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## **Braces and shoes do have something in common!**

### **Chenin Orthodontics & Zappos meet to discuss world class customer service**

Las Vegas, February 28<sup>th</sup> 2011 – The Chenin Orthodontic team of doctors and staff have been invited by Zappos employees to meet, discuss, learn, and share ideas between Zappos team members and Chenin Orthodontic team members regarding the delivery of world class customer service.

The Chenin Orthodontic team will be visiting Zappos headquarters on Wednesday March 2<sup>nd</sup> at 9:00am at 2280 Corporate Circle, Suite 100, Henderson, NV 89074. Once on site at Zappos, the Chenin Orthodontic team will be able to hear the Zappos story first hand, see the Zappos call center in action, and get a taste for the Zappos culture.

Chenin Orthodontics has many of the Zappos employees and their families as patients in their practice. Zappos employee, Aaron Triche, who's daughter is a patient at Chenin Orthodontics said, "If Zappos were to get into the orthodontic business, then it would look something like Chenin Orthodontics." Chenin Orthodontics delivers the WOW factor thru incredible customer service and quality treatment.

"Camaraderie among team members and being creative in how we engage our patients and families shines thru as we strive to deliver high quality orthodontic treatment" says Dr. David Chenin, partner of Chenin Orthodontics. "If you can't have fun while you work, then what's the point?"

The Chenin Orthodontic passion for quality service and a team oriented environment has been noticed by many organizations. For example, Andrea Wilkinson, a Zappos employee and Girl Scouts Troop Leader for her daughter who is a patient at Chenin Orthodontics, arranged a tour of Chenin Orthodontics office with her daughter's troop. "Chenin Orthodontics took molds of the girl scouts fingers to show how dental molds are taken...they do such fun and fantastic things for our kids that I notified all the other Troop Leaders."

"For each patient, our goal of orthodontic treatment is to help the patient gain self confidence, and give them a brilliant smile...along the way, they become part of our family!" says Dr. Stephen T. Chenin, founder of Chenin Orthodontics.

**About Chenin Orthodontics:** Chenin Orthodontics was founded in 1978 by Dr. Stephen T. Chenin, DDS, a second-generation dental practitioner and graduate of the USC Orthodontic residency program. Dr. Chenin was joined by his son, Orthodontist David A. Chenin, DDS, MSD, in 2000. Chenin Orthodontics proudly serves patients from across the entire Las Vegas valley. The practice specializes in the Invisalign® System, with Dr. David Chenin having published the first clinical article on Invisalign in the Journal of the American Dental Association and co-authored a text book on the subject. Chenin Orthodontics excels in providing outstanding care by providing some of the most technologically advanced treatment devices in the practice of Orthodontics. Their office is located at 10730 S. Eastern Avenue in Henderson and they can be reached via phone at 702-735-1010. They can be found online at [www.cheninortho.com](http://www.cheninortho.com).

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