



An introduction to
The MiSmile Network
for Invisalign Go Providers



Supported by



The MiSmile Network

When starting his own clinic in 2007, Dr Sandeep Kumar instantly recognised Invisalign's consumer value and potential.

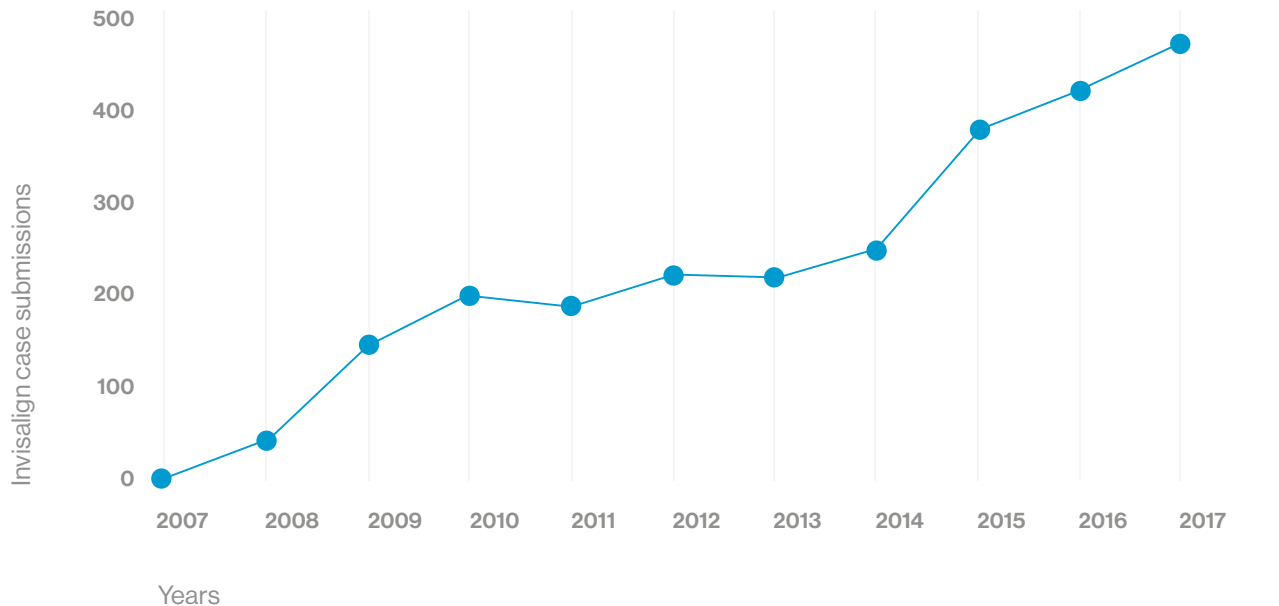
By understanding and implementing a defined lead generation and nurturing process in his own practices, he grew Invisalign case submissions from just 7 in 2007 to over 400 cases annually in 2016.

In 2015, following his own personal practice success with Invisalign, Dr Kumar launched The MiSmile Network, UK – a group of 60 independent GDPs.

In the first year, Dr Kumar and his team doubled Invisalign case submissions across the group.

Now, Dr Kumar has brought together a team of dedicated industry professionals, including Ali Meredith and Cat McLennan, that has 20 years' combined experience working with Invisalign. Together they are moving The MiSmile Network in to new territories.

My 10-year journey with Invisalign



“Our huge wealth of treatment experience coupled with our direct links with Align Technology means we are well placed to offer practices the support they need to significantly increase their Invisalign case numbers. I am extremely proud of The MiSmile Network’s reputation supporting practice growth and helping patients achieve their new smiles.”

Dr Sandeep Kumar

Invisalign Diamond Provider
and founder of The MiSmile Network



What does The MiSmile Network offer?

Fundamentally, The MiSmile Network offers you practice growth. This growth is based on three core pillars.





Lead Generation

Access to industry experts in lead generation, both via digital channels and your own internal marketing to drive potential patients into your practice. Strengthen your practice brand by being part of a well-known dental network and leverage Invisalign marketing efforts and spend.



Lead Conversion

Success starts with your practice team. We work with you to motivate and train your team to cultivate results throughout the patient journey. We provide you with DenGro to support lead management, and in-practice training to improve your internal conversion process.



Profitability

With the network's group purchasing power, you'll save on your Invisalign lab fees as well as access other preferred supplier discounts. Together with support to improve your practice efficiencies, we'll help you to drive a more profitable business.



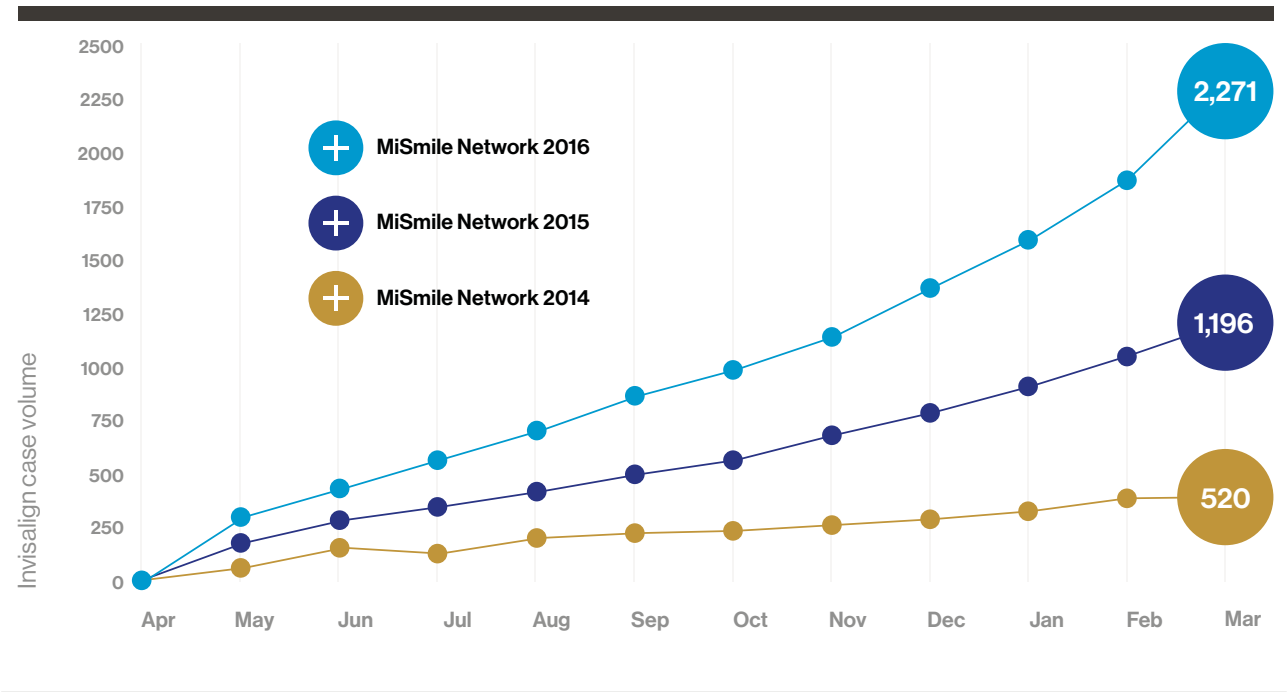
The results

When you see the results, it's easy to understand why The MiSmile Network is one of the UK's fastest growing Invisalign networks.



Case submission volume across The MiSmile Network more than doubled in Year 1 and Year 2.

Case submission growth year-on-year



On average, MiSmile Network members in the UK grew their Invisalign case volume by more than 100% in Year 1.



126%

growth in Invisalign case submissions in Year 1.

Growth in Invisalign case submissions Year 1



Percentage case growth comparison

The MiSmile Network growth is significantly greater than the average growth seen across the UK as a whole.

“From lead generation and improved patient conversion to increased clinical confidence and support, The MiSmile Network programme really does provide support that can help you to increase revenue and profitability.”

Dan Gallagher

General Manager GP Channel - UK and Ireland,
Align Technology





Invisalign and The MiSmile Network

It's Invisalign's goal to become the standard of care in orthodontics, replacing metal braces and leading the market in clear aligner treatment. Invisalign are committed to the development of their product, with vast investments made in the technology, advertising and marketing of the business year on year.

Due to the close working relationship with Invisalign, The MiSmile Network has access to and can leverage advertising and marketing spend, using brand assets and materials that can be specifically tailored to your practice. Your partnership with The MiSmile Network reflects our partnership with Invisalign.

DenGro®

DenGro is included
with your MiSmile
Network membership

The simplest way to track, nurture and convert Invisalign leads.

"Confusing." "Inconsistent." "Complicated." Just some of the feedback we encountered when talking to practices about their lead management experiences.

Lead management shouldn't be any of these things. It should be easy, efficient, empowering and – dare we say it – enjoyable. After all, you're growing your practice, and that's a good thing.

DenGro simplifies lead management, helping you nurture and convert Invisalign leads more effectively, increasing case submissions and ultimately supporting the growth of your practice.

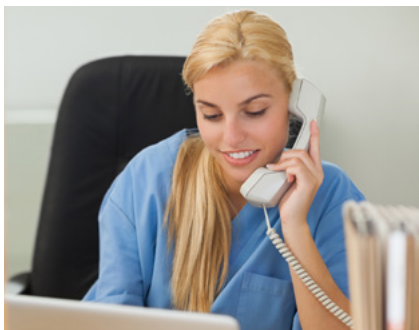
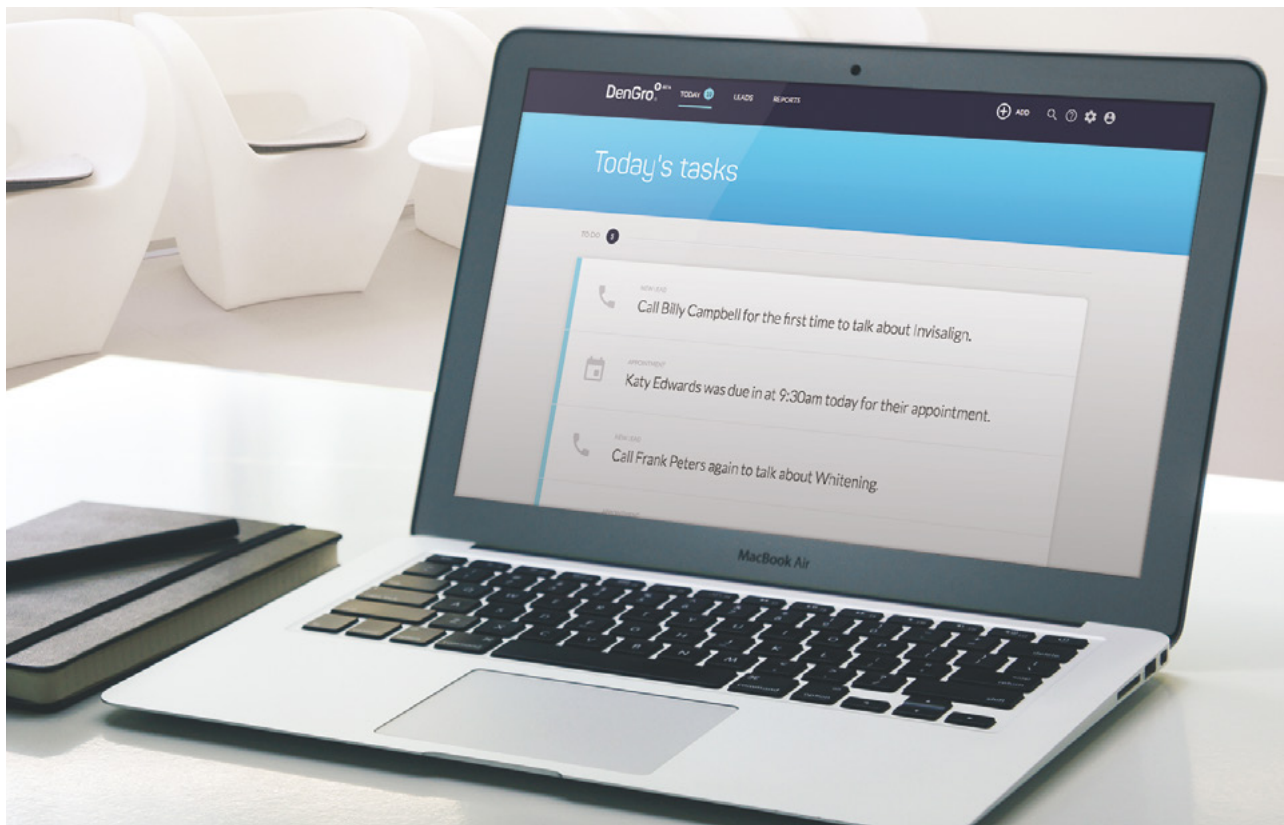
A simple, effective and powerful business tool that helps everyone in the practice convert more patients to Invisalign treatment.

"There is no other solution that offers the same ease of lead management as DenGro."

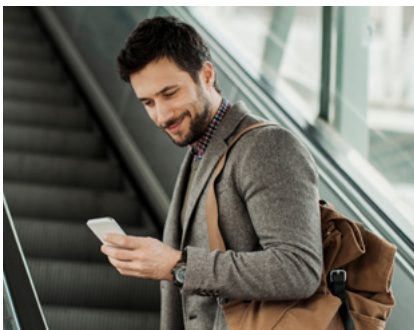


Russell Gidney

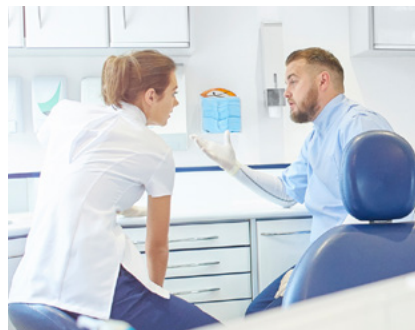
Principal Dentist,
Beaufort Park Dental Surgery



Quick and easy for everyone in the practice to use.



Automated lead nurturing email and SMS messages keep leads warm.



An instant view of practice conversion performance.

DenGro is packed full of practice focussed features:



Centralised, automated lead collection.

Never lose a lead again. DenGro plugs into your digital marketing activity, automatically collecting and segmenting leads into one central location for everyone in the practice to access.



A daily list of to-dos to keep everyone moving closer to conversion.

DenGro keeps you organised. A daily dashboard and morning summary email means you always know what's coming, so you can stay efficient and maintain momentum.



Make complicated lead tracking, history.

DenGro provides a timeline of notes, communications and events. Understand who in the practice has spoken to a lead, and when, so everyone has a clear view of lead communication.



Understand what's working, then do more of it.

See which of your marketing activities are generating the most leads. Better than that, see which channels drive the most conversions to treatment.

“DenGro gives me great control and helps transform more leads into consultations.”



Ross Gunn
Principal Dentist,
Gunn Dental Care



Automated email and SMS messages to keep the conversation flowing.

Make communication with leads more manageable with automated email and SMS messaging, sent from DenGro.



Flexible. Affordable. An invaluable tool for Invisalign Providers.

No contract. No commitment. Just a rolling monthly subscription that's convenient to you.



We've made DenGro easy to use, for everyone.

We know that not everyone's a computer whizz, and we understand that not everyone has time to learn something new. That's why we've made DenGro incredibly simple, so everyone can use it.



In tune with the other treatments you offer.

We understand that you want to manage all your leads from one platform, that's why DenGro offers you the ability to track other treatments you offer too.

What our members say



“Compared to past years, we’ve more than doubled our case submissions. Coming together as a group to share industry knowledge and skills is truly valuable.”

Dr Sameer Shah

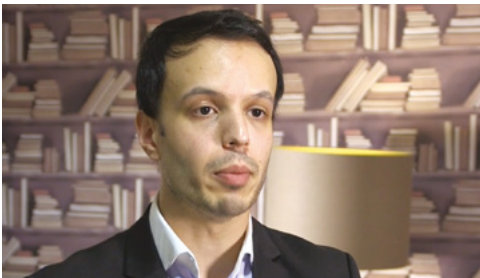
Newmarket Road Dental Clinic



“In the first 10 months of joining The MiSmile Network I had submitted 44 Invisalign cases with another 8 in the pipeline. It was the best business decision I ever made.”

Dr Erika Schoeman

Much Hadham Dental Care



“The MiSmile Network is a collection of like-minded individuals who all want to achieve the same goal – grow their practice.”

Dr Ajay Verma

Downing Dental



➤ Want to hear more?

Take a look at what some of the UK network members say about The MiSmile Network
www.mismile.co.uk/igo





Want to join The MiSmile Network?

The MiSmile Network provides a unique opportunity to be part of the next big dental brand with a unique support model, whilst allowing you to still lead, control and drive your business.

We're currently recruiting members globally.

If you'd like to join The MiSmile Network, please visit **www.mismile.co.uk/igo**

The MiSmile Network

Call: 07984 553 111

Email: join@mismile.co.uk

Website: www.mismile.co.uk/igo

