



## Smile Brands Inc. Holds Annual Leadership Event

Top-rated dental support organization brings together providers, managers and suppliers for education and best practice sharing

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Irvine, CA – Smile Brands Inc. a leading dental support organization with over 350 locations across 15 states, hosted nearly 1000 people at their Annual Leadership Meeting on January 5-7 in Dallas, Texas. The event brought together some of the nation’s best general and specialty dental providers, practice managers and industry suppliers to celebrate the success of Smile Brands affiliated practices in 2017 and share goals for 2018.

“We had a lot to celebrate at this year’s leadership event after a record-setting year that included a 50 percent increase in earnings and being named by Glassdoor as one of the Best Places to Work in the U.S.,” explains Steve Bilt, Smile Brands founder and CEO. “The pace of change in the dental industry is accelerating and these meetings are a great way for Smile Brands to keep all our affiliated providers and office staff up to speed.”

Smile Brands affiliated providers were able to partake in a variety of continuing education courses delivered by top dental industry experts at this year’s Annual Leadership Meeting and all attendees were inspired by the event’s keynote speakers, including; Galen Emanuele, a TEDx speaker and leadership guru, and John Register, Olympic medalist and change management expert. Attendees learned about 2018 priorities from Steve Bilt and Chief Dental Officer, Dr. Robert Crim, and the rest of the Smile Brands Business Support Team shared valuable information on new programs created to enhance practice success in the coming year.

“I’ve been coming to the Annual Leadership Meeting for over 10 years now,” said Dr. Vidhyalakshmi Sampath, lead dentist at Bright Now! Dental in Parker, Colorado “and this year’s event was the best ever. We have a couple of exciting initiatives in the works to help Smile Brands affiliated providers better deliver high demand services like clear aligners and dental implants plus some new capabilities in recruiting, IT, and billing that will make my offices run more smoothly.”

Some of the most important learning actually happens outside of the scheduled sessions where providers are afforded the opportunity to network and share ideas and best practices.

## About Smile Brands Inc.

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 360 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>.

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