



Smile Brands CEO, Winner of Glassdoor's 100 Best Places to Work Award, to Keynote ENP Customer Experience Forum

Steve Bilt will share his experience in creating the top-rated Dental Group in the U.S. on February 28

Irvine, CA – February 20, 2018 – Steve Bilt, co-founder and CEO of Irvine-based dental support organization (DSO), Smile Brands Inc. will deliver the keynote address at the upcoming [Executive Next Practices Forum: 2018 CX Strategy](#) on the evening of Wednesday, February 28 at University of California Irvine Center for Applied Innovation, 5141 California Ave. in Irvine.

When Smile Brands started in 1998, Bilt knew he had an uphill battle. Fewer than 50 percent of adults were in regular dental care, and going to the dentist was routinely cited as one of the top fears across all demographics. He set out to build a patient-focused culture that would get more people into care, and today patients give Smile Brands affiliated practices the highest ratings in the industry. In his keynote, he will share his strategy for listening to customers and building a culture where the organization, its providers and employees can work together to tackle difficult issues.

The Executive Next Practices Forum is an established network of FORTUNE 5000 C Level and key executive leaders (CEO, COO, CFO, CMO, CIO, HR) who meet to review “first look” innovations in business and leadership strategies. The CX Forum will showcase innovative approaches to improving the customer experience over the phone, in person and via engaging technological solutions.

The Executive Next Practices CX Forum will feature C-Suite leaders from over 18 sectors. The event is open to both members and non-members. Space is limited, so [register today](#).

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 approximately 400 Bright Now!® Dental, Monarch Dental®, Castle Dental®, A+ Dental Care, OneSmile Dental, and Johnson Family Dental offices in 15 states, including Arizona, Arkansas, California, Colorado, Florida, Indiana, Maryland, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia and Washington. Smile Brands is a portfolio company of Gryphon Investors (“Gryphon”), a leading middle-market private equity firm based in San Francisco, Calif. For more information, visit smilebrands.com.

Contact:

Jody Martin

Jody.martin@smilebrands.com

714.428.1299