go the extra mile to care for local residents and provide happy, healthy smiles to people in need. As part of our efforts to strengthen and improve our community, we regularly donate our time and money to help others. Some of the charitable causes we support are Give Back a Smile, a program that helps restore the smile and self-confidence of victims of domestic violence, the Arkansas Coalition Against Domestic Violence, Harmony Clinic, Our House, Salvation Army, Arkansas Mission of Mercy, Compassion Center, Hope Rises, Big Brother/Big Sister of Central Arkansas, and the Susan B. Komen Race for the Cure – just to name a few! If you know of a local cause that could benefit from our support, please let us know.



7

Do They Offer a Free Orthodontics Consultation?

When you are interested in having a straighter smile, most dental offices will refer you to an orthodontist. They simply won't have the capability or experience to provide you with orthodontic treatment. If you prefer to keep all your oral health care needs with one provider, then look for a dental office that also provides quality orthodontic services.

At our Little Rock dental office, we are pleased to offer the revolutionary Invisalign technology as an alternative to traditional metal braces. Invisalign straightens teeth discreetly with clear, removable aligners. That means you don't need to make any lifestyle changes and no one will even notice you're undergoing treatment!

You can easily discover if Invisalign is right for you by scheduling your complimentary Dr. Wyant Invisalign Smile Analysis, which includes a thorough examination, X-rays, an in-depth consultation, and a tour of our state-of-the-art office. This session is valued at \$300, but it's yours free, simply for making the appointment. We believe this type of complimentary consultation should be standard across the dental industry, because we design an honest treatment plan with valuable patient input. At Smile Arkansas, your trust, comfort, and health are always our priorities!



8

Do the Doctor & Staff Participate in Continuing Education?

With constant advancements being made in the ever-changing world of dentistry, even a doctor with extensive experience must do what it takes to stay on top of the latest industry developments. When you're searching for the right dentist for you and your family, make sure they are committed to keeping their practice current.

Smile Arkansas has the facilities, specialists, and experience necessary to provide quality dental care with the best results. We're dedicated to staying on top of the latest developments and treatments in the ever-changing world of dentistry. That's why Dr. Wyant and our entire staff undergo hours of professional development and continuing education every year. We attend customer service classes at the Ritz-Carlton Leadership Center and receive advanced clinical training from the American Academy of Cosmetic Dentistry. This is our way of always putting our patients first.



9

Do They Have Celebrities as Clients?

When it comes to the health and aesthetics of your smile, having extensive experience and the education necessary to provide the highest quality dental care is key. At Smile Arkansas, we have transformed thousands of smiles throughout the Little Rock Metropolitan Area for decades. We're proud to have served patients of all ages and from all walks of life, including our own state participants in global beauty pageants. As a sponsor of the Arkansas International Pageant, Smile Arkansas works with contestants for Mrs. Arkansas, Miss Arkansas, and Miss Teen Arkansas. Our award-winning expertise provides these contestants with beautiful, stage-ready smiles.

Our greatest compliment is being trusted with your dental care. That's why ALL our patients are treated like celebrities at Smile Arkansas. Our Ritz Carlton training enables us to offer the highest quality customer service with your very first phone call and throughout the entire treatment process. Call today to make your appointment with Dr. Wyant and find out for yourself why Smile Arkansas is a trusted source for dentistry in Little Rock, AR!



10

Do They Respect Your Time?

Commitments like school, extracurricular activities, and work may make it difficult to attend dental appointments. Smile Arkansas understands the lifestyles of today's busy families. We know managing multiple responsibilities can limit your time for things like dental cleanings and other types of dental care. That's why we do our best to respect your time when you visit our Little Rock dental office.

Not only will you experience virtually no wait times at Smile Arkansas, you also won't need to feel rushed during your appointment. We ensure that ample time is built into every appointment, so you can feel confident that all your questions will be answered, and all your dental needs met. This is just another reason why Dr. Wyant is the trusted "go-to" dentist in the Greater Little Rock Metropolitan Area.



11

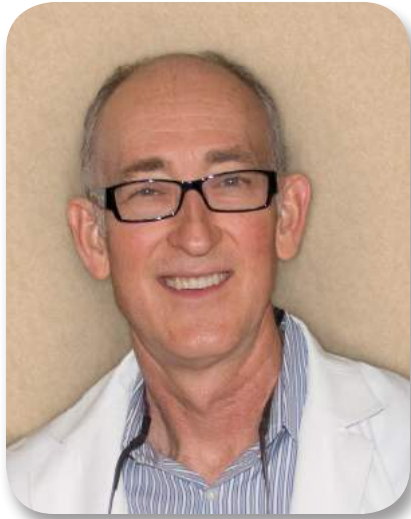
BONUS: Do They Offer Affordable Payment Options?

This report was only supposed to include the 10 most essential questions to consider when looking for a dentist, but affordability is so important that I've included this section as a bonus. Whether or not you have insurance, it's important to understand what kind of payment options your potential dentist offers before you decide.

Smile Arkansas thinks cost should never be an obstacle to receiving proper dental care. We strive to provide quality dental care with a payment plan that is personalized and affordable. For your convenience, we accept Care Credit and Lending Club, which can assist you in covering your treatment costs. We also offer a discount for all payments paid-in-full at the time of treatment. When you come to our office for your evaluation, we're available to provide the answers you need so you can get the smile you want. When you choose Smile Arkansas for your dental needs, you can feel confident that your oral health is our main priority.



Closing Letter from Dr. Lee Wyant



Dear Friend,

I hope this report was informative! If you've already seen another dentist, I encourage you to follow up and ask any new questions or concerns based on what you've learned today. If you still find yourself dissatisfied with your dentist's answers, I invite you to visit our Little Rock office for a second opinion, or simply for your next routine cleaning.

At Smile Arkansas, my team and I understand that there is much to consider when choosing a new dentist. In fact, I'm sure I could have doubled the length of this report! I am confident that the information you now have, however, will help you choose the right Little Rock dental office for your needs. More importantly, please know that I am available to answer your questions and to help you find the best options for preventive, restorative, or cosmetic dental care.

If you have any questions for us at Smile Arkansas, feel free to call our office at 501.821.4200. You can also view recent "before and after" cases in the Smile Gallery on our website, smilearkansas.com. My team and I look forward to welcoming you!

To Your Healthiest Smile,

Dr. Lee Wyant, DDS

P.S. When you are ready, call 501.821.4200 to schedule your complimentary Dr. Wyant Smile Makeover Consultation. Your appointment includes an in-depth consultation in which I will review your treatment options and answer any questions you may have. I also invite you to schedule your free Dr. Wyant Invisalign Smile Analysis, which includes an office tour, a comprehensive exam, digital x-rays, and a personalized consultation.

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