



**Smile Brands Continues to Expand its Network of Affiliated Practices
Announces New Partnership with Great Oaks Dentistry in Round Rock, TX**

IRVINE, CALIF. (PRWEB) 7/9/19 - Smile Brands Inc., one of the nation's leading dental support organizations (DSO) providing business support services to more than 400 affiliated offices across 17 states, is pleased to announce its latest partnership with Great Oaks Dentistry in Round Rock, Texas.

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

Dr. Hooty Alayan founded Great Oaks Dental 15 years ago with the goal of creating a dental practice where patients feel like part of the family. Dr. Alayan and team provide full-service general, cosmetic and restorative dental care, plus, Same-Day Crowns, Invisalign®, Oral Surgery, Veneers and Pediatric Dentistry from their Round Rock, TX location.

Dr. Alayan is committed to staying at the forefront of dental technology and was one of the first providers in the area to offer Same-Day Crown services. He has advanced certifications in cosmetic dentistry and has expertise in the caring for TMD/TMJ disorders.

Dr. Alayan and the rest of Great Oaks team are looking forward to a strong partnership with Smile Brands. "With Smile Brands, I'm confident we'll have a partner who shares our passion for delivering patient focused care," explains Dr. Alayan. "We look forward to leveraging their resources and expertise to improve practice efficiency and simplify care delivery."

Smile Brands co-founder and CEO, Steve Bilt sees tremendous upside from partnering with Great Oaks Dental. "Dr. Alayan and team have built an impressive, multi-specialty practice with great patient ratings," said Bilt. "We look forward to partnering with them and delivering even more smiles in Round Rock."

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. Recently ranked #25 on Glassdoor's 2019 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 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 <http://www.smilebrands.com>.