



What are our core values?

Kaizen

This is our foundational principle, recognizing that success arises from a commitment to continuous improvement in every part of our organization. Kaizen, derived from the Japanese philosophy of "*change for the better*," is not merely a methodology; it is embedded in our culture, driving our daily practices and fostering an environment of relentless improvement.

Respect Thy Neighbor

This is a fundamental core value, defined by a goal of always maintaining positive relationships and contributing to the well-being of our team of professionals, our adored patients, and our local communities. This principle applies to each person up and down our organization and extends beyond the confines of our business as it symbolizes our dedication to being responsible and respectful neighbors.

Redefine Convenience

We do this by anchoring our commitment to challenging the norms and setting new standards in providing seamless and accessible experiences. Our services are crafted with a user-centric design philosophy, ensuring that every interaction is intuitive, efficient, and tailored to make our patients' lives easier. This principle is woven into the fabric of our organization, driving us to consistently innovate and elevate the convenience we offer to our patients.

Never Work a Day In Your Life

We absolutely love what we do. Passion for our careers transforms every daily task into a meaningful endeavor. The service of creating smiles through our work gives us a sense of purpose and gives value to each employee in our business. We love our jobs, our careers, our calling and that is why we work every day filled with Disney-like enthusiasm.

Achieve Excellence by Topgrading Talent

We want to achieve success and work with a team of “A” players because the sum of all parts of this team will equal infinitely more than just each person individually. Furthermore, it is best to be surrounded by top performers to support, lead, and motivate each other day after day. This level of performance will establish the best service for our patients while making each workday feel consistent, manageable, and most importantly, enjoyable.

What is the bedrock of our success (DNA)?

Our vision is to deliver the WOW experience at every interaction by providing prompt and convenient service in person, on the phone, and online. We will provide cutting-edge orthodontic services as the standard while ensuring that each service, each process, and each detail undergoes continuous evaluation and constant improvement such that our clients receive premium services. Our leadership will empower our employees to foster an optimistic can-do attitude so that we are uplifting our employees closer toward individual and company goals, and it shows through in our service commitment to our patients. Our company's goal is to dominate the local market to be the first and only orthodontist that comes to mind when you think of straightening your teeth. Through our success, we will ensure that we take action to support our local community because they have supported us in achieving our goals. To show our commitment to our community, we dedicate our service to providing FREE braces to the bedrock of our community by giving FREE braces for school teachers in our local schools as well as the police officers and firefighters who risk their lives to keep us safe. Our quantitative goals as a company are to handcraft 500,000 smiles by the year 2034, our 10-year anniversary.

What is our core focus?

Why do we exist?

At iSmile Orthodontics, we're not just about straight teeth...well actually, let's rephrase that, we are ALL about straight teeth, and along with it the adventure, the convenience, and the passion on your journey to your signature smile. In the heart of San Ramon, we bring you a never before experience in our dental office paradise where you will walk out every visit and think wow...that's the way everything should be in my life. Our one-of-a-kind smile-creation journey embraces modern technology while we go ALL-OUT for your comfort and convenience. Discover a new way, the most fun way, to make your mark on your selfies, your job interviews, and in your everyday life at iSmile Orthodontics. iEat...iBrush...iSmile!

What is our purpose, cause, or passion?

We want to inspire unwavering confidence by crafting straight and healthy teeth.

What is our 10-year target?

We want to handcraft 500,000 smiles by the year 2034.

What are 3 things that are unique about your practice?

1. We make life more convenient: fewer visits, less complicated, and less intrusive.
2. We offer a Straight Teeth for Life program.
3. Always get the WOW experience online, over the phone, or in person.

What is our proven process?

- **Define** goals together through digital simulation
- **Align** your bite and smile to achieve those goals
- **Refine** and detail finishing touches for ideal cosmetics

What is our guarantee?

Once we get your teeth straight, we will work hard to keep your teeth straight with our “Straight Teeth for Life Program.” A monthly subscription will automatically send you a replacement retainer once per year. If you have been wearing your retainer every night and it doesn’t fit, we will restart your treatment with a \$0 down payment to start and a minimal monthly payment to get you back to your retainer fit.