

CHANGING SMILES, CHANGING LIVES

Ever since founding Blue Ridge Orthodontics in 2007, Dr. Luke Roberts has been working with the goal of making orthodontic care comfortable, convenient, and patient-centered. "In orthodontics, you can make people feel self-confident and improve people's lives every day," says Dr. Roberts. "We love seeing our patients smile!"



AT THE TOP, PATIENT CARE

Exceptional patient experience and value are the top priorities at Blue Ridge Orthodontics (BRO). Hundreds of happy patients have left five-star reviews about BRO on Google and Facebook, and the practice has received numerous accolades from media and industry organizations, including being spotlighted on "Worldwide Business with Kathy Ireland" on Fox Business this past June. Why? From the concierge service at the front door and the kids' zone area to the private treatment rooms and adult waiting room, Roberts and his staff are putting their patients first.

Roberts is a past Biltmore Beacon "40 Under 40 recipient," and he credits the success of his practice to his entire staff's focus on providing the best patient experience possible. "Being acknowledged as one of the best businesses in our community means we're making a positive impact in our local community, which fits perfectly with our core values at BRO," says Roberts. With orthodontic offices located in Asheville, Hendersonville, and Brevard, Roberts is expanding the BRO practice and hopes to expand their local impact in those towns as well. "We give patients the hours they want to be seen," Roberts explains. "We don't just limit them to 8am to 5pm, Monday through Thursday. You make it fun, you make it comfortable, you put in cutting-edge technology, and you include a remarkable staff focused on customer care and service."

The staff at BRO strives to make the experience of visiting its offices in Asheville, Hendersonville, and Brevard comfortable for parents, children, and adult patients alike. Patients can choose items from a comfort menu, such as warm blankets

and ear buds. Adult patients receive five-star treatment at BRO. With a separate waiting room for adult patients at its Asheville office, as well as private exam and treatment rooms, Roberts and his staff are working hard to make their adult patients feel comfortable and taken care of the minute they walk through the doors.

Blue Ridge Orthodontics is the first Diamond Level Invisalign® provider in western North Carolina. Invisalign provides a virtually invisible alternative to traditional braces. Roberts estimates that about 95 percent of BRO's adult patients are good candidates for Invisalign, which is why he started his own program of providing faster and less expensive Invisalign care through his Impressions™ program. With Impressions™, patients seeking more limited orthodontic treatment can now contact his office to receive orthodontic care provided by a top Invisalign orthodontist and only visit the office two to three times over the course of their treatment. Impressions™ is half the cost and takes half the time of comprehensive Invisalign treatment.

At its core, Blue Ridge Orthodontics is most passionate about giving back and making a difference in their local communities. BRO provides about \$300,000 in free orthodontic care each year to children in foster care, with severe orthodontic needs (including patients with cleft lip and palate), and children whose families truly cannot afford treatment but whose lives would be changed because of it. These are BRO's "Blue Star" patients. Additionally, BRO donates thousands each month to civic, sports, and local school organizations in Asheville, Hendersonville, and Brevard. "My goal from the beginning

has been for BRO to be the most charitable, service-oriented small business in our part of the country," Roberts says, "and I believe we work hard every day to keep reaching for that."



DR. LUKE ROBERTS



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