



# Smile Brands Inc.

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Smile Brands, Inc. Goes Digital to Deliver Faster, Easier Dental Care  
Investment in digital scanning technology improves patient experience and practice efficiency

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Irvine, CA — Smile Brands Inc., one of the nation’s leading Dental Support Organizations (DSOs), with over 350 locations across 15 states, is investing in digital scanning technology that enables end-to-end digital workflows to improve patient experience and increase practice efficiency.

Last year, several Smile Brands’ affiliated practices began testing the iTero Element® scanners to assess their impact on restorative and orthodontic workflows. The results were so compelling, that the company has expanded the program.

“The beauty of iTero Element scanners is that, not only are they equipped with the latest technology, they’re also mobile and the scan is quick,” explained Lucy Juarez, Smile Brands National Vice President, Specialty Services. “In just a few minutes after taking a digital scan, the Invisalign Outcome Simulator which is exclusive to iTero scanners, shows prospective orthodontic patients possible treatment outcomes and the potential of a better smile. Their next question is usually, ‘How soon can I start?’”

For patients being treated with Invisalign clear aligners, the answer is “right away.” Unlike appliances fabricated from traditional impression trays, which can take several weeks to process, the iTero Element scanner dramatically compresses the timeline for delivery of aligners. By providing a fast, precise, and detailed digital scan, the cycle time for a doctor to submit an Invisalign case, approve the treatment plan, and receive the patient’s aligners can be reduced to just one week, which means Invisalign patients typically start their orthodontic treatment sooner.

The iTero Element scanner system and software tools are doctor-friendly, patient-friendly, and staff-friendly additions to Smile Brands affiliated dental or orthodontic practices. Intraoral scanners reduce the need for sticky plaster molds ensuring a higher level of treatment precision and patient comfort.

“Digital impressions are not only easier on patients, but they are also more accurate,” says Dr. Charles Stirewalt, Vice President, Clinical Optimization Support, “eliminating a significant amount of rework associated with traditional impressions.”

The team at Smile Brands’ affiliate, Bright Now! Dental in Parma Heights, OH, is still celebrating a recent patient win made possible due to their new digital technology. The patient had previously attempted to start treatment using Invisalign® clear aligners but absolutely could not tolerate standard impression trays. When the hygienist explained that the office was now equipped with a digital scanner, he rushed back in to get scanned and start Invisalign® treatment.

“No patient ever enjoys getting traditional impressions, but some simply can’t tolerate the procedure,” recalls Lisa Guinn, Patient Benefits Counselor. “We were extremely happy to be able to finally provide this patient the treatment he wanted with no difficulty at all.”

### **About Smile Brands**

Based in Irvine California, Smile Brands Inc. is one of the largest providers of support services to dental groups in the United States. Smile Brands Inc. provides comprehensive business support services through exclusive long-term agreements with affiliate dental groups, so dentists can spend more time caring for their patients and less time on the administrative, marketing, and financial aspects of operating a dental practice. Smile Brands supports over 350 Bright Now!® Dental, Monarch Dental®, Castle Dental®, Newport Dental, A+ Dental Care, OneSmile Dental, and Johnson Family Dental offices in 15 states, including Arizona, Arkansas, California, Colorado, Florida, Indiana, Maryland, New Mexico, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia, and Washington. Smile Brands is a portfolio company of Gryphon Investors, a leading middle-market private equity firm based in San Francisco, CA. For more information, visit <http://www.smilebrands.com>.