



Smile Brands Continues to Expand Its Network of Affiliated Practices; Announces New Partnership with Hoffman Dental in Sarasota, Florida

Irvine, CA – February 27, 2019 – Smile Brands Inc., one of the nation’s leading dental support organizations (DSO) that provides business support services to more than 400 affiliated offices across 17 states, is pleased to announce its latest partnership with Hoffman Dental in Sarasota, Florida. This is Smile Brands’ 27th office in Florida and the first in the Sarasota area.

Smile Brands will provide full-service administrative support to the practice, which includes purchasing, payroll, accounting, IT, billing, facilities management and marketing. Existing staff will remain in place and the business will continue to operate under the Hoffman Dental brand.

Leading Hoffman Dental is Dr. Brian P. Hoffman, D.M.D., M.P.H., F.I.C.O.I. Dr. Hoffman has owned and operated the practice since 2010 and is committed to delivering high quality dentistry and advancing treatment through the use of new proven technologies. Dr. Hoffman is a Fellow of the International Congress of Oral Implantologists and a Fellow of the Misch International Implant Institute. Dr. Hoffman received his Doctoral Dental Degree from Tufts University School of Dental Medicine in Boston, Massachusetts. He also holds a Master’s Degree in Epidemiology and Public Health, as well as a Baccalaureate Degree in Molecular and Cellular Biology from The Ohio State University.

“Smile Brands was a clear choice when it came to enabling us to focus more on our patients”, said Dr. Hoffman. “We are looking forward to accessing Smile Brands’ world-class support and services to better enhance the services and level of care we offer our patients”.

“We welcome the Hoffman Dental team to Smile Brands and look forward to working together to deliver even more smiles in Sarasota,” said Steve Bilt, co-founder and CEO of Smile Brands. “We are excited about the opportunities to partner with practices like Hoffman Dental that have a passion for serving the patient and delivering high quality, cost-effective dentistry.”

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. Recently ranked #25 on Glassdoor’s 2018 Best Places to Work list, 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 nearly 400 Bright Now!® Dental, Monarch Dental®, Castle Dental®, A+ Dental Care, OneSmile Dental, Johnson Family Dental, P3 Dental Group, and DecisionOne Dental Partners offices in 17 states, including Arizona, Arkansas, California, Colorado, Florida, Illinois, Indiana, Maryland, Ohio, Oregon, Nevada, 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 www.smilebrands.com.

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