



**Smile Brands Continues to Expand its Network of Affiliated Practices
Announces new partnership with Cox Family Dentistry & Orthodontics in Fredericksburg, VA**

IRVINE, CALIF. (PRWEB) 8/1/19 - 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 Cox & Company Family Dentistry and Orthodontics in Fredericksburg, Virginia.

Smile Brands will provide full-service administrative support to the practice, including; purchasing, payroll, accounting, IT, billing, facilities management and marketing. The existing staff will remain in place and the business will continue to operate under the Cox & Company Family Dentistry and Orthodontics brand.

Dr. Gregory Cox and Dr. Sherri Wilkerson-Cox, husband and wife, founded Cox & Company 25 years ago with a mission to deliver the very best patient care to Fredericksburg area residents. Today, Drs. Cox and team provide full service general, cosmetic and restorative dentistry – including orthodontics, dental implants and emergency care.

The Cox & Co team prides itself continually evolving to deliver state-of-the-art dental care. Dr. Gregory has advanced certifications from the American Academy of Cosmetic Dentistry and the LD Pankey Institute and creates beautiful smiles using the latest technology. Dr. Sherri is a Board Certified Orthodontist skilled in both traditional braces and clear aligner therapy.

Drs. Cox and team are looking forward to a strong partnership with Smile Brands. "We see a huge upside from our affiliation with Smile Brands," explains Dr. Gregory. "We gain access to both clinical and business expertise that will help us explore ways to better serve our patients, plus we'll save time and money by leveraging their purchasing power and administrative support resources."

Smile Brands co-founder and CEO, Steve Bilt is excited to welcome Cox & Company Family Dentistry and Orthodontics into the Smile Brands family. "Drs. Cox and their 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 Fredericksburg."

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 www.smilebrands.com.