



Smile Brands Welcomes New Affiliate Partner Permian Basin Smiles in Odessa, TX

IRVINE, CALIF. (PRWEB) October 29, 2019 - Smile Brands Inc., one of the nation's leading dental support organizations (DSO) providing business support services to nearly 440 affiliated offices across 18 states, is pleased to announce its latest partnership with Permian Basin Smiles of Odessa, Texas.

Smile Brands will provide full-service administrative support to the practice, including; purchasing, payroll, accounting, IT, billing, facilities management and marketing. The existing team will continue to care for patients and will be expanding so that the practice can meet the growing demand for quality dental care in the area. The office will continue to operate under the Permian Basin Smiles brand name.

Dr. John Hatten founded Permian Basin Smiles over 20 years ago and has built a thriving, highly rated practice offering full-service preventative and restorative care plus cosmetic and implant dentistry. Dr. Hatten and his team are looking forward to a strong partnership with Smile Brands.

"I've known the Smile Brands folks for a long time and am highly impressed with how they operate here in West Texas and across the country," explains Hatten. "When it came time to look for a partner, Smile Brands was the natural choice. With their help, we will save time and money on the administrative aspects of the practice, so my team and I can do what we love – deliver great patient care."

Smile Brands CEO, Steve Bilt, is excited to welcome Permian Basin Smiles. "Odessa is an underserved market when it comes to high quality dental care," says Bilt. "We are eager to partner with Dr. Hatten and his team to grow the practice and expand care access within the community."

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. The culture-driven organization is the #1 ranked multi-location healthcare provider on Glassdoor's 2019 Best Places to Work list. Smile Brands 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 440 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.