



Smile Brands Welcomes Reflections Dental of Seattle as Newest Affiliate Partner

IRVINE, CALIF. (PRWEB) 10/2/20 - Smile Brands Inc., one of the nation's leading dental support organizations (DSO) providing business support services to more than 440 affiliated offices across 18 states, is pleased to announce the addition of its newest partner [Reflections Dental](#) of Seattle, Washington.

Since 2005, Dr. G. Glenn Buchanan and his team have been providing high quality, full-service care to West Seattle residents, including; general preventative and restorative dentistry, periodontics, endodontics and cosmetic dentistry. The team is focused on providing an unparalleled patient experience which is reflected in the feedback they continually receive online.

Dr. Buchanan has been practicing in the Seattle area since 1992 at Reflections Dental and with his partner Dr. John Kim at his other practice, [Gateway Dental](#). In early 2019, Gateway Dental opted to affiliate with Smile Brands, and based on the success of that partnership, Dr. Buchanan is expanding his Smile Brands relationship with the Reflections Dental location.

"The partnership with Smile Brands has been extremely positive at my Gateway Dental location," explains Dr. Buchanan. "I look forward to experiencing similar cost savings and administrative support benefits for Reflections Dental."

Smile Brands will provide full-service administrative support to the team, including; purchasing, payroll, accounting, IT, billing, facilities management and marketing. The existing staff will remain in place and the offices will continue to operate under the Reflections Dental brand name.

Smile Brands co-founder and CEO, Steve Bilt is happy to welcome the Reflections Dental team to Smile Brands. "We have enjoyed partnering with Dr. Buchanan in 2019 and are eager to expand the relationship to his West Seattle location," says Bilt. "We look forward to helping Reflections Dental improve purchasing power and streamline administration in 2020."

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 organization's award-winning culture has made it the only dental support organization on Glassdoor's Best Places to Work for the past three years. Smile Brands' affiliated dentists benefit from industry-leading business support services, so they can spend more time caring for patients and less time on the administrative, marketing, and financial aspects of operating a dental practice. The organization supports over 440 affiliated practices and 60 brands across 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.