



**Smile Brands and P3 Dental Group Announce New Affiliate Partnership with  
Green Valley Dental Group in Henderson, NV**

**IRVINE, CALIF. (PRWEB) October 10, 2019** - Smile Brands Inc., one of the nation's leading dental support organizations (DSO) providing business support services to more than 420 affiliated offices across 18 states, is pleased to announce its latest partnership with Green Valley Dental Group in Henderson, Nevada.

Smile Brands and partner P3 Dental of Las Vegas 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 Green Valley Dental Group brand.

Drs. James Frantz and Mark Dorilag founded Green Valley Dental Group over a decade ago with the vision of creating a dental practice that treats every patient with dignity while delivering the highest quality care. Today, Frantz and Dorilag have been joined by Dr. Jessica Silva, a periodontist, and together they provide care to patients of all ages including full-service General Dentistry and Specialty Periodontics, plus Dental Implants, Cosmetic Dentistry, Laser Dentistry, KoR Teeth Whitening, Philips Zoom Teeth Whitening, Snoring Prevention and Invisalign® Clear Aligners.

The staff at Green Valley Dental is looking forward to a strong partnership with Smile Brands and P3. "We are impressed with what Dr. Welebir and his P3 team have achieved here in Las Vegas," explains Frantz. "We look forward to being a part of their growing organization and gaining access to Smile Brands' support services which will enable us to save time and money running the practice, so we can focus on delivering great patient care."

P3 co-founder, Dr. Matthew Welebir, is excited to welcome Green Valley Dental Group. "Henderson continues to be Nevada's fastest growing community and the need for quality dental care has never been higher," says Welebir. "The Green Valley team shares our commitment to delivering state-of-the-art dental care in Nevada, and I look forward to helping them realize practice efficiencies through this affiliation."

**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 420 Bright Now!® Dental, Monarch Dental®, Castle Dental®, A+ Dental Care, OneSmile Dental, Johnson Family Dental, P3 Dental Group, and DecisionOne Dental Partners offices in 18 states, including Arizona, Arkansas, California, Colorado, Florida, Illinois, Indiana, Maryland, Ohio, Oregon, Nevada,

Pennsylvania, Tennessee, Texas, Utah, Virginia, Washington and Wisconsin. 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](http://www.smilebrands.com).

**About P3 Dental Group**

P3 Dental Group is a rapidly growing group dental practice affiliated with Smile Brands Inc. Founded by Dr. Matthew Welebir in 2003, P3 Dental has been delivering quality care to Las Vegas area residents. With six convenient general dentistry locations and two co-located specialty centers, P3 Dental Group provides state-of-the-art general and specialty care, including: preventative care, periodontal care, restorative care, cosmetic care, Invisalign®, dental implants, oral surgery, and sedation dentistry. Their mission is to create long-term patient relationships by making dental visits convenient, affordable and stress-free. P3 relies on Smile Brands to provide world-class business support services so they can focus on delivering highly personalized patient care.