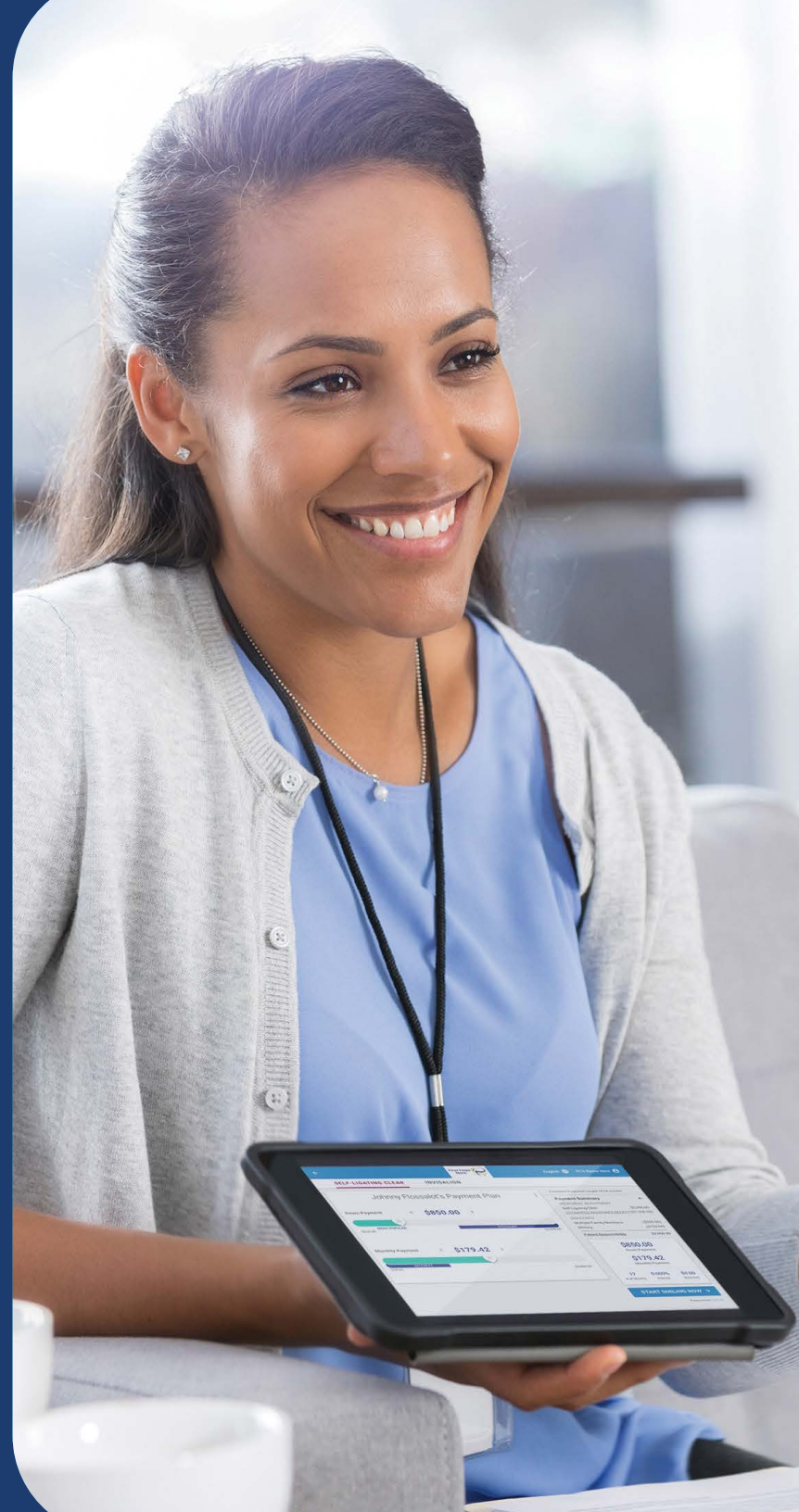


# #1 Reason

Patients Don't Start  
and **How to Fix It**





## Imagine converting 80-90% of your consultations into committed patients.

If you're like most practices, you're currently losing a third of your potential starts after the exam.

The reason isn't clinical quality or even pricing, but something far simpler: **perceived affordability.**

In an environment where starts are down 6.8% industry-wide, empowering patients to confidently **say YES** to treatment isn't just a goal—it's a critical competitive advantage.

### ABOUT THIS GUIDE

This guide reveals **why** financial flexibility is the single most powerful lever for driving starts and how OrthoFi's Open Choice with Intelligent Flexibility transforms financial conversations into confident decisions.

## THE HIDDEN DRAIN: Why Patients Aren't Starting

**You get the calls.  
You book the exams.  
But then...*nothing*.**

If only 67% of those initial consultations translate to treatment, you're losing hundreds of thousands of dollars in potential annual revenue, right off your bottom line.

Top-performing practices convert 80 to 90% of patients, not because they discount, but because they remove financial friction.

**OrthoFi's Open Choice** platform empowers patients to personalize down and monthly payments effortlessly, all while our data-backed guardrails dynamically adjust for risk and true affordability.

This isn't just flexibility. **It's Intelligent Flexibility**, powered by insights from over 1.5 million patient starts and managing over \$7 billion in production.

**The result?**  
**Confident commitments,  
not compromises.**



When patients control their financial choices using the Slider, they feel empowered, not judged. It removes barriers and helps them move forward with treatment, often during their first visit.

**DR. BRYN COOPER**, Cooper Orthodontics



# Affordability Is the Obstacle, Not Price

Many families can't handle a \$400 emergency. Asking them to commit to \$1,000 or more upfront or rigid monthly payments is a conversion killer.

**Data shows practices requiring high down payments see up to 60% lower conversion rates.**

Why? Because the patient is ready to say **YES**, but the inflexible terms force them to walk away.

**OrthoFi's Open Choice** payment slider changes this by allowing patients to choose the plan that works for them, while **Intelligent Flexibility** ensures it's within a safe range for the practice. When patients create their own plans, they follow through.

When patients walk in, they know exactly what they want—whether it's putting down \$500, \$300, or even \$4,000. With Open Choice, we make it work by leveraging those who pay more to support those who need flexibility. The risk is minimal when collecting 98% of receivables.

**DR. GREG EFROS**, Efros Orthodontics



## MYTH DEBUNKED:

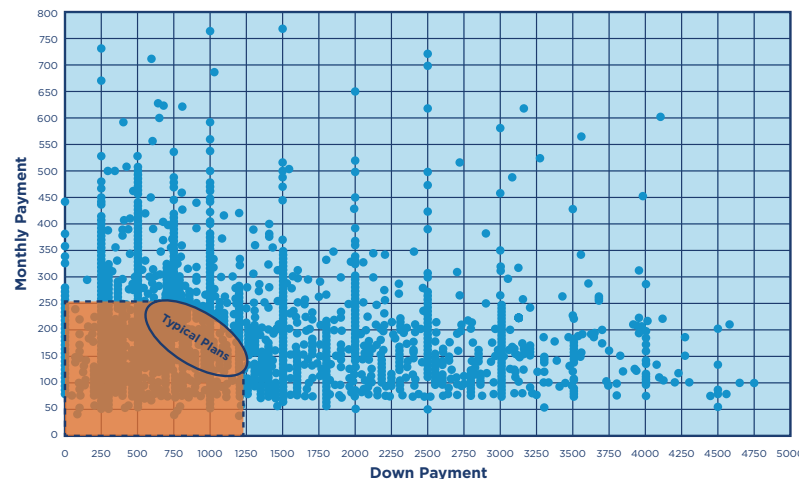
# Flexibility Doesn't Mean Less Upfront Cash

Contrary to concerns that flexibility erodes upfront cash flow, **OrthoFi's Open Choice**, leveraging intelligent consumer psychology (not pushy sales tactics), actually motivates higher down payments and even full payments in ways traditional methods can't.

### WHAT ORTHOFI PRACTICES ACHIEVE ON AVERAGE:

- **22% of patients pay in full**
- **\$1,354 in same-day cash per case**
- **\$834 down payment**

This isn't magic, it's the result of patients feeling empowered and more committed to a plan they create. **The Intelligent Flexibility built into OrthoFi's dynamic system helps patients stretch comfortably when possible while ensuring a balanced revenue stream for the practice.**



## Intelligent Flexibility

**Adapts to Patients' Needs  
and Delivers Optimal Balance**

Allowing patients to choose across a spectrum of payment plans yields a balance of growth, cash flow, and risk.



Presenting options for patients to invest in our practice with the slider transformed how we capture our patients.

**LISA TORINO,**  
Practice Director | Paschal Orthodontics

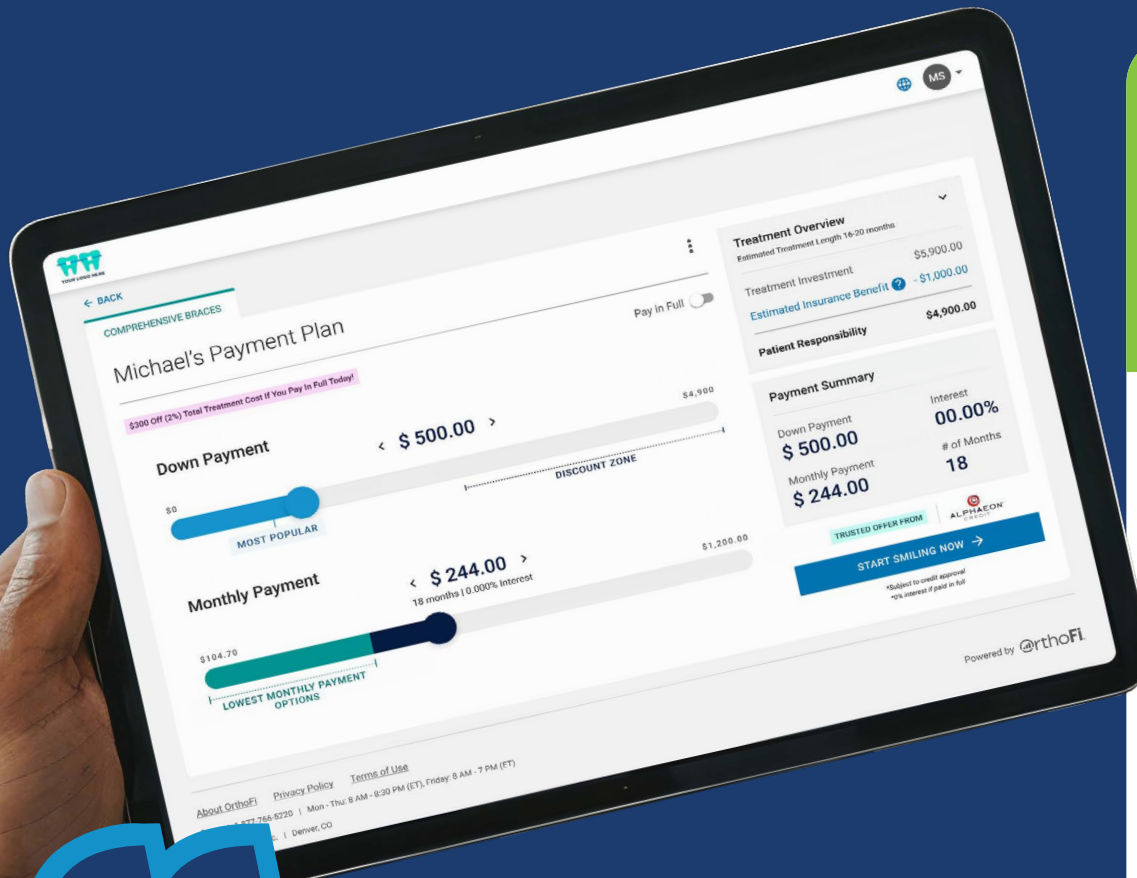
# Proven Results That Scale

Practices utilizing **OrthoFi** consistently outperform industry averages:

- **2.25x higher same-day starts vs the industry average**
- **60% same-day starts for top-performing practices**
- **>98% net collections across all patient types**

**Starts are down 6.8% industry-wide, yet OrthoFi practices are up 1.8%**

**This demonstrates that the right system protects growth, even during economic downturns.**



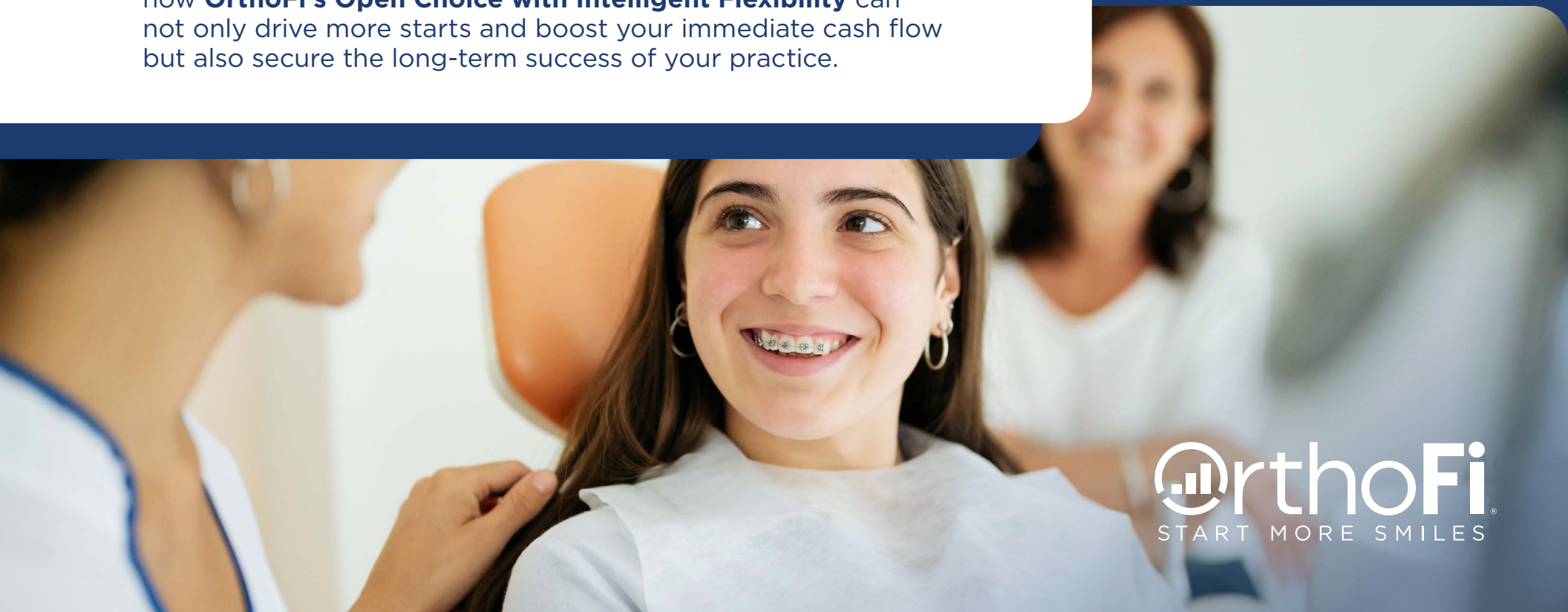
Trust the data behind OrthoFi's Intelligent Flexibility! After learning more about the data built into the slider's algorithm, we stopped overriding the system and have had 30% more same-day starts compared to the same time last year!

**MICHELLE HEITLAND,**  
Treatment Coordinator | Level Up Orthodontics



# Ready to **transform** your case acceptance rates?

Let's dive into your specific challenges and demonstrate exactly how **OrthoFi's Open Choice with Intelligent Flexibility** can not only drive more starts and boost your immediate cash flow but also secure the long-term success of your practice.



**@rthoFi**  
START MORE SMILES