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## **Local orthodontic practice uses Facebook to improve patient experience**

Las Vegas, September 30, 2010 – Chenin Orthodontics recently topped 4100 “likes” or “fans” to become the largest Facebook Page for an orthodontic practice in North America.

While the average orthodontic practice may have between 200-600 “likes” or “fans,” Chenin Orthodontics has over 4100. The Facebook page was set up for the practice just over a year ago, but has become a great place for patients, family, and friends to connect with each other, get informed, and have fun.

“Patients share their experiences regarding treatment and give advice to other patients.” said Dr. David Chenin, and partner of Chenin Orthodontics in Henderson. “They post pictures and videos. It’s great to see our patients interact and show their creativity and ideas.”

The doctors also get involved by offering fun dental facts, advice, and posting links to funny dental related information. “Our practice takes pride in embracing new technologies, such as Invisalign, to improve patient care. Using Facebook to communicate and connect to our patients is no exception.” said Dr. Stephen Chenin.

The doctors try to keep the page interesting by offering special contests for Facebook only fans. The latest contest encourages patients to post their favorite smiling picture from Homecoming to win a digital picture frame. Last week the doctors gave away 4 NASCAR tickets to the first Facebooker to call in to the office.

**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 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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