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## Management Tool #3 – Your Clear Aligner Practice Vision

This tool helps you define what you want to achieve with your dental practice as a **profitable and sustainable clear aligner business** that also supports your overall quality of life. By creating a clear practice vision, you ensure direction and structure that not only fuels growth in your aligner treatments but also strengthens your team, protects your energy, and builds a workplace you actually enjoy.

For the best results, it's recommended that you first complete your **personal vision** (Management Tool #2). With clarity about your life goals, it's easier to shape a dental practice that supports them—not competes with them.

### Your Clear Aligner Practice in 10 Years

Imagine it's 10 years from now. You're running a successful dental practice where clear aligners are a major contributor to both revenue and professional satisfaction. Describe what that practice looks like. Be specific. The more vividly you can see and feel your vision, the more achievable it becomes.

**Tip:** Visions become powerful when written down. They can then be translated into strategic goals and action steps that move you forward with purpose.



## Infrastructure, Technology & Clinical Focus

### Location:

Where is your dental practice located? Have you moved to a more visible or convenient location to attract aligner patients? Are you near schools, offices, or transport hubs that support your target segment?

### Physical environment:

What does the practice look like? What's the size, layout, and atmosphere? Have you created a premium experience for clear aligner patients?

### Technology:

What tools and systems do you use to support clear aligner diagnostics, planning, and monitoring? (Think: 3D scanners, remote monitoring apps, CBCT, digital workflows.) How do they streamline your daily operations and enhance patient care?

### Patient segment & niche:

Who is your core aligner audience? Teenagers, busy professionals, cosmetic-focused adults? What do they expect from you in terms of communication, service, and results? Be specific.

### Reputation:

What is your dental practice known for in the clear aligner space? How do patients describe their experience? What makes your aligner treatments stand out from others in your area?

### Partnerships:

Have you partnered with labs, aligner platforms (like Invisalign, ClearCorrect, SureSmile), or specialist advisors to scale faster and smarter?





## Professional Development & Positioning

### **Skills & accreditations:**

What qualifications or courses have helped you and your team master aligner therapy? Have you become certified, published, or presented on the topic?

### **Recognition:**

Are you considered a leader in clear aligner treatments locally or nationally? How have you communicated your expertise to patients and peers?

### **Your role in dentistry:**

Are you mentoring others? Participating in clinical networks? Contributing to the broader conversation about aligners and patient-centred care?



## Business & Operations

### **Patient profiles:**

Who are your ideal clear aligner patients, and how do you consistently attract and retain them? What marketing strategies or word-of-mouth drivers are working?

### **Financial performance:**

What percentage of your revenue comes from aligners? What's your average treatment value? Are you seeing fewer patients with higher value, or running an efficient high-volume model?

### **Work schedule:**

How many clinical days per week are you working? Have you reduced your chair time while increasing aligner profitability?

### **Efficiency & overheads:**

How have you reduced inefficiencies in workflows? Are you leveraging team delegation, automation, or external partners (like AlignerService.com) to do more with less?

### **Case acceptance:**

What percentage of aligner consultations convert into accepted treatment plans? How have you built patient trust and created clarity around pricing and value?



## Personal & Financial Growth

### **New skills:**

What additional knowledge or techniques have helped you offer better results and improve patient experience?

### **Financial security:**

Have you reached a point where aligner income contributes significantly to your financial stability? Are you saving, investing, and reducing debt while scaling your business?



**Exit or transition plans:**

If you step away from chairside work or retire, how will your clear aligner business continue to grow or support your goals? Have you built a scalable model that can operate without you?



## Team Culture & Collaboration

**Practice atmosphere:**

What does it feel like to walk into your dental practice? Is there energy, calm, luxury, friendliness? How do your patients and staff experience your brand?

**Communication style:**

How do you and your team speak to each other and to patients? What tone, values, and culture do you cultivate?

**Support systems:**

Who advises you, challenges you, and helps you stay on track? Have you built a network or structure that supports ongoing growth and prevents burnout?



## From Vision to Action

Now that you've created your 10-year clear aligner practice vision, you have a powerful foundation to work from.

In the next steps, you'll break this vision down into **goals and milestones**, making your big dream both tangible and achievable.

Before you move on to Management Tool #4, consider sharing your vision with a mentor, advisor, or someone close to you. Review it annually and keep adjusting it as both your life and your practice evolve.

**This is your roadmap. Own it, evolve it, and let it guide you toward the practice – and life – you really want.**

