

# How An Orthodontist's Growth Mindset Drives Practice Success

**N**ever put a limit on what you think you can accomplish as there is always room for improvement, according to Dr. Michael Hess. With this growth mindset, Hess has transformed his 19-year career in orthodontics into two successful businesses, Hess Orthodontics and Imagine Orthodontic Studio, each with five practices in Florida.

From a young age, Hess desired to make a difference and found his calling while pursuing orthodontics: helping young kids and teenagers achieve beautiful smiles. Fast forward to today, Hess is making an impact statewide with 4,000 case starts a year, and is extremely proud that half of those starts are providing access to orthodontic care for individuals and families in need through Imagine Orthodontic Studio.

Given his penchant for positive change, it's no surprise then that finding innovative ways to offer the highest level of patient care is at the core of running a successful practice.

**“I want to be first to market when it comes to adopting the latest, greatest solutions in orthodontics,”** explains Hess. “Being the most innovative practice in the area enables us to give our patients the best possible treatment and a phenomenal experience.”

Hess offers the latest technological advancements, including the Synapse Dental Pain

Eraser, to elevate his patients' experience throughout the entire treatment process. Using Advanced PulseWave™ neuromodulation technology, the Dental Pain Eraser sends gentle, subsensory electric pulses to calm the nerves in the mouth and block oral pain. It can be used by the clinician in the office and by the patient at home to prevent and relieve discomfort from orthodontic treatment.

**“One of the top questions a new consult asks is: ‘Will it hurt?’”** states Hess. **“Ever since we started offering the Dental Pain Eraser, we can confidently tell them that we are the only ortho practice in town that provides pain-free care. It's a powerful case closer when it comes to converting any hesitant consults.”**

For the past year, Hess has applied the Dental Pain Eraser chairside to eliminate discomfort when patients get their braces on, or from poking wires or painful ulcers/lesions. He also gives every patient their own device to use at home after any adjustments.

**“Our patients immediately feel more comfortable when using the Dental Pain Eraser. It's phenomenal seeing the relief on their faces when their pain instantly disappears,”** states Hess. **“Our team has great peace of mind knowing that we're providing pain-free care.”**



In addition to providing a best-in-class patient experience, the Dental Pain Eraser has become Hess' newest marketing tool to differentiate and grow his practice. His patients tell their friends, families and online social networks about it, driving referrals back to Hess. His referring dental and hygiene colleagues are also taking note of the Dental Pain Eraser as a tool that patients can bring to their cleanings and restorative appointments to reduce their sensitivity.

With Hess' growth mindset in fifth gear, the Dental Pain Eraser embodies a trifecta of excellence in the top three areas – patient experience, innovation and marketing – that he strategically focuses on in his continuous pursuit of offering a state-of-the-art business.

Truth be told, it has truly become a win-win for him and his patients.