



## **We Believe**

We believe that orthodontics is a profession which builds self-esteem and self-confidence and in so doing nurtures good health. We believe good health is our greatest asset. It should be cherished and nurtured, but most of all enjoyed. Everyone has the ability to become healthier and each of us is responsible for their own happiness and wellness. Good health can not be installed by others. Wellness is a balance of body, mind, and spirit, not just a physical state. We believe that helping people feel good about themselves, about us and about others is the essence of health care.

We believe that through sharing our knowledge and ourselves we help our patients make informed decisions about wellness. The word "doctor" means teacher. Communication and education are valuable tools for the improvement of mind and spirit. But they can only be properly used by open minds.

We believe that learning is exciting, stimulating and fun; and that all of us can learn more at any time. A profession is distinguished from a trade by life-long commitment to learning. To Learn well, we must first learn to listen well. When we are learning, we are growing and improving ourselves. We believe that learning occurs in the feeling mode and not in the knowing mode.

We believe our time is valuable and, therefore, we choose to spend it in a work environment that is warm, exciting, stimulating and fun. Our rewards are spiritual, intellectual and financial. We will be successful not because everyone likes us, but because some people love us. Each team member is a distinct and valuable person with unique skills. This diversity, rather than conformity, facilitates our ability to provide excellent health care. As health care providers, we believe we must always offer our very best -- "usual, customary and reasonable" is nothing to strive for. We are proud to be on the leading edge of the health care profession which is the envy of the rest of the world.