MIB MARKET INTELLIGENCE REPORT

Delta Oak Orthodontics

November 04, 2026

🔴 **HIGH PRIORITY: YOUR GOOGLE LISTING**

Your Google listing now shows different holiday hours than before: Thanksgiving Day and the day after are listed as closed. If that is right, no action is needed. If not, fix it in your Business Profile so customers are not turned away.

One high-priority item for **Delta Oak Orthodontics** warrants action this week.

WHAT'S MOVING IN THE MARKET

🟢 🆕 **Bridgeway Family Dental** Competitor's website + Google post

A general dental practice nearby now advertises clear aligners

Bridgeway Family Dental, a general dentistry practice about 2 miles from you, added a clear-aligner page and a Google post: "straighter teeth without braces." It does not list an orthodontist on staff.

> → **Action:** Nothing to change. If you want to make the difference visible, describe your aligner treatment as planned and supervised by an orthodontist, in factual terms.

Sources: Competitor's website + Google post

Don't need market news? Switch it off (or any other section) in your account settings.

INTELLIGENCE SIGNALS

🔴 HIGH PRIORITY

🔴 📌 **Capitol Ridge Orthodontics** Competitor's website (aligner offer page) + Instagram post

Clear aligners "$0 down, from $149 a month," with a free 3D scan

Capitol Ridge Orthodontics put a new offer on its homepage and Instagram this week: clear aligners for "$0 down, from $149/month" and a free 3D scan at the first visit. The small print says "with approved credit, 24-month term, total fee varies by case." A parent or adult comparing practices sees a monthly number before any total.

> → **Action:** Don't set your fees against theirs: part of every case is set by the plans you are in-network with, and their monthly figure hides the total. What is yours to decide is how you present it. If you offer in-house payment plans, put the terms on your site in plain words, and

show what the fee includes (retainers, refinements, follow-up visits). Offer a free scan only if you already have the scanner.

Sources: Competitor's website (aligner offer page) + Instagram post

🟡 MEDIUM PRIORITY

🟡 🌐 **American River Orthodontic Group** Competitor's website (new insurance page)

New insurance page lists six PPO plans it is in-network with

🌐 ON THEIR SITE

American River Orthodontic Group added an "Insurance & Payment" page listing six dental PPO plans it is in-network with, a lifetime-maximum explainer and a "we file your claim" promise. Before, its site said only "we accept most insurance."

→ **Action:** Families check in-network first. Make your own plan list easy to find on your site and Google profile. If you are out of network for a common plan but still file the claim for patients, say so plainly.

Sources: Competitor's website (new insurance page)

🟡 📌 **Land Park Family Orthodontics** Google Business Profile listing (reviews)

Five new reviews mention a surprise bill after insurance paid

Land Park Family Orthodontics picked up five 1- and 2-star Google reviews this month. Four describe a bill that came after insurance paid, larger than expected; two say it was hard to reach the billing office. The reviews don't say why.

→ **Action:** Their reviewers are telling you what they fear: a surprise. If you give families a written estimate of what insurance is expected to pay and what they pay before treatment starts, say so on your site. When you reply to reviews, keep it general and never confirm that the reviewer is a patient.

Sources: Google Business Profile listing (reviews)

🟢 LOW PRIORITY / FYI

🟢 📌 **American River Orthodontic Group** Job posting (Indeed)

Hiring a bilingual (Spanish) treatment coordinator

American River Orthodontic Group posted an opening for a treatment coordinator who speaks Spanish, to "walk families through treatment and payment options."

→ **Action:** If many of the families you see speak Spanish, check that your consult paperwork, website and phone line work for them. If few do, nothing to change.

Sources: Job posting (Indeed)

📊 Your Service Mention Scorecard™

Your monthly scorecard — gaps (services competitors mention that your site doesn't) and edges (services you mention that they don't).

🟠 3 mention gaps — they mention it, you don't

1. **Virtual consultation** — 2 of 3 competitors advertise this on their website — we couldn't find it on yours.
2. **In-network insurance plans listed** — 1 competitor advertises this on their website — we couldn't find it on yours.
3. **Free 3D scan** — 1 competitor advertises this on their website — we couldn't find it on yours.

💪 1 mention edge — you mention it, they don't

Before-school appointments

Your advantages — say these louder on your homepage and Google profile.

📊 Service Mention Scorecard — top rows

Service	You	Land Park Family Orthodontics	Capitol Ridge Orthodontics	American River Orthodontic Group
🟠 **Virtual consultation**	✗	✓	✓	✗
🟡 **In-network insurance plans listed**	✗	✗	✗	✓
🟡 **Free 3D scan**	✗	✗	✓	✗
Retainer replacement plan	✗	✗	✗	✗
Before-school appointments	✓	✗	✗	✗

✓ mentioned on site ✗ not found ? not confirmed

Based on what each business advertises on its public website — not a guarantee of what they do or don't offer.

⭐ Google reviews landscape

Where you stand on Google reputation vs. the competitors we monitor — star rating and total review count. More reviews = more inbound trust; a rising competitor is pulling ahead on social proof.

Business	Rating	Reviews
American River Orthodontic Group	4.8★	158
Delta Oak Orthodontics (YOU)	4.7★	96
Capitol Ridge Orthodontics	4.6★	377
Land Park Family Orthodontics	4.3★	214

💡 You rank #4 of 4 on review volume.

🗣️ What customers are saying

We read 96 of Delta Oak Orthodontics's Google reviews and 287 reviews of 4 competitors — a sample, not their totals. We read each business's newest reviews plus its 10 lowest- and 10 highest-rated, so strong opinions are over-represented on purpose. This is what reviewers volunteered, not a survey.

What your customers praise

- **clear about costs up front** · 15 of the 96 we read
  "They told us exactly what insurance would cover and what we would owe"
- **kind with kids** · 11 of the 96 we read

What your customers complain about

- **few after-school appointments** · 4 of the 96 we read
  "Hard to get a 3:30 slot, we often have to pull our son out of school"

What your website leads with — and whether reviewers mention it

- Free consultation · mentioned in 3 of 96 reviews
- Payment plans available · mentioned in 2 of 96 reviews

Gripe Gap™ — where you may have an edge

Your reviewers praise something that competitors' customers complain about. "Possible" means the competitor side rests mostly on their lowest-rated reviews, which we read on purpose.

> **Billing** — 15 of your reviews praise "clear about costs up front"; 9 reviews at 2 competitors (Land Park Family Orthodontics, Capitol Ridge Orthodontics) complain about "surprise bill after insurance", 7 of them from their lowest-rated.
> *Your reviewer: "They told us exactly what insurance would cover and what we would owe"*

→ If that matches what you see, say it where people compare you — your Google Business Profile and your website. Don't name or knock the competitor. Ask a few customers first whether it's why they chose you.

Not an edge yet

- **Scheduling**: customers complain about "few after-school appointments" at 2 competitors, and 4 of your reviews raise "few after-school appointments" too.

Competitor by competitor — what their customers complain about

Land Park Family Orthodontics · 4.3★ · 214 reviews · we read 30
surprise bill after insurance (6) — *"A bill showed up months later that nobody had mentioned"*; few after-school appointments (3)

Capitol Ridge Orthodontics · 4.6★ · 377 reviews · we read 30
surprise bill after insurance (3); long waits in the office (3)

American River Orthodontic Group · 4.8★ · 158 reviews · we read 30
few after-school appointments (3)

What competitors' customers praise

- **helpful with insurance paperwork** · 7 reviews across 2 competitors

Replies to reviews

You replied to 12 of your last 30 reviews (1 of 2 rated 3★ or lower). The typical competitor replies to 35%.

Worth asking your next few customers

- When you compared practices, did the monthly payment or the total fee matter more?
- Was it clear which insurance plans we work with before your first visit?

💬 You have 2 new reviews to respond to

No owner reply was showing when we checked.

For your profession we use a short, neutral reply that never confirms someone is a client or patient — edit before posting.

★★★★★ · Nov 2 · open on Google

“Professional and easy to reach. Thank you.”

Suggested reply

Thank you for taking the time to share your feedback. We truly appreciate it, and if you ever want to reach us, please call us at (555) 010-0142.

★★★☆☆ · Oct 30 · open on Google

“It took a while to get a call back.”

Suggested reply

Thank you for your feedback. We take every comment seriously, and privacy rules keep us from discussing details online, so please call us at (555) 010-0142 and we will be glad to talk.

Suggested replies are drafts: read and edit before you post. We never post anything for you. Copy a reply into your Google Business Profile.

MONTHLY BENCHMARK

November 2026: you and the rivals we track, side by side.

	Rating	Reviews	New 30d	Replies	Services
Delta Oak Orthodontics	4.7 (±0)	96 (+5)	5 (+1)	40% (+5 pts)	5 (±0)
Land Park Family Orthodon…	4.3 (±0)	214 (+7)	7 (±0)	29% (-2 pts)	6 (±0)
Capitol Ridge Orthodontics	4.6 (±0)	377 (+3)	3 (±0)	35% (-2 pts)	5 (±0)
American River Orthodonti…	4.8 (±0)	158 (+9)	9 (+1)	43% (-2 pts)	7 (±0)

Brackets: change from a month ago. New 30d: Google reviews added in the last 30 days. Replies: share of the latest reviews we read that have an owner reply. Services: services named on the website.

Spotted something that looks wrong? Tell us at info@myintelbrief.com (or via in-app Support) and we'll review and correct it promptly. AI-generated intelligence may contain errors; please verify before acting.

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