

# QUESTIONS TO ASK ABOUT THE SAFETY OF DTC ORTHODONTICS



Orthodontic treatment is a complex process which could lead to potentially irreversible and expensive damage such as tooth and gum loss, changed bites, and other issues if not done correctly. Patients' health and safety depend upon a proper assessment prior to beginning treatment and access to a trained professional during the course of treatment to address any issues that may arise.

**Ask companies using the DTC model the following questions to help determine how safe the company's treatment model is.**

- 1** How many individuals purchased an aligner system from your company in California last year?
- 2** Of those, how many were seen in person for an exam prior to beginning treatment?
- 3** Were they seen in person by an orthodontist licensed to practice in California?
- 4** How many orthodontists licensed to practice in California do you employ?
- 5** Of those that weren't seen in person, how was it determined that they were a suitable candidate for aligner treatment?
- 6** How does an individual contact the treating orthodontist if they have a question or problem during treatment?
- 7** How many refund requests did you receive from patients in California last year?
- 8** How many patients were required to sign a non-disclosure agreement to receive a refund?

*Moving teeth is not a cosmetic process like teeth whitening. Marketing and selling an orthodontic appliance as a stand alone product without appropriate doctor involvement poses significant risk to patient health and safety.*