



Dr. Vidhyalakshmi Sampath of Bright Now! Dental Appointed to Colorado Dental Board

Group dental practice voice will now be heard on state board

Parker, CO – October 2, 2017 – Bright Now! Dental is proud to announce the appointment of Dr. Vidhyalakshmi Sampath to the Colorado Dental Board. Dr. Sampath practices at [Bright Now! Dental's Parker](#) office located at 11183 South Parker Road in Parker, CO and serves as the clinical lead across all [14 Bright Now! Dental](#) offices in Colorado.

Dr. Sampath was selected from an impressive group of nominees based on her exemplary dental credentials, commitment to community service and strong desire to promote the industry. Born and raised in India, Dr. Sampath received the Gold Medal for Dentistry upon graduation from The Tamil Nadu Dr. MGR Medical University (Ragas Dental College) in 1999. She then came to the United States and received a second dental degree from New York University College of Dentistry in 2004.

Strongly impacted by the events of 9/11, Dr. Sampath opted to join the U.S. Army as a professional contractor and practiced at Fort Polk in Louisiana before moving to Colorado and joining Bright Now! Dental in 2006. She consistently finds time for community outreach, offering advice and free dental care through several local non-profit organizations, including; the [Smiles For Everyone Foundation](#), HealthTap and the Colorado Mission of Mercy.

“I’ve always felt a strong desire to give back to the community,” explains Dr. Sampath. “I believe the practice of dentistry impacts lives in so many ways, and now I’ll be able to support patients in my practice and volunteer outreach activities while also helping advance the profession state-wide.”

The dental profession faces a unique set of challenges in today’s healthcare environment. Preventative dental care is critical to overall wellness; however, 40% of the population lacks dental insurance and an equal proportion of adults don’t receive regular care. State dental boards help providers navigate these challenges while also maintaining standards for quality dental care.

Over the past 20 years, the industry has experienced significant consolidation. The emergence of larger group dental practices has helped expand access to affordable dental care. The Colorado Dental Board has taken a big step forward by appointing Dr. Sampath to give voice to group dental practices at the state level.

About Bright Now! Dental

Bright Now! Dental provides general dentistry, children's dentistry and, in select locations, specialty care services such as [orthodontics](#), oral surgery, periodontics and endodontics at over 150 offices across Colorado, California, Washington, Oregon, Utah, Arizona, Florida, Virginia, Maryland, Pennsylvania, Ohio, and Indiana. Bright Now! Dental is affiliated with Smile Brands Inc., 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 is a portfolio company of Gryphon Investors ("Gryphon"), a leading middle-market private equity firm based in San Francisco, CA. For more information, visit smilebrands.com.