Why KLOwen — Custom Twin & Custom SL Efficiency Data

Speaking as a KLOwen doctor · Trotter Orthodontics case study, "GAO Lecture" & "Ops Efficiency" decks · For webinar interview use — numbers only, no visuals needed

The pitch, in one breath: "I run stock, off-the-shelf brackets against KLOwen's custom-prescription systems in my own practice, year after year — and every single time I move a step closer to fully custom, revenue per visit goes up, visits go down, treatment finishes faster, and the doctor-intensive headaches (detailing, broken brackets) drop off a cliff. Custom Twin got me most of the way there. Custom SL took it further than I thought possible."

The adoption path: **Conventional** (stock Rx, direct bond) → **MBT + Digital IDB** (stock Rx, still not custom) → **KLOwen Custom Twin** (custom Rx + digital IDB) → **KLOwen Custom SL** (custom self-ligating + digital IDB)

The Core Numbers — What Switching to KLOwen Actually Changes (avg per case)

Statistic	Conventional	MBT + IDB	KLOwen Custom Twin	KLOwen Custom SL	Stock → KLOwen SL
Revenue / Visit	$388	$475	$670	$732	+89%
Office Visits (#)	17.4	16.4	14.1	9.7	−44%
Tx Time (months)	22.4	21.3	18.3	14.6	−35%
Detailing (#)	3.5	2.6	0.9	1.4	−60%
Broken Brackets (#)	4.4	4.4	1.4	1.4	−68%
Wire Changes (#)	5.4	4.9	4.7	3.9	−28%
ER / Comfort visits (#)	0.3	0.2	0.3	0.8	+167%

Trotter Ortho internal data, multi-year. The key contrast: MBT+IDB (still stock brackets, just digital bonding) barely moves the needle — the real gains only show up once the **custom prescription** (KLOwen) enters the picture. ER/Comfort ticks up early on Custom SL (open doors, pigtail wires) and is expected to fall as the learning curve flattens — worth naming proactively so it doesn't look cherry-picked.

Say it: "Notice digital IDB alone — MBT with a digital bond — barely moves these numbers. The real jump only happens once you go custom. That's the KLOwen difference, not just a digital-workflow difference." · "Revenue per visit nearly doubled — $388 to $732, an 89% jump — once I was fully on KLOwen." · "Office visits nearly cut in half, treatment time down over a third, and the doctor-intensive stuff — detailing, broken brackets — dropped 60-68%."

Compounding gains, step by step (this is the sales argument)

Statistic	Conv. → MBT+IDB (digital only)	MBT+IDB → KLOwen Twin (custom kicks in)	KLOwen Twin → KLOwen SL (custom + SL)
Revenue / Visit	+22%	+41%	+9%
Office Visits	−6%	−14%	−31%
Tx Time	−5%	−14%	−20%
Detailing	−26%	−65%	+56%

Say it: "Digital bonding by itself gets you single digits. Going custom with KLOwen is where you see double-digit jumps on every metric — and self-ligating stacks even more on top of that."

Practice Growth Since Adopting KLOwen

Year	2021	2022	2023	2024	2025
New Case Starts	476	527	548	554	635
Milestone	Pre-KLOwen	Yr 1, KLOwen Twin (+11%)	KLOwen Twin	Plateau	Yr 1, KLOwen SL (+20% vs '22)

Say it: "Every time I made a real change — first adopting KLOwen Custom Twin, then KLOwen Custom SL — I got another step-change in volume. 476 starts to 635, a third more, same one doctor, no associate added. That's not a coincidence."

Practice-Wide Net Production, Collections & Total Appointments — Year over Year

Year	Net Production	YoY Δ	Total Appts	YoY Δ
2022	$3.24M	—	1,019	—
2023	$3.38M	+4.3%	1,057	+3.7%
2024	$3.53M	+4.4%	1,115	+5.5%
2025	$4.10M	+16.1%	1,128	+1.2%
Cumulative '22→'25		+27%		+11%

2025 YTD, prior-year-to-date (Gaidge): Net Production +16% PYTD (103% of goal) | Net Collections +4% PYTD (101% of goal)
Conversion year (2021→2022, adopted KLOwen Custom + went from 2 doctors to 1**):** Net Collections +11% · Total Starts +11% · Net Production +16% · Patients/Doctor-Hour +50% · Production/Appointment +9%

Say it: "2025 was the first full year on KLOwen Custom SL, and production jumped 16% while appointments barely moved — 1.2%. That gap between production growth and appointment growth is the whole thesis: KLOwen lets you produce more without seeing patients more."

If They Push Back — Supporting Points

"Isn't this just digital IDB?"	No — MBT+IDB (still stock brackets, just digital bonding) only moved revenue/visit +22% and visits −6%. The custom Rx is what unlocks the +41% and −14% jumps on top of that. IDB alone isn't enough — custom is the key.
$/case example	On a $6,000 average case fee, saving ~2.3 appointments (MBT+IDB → KLOwen Custom Twin) adds ≈$60/visit — about $280 more profit per case.
Industry benchmark	Gaidge analysis of 150,000 completed cases nationally: target Revenue per Appointment (VpV) ≈ $310. My conventional number ($388) already beat that — Custom SL nearly doubles it ($732).
"Is self-ligating hype?"	I was skeptical too — assumed low/no ROI. The data changed my mind: −35% Tx time, −44% visits, +9% more revenue/visit on top of Custom Twin. First Custom SL bracket released 2024; I'm one of the earliest adopters and would make the switch again.

Source: Dr. Trotter's own practice data (Gaidge analytics), from "GAO Lecture (Feb 2026)_FINAL.key" and "Trotter_OpsEfficiency_DRAFT.key." Single-practice case-study data, presented as a KLOwen doctor's real-world results — not an independent/blinded study, and not universal benchmarks except the $310 VpV figure.