



## **Smile Brands Announces New Partnership with Multi-Location Affiliate in Houston**

**IRVINE, CALIF. (PRWEB) 11/17/20** - 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 its new partnership with seven Southern Dental Associates locations in Houston, Texas. This marks the company's eighth new affiliate partnership since the start of the pandemic.

Southern Dental Associates has more than 60 years of experience, providing full-service dental care at its locations throughout Houston. The group's 13 general dentists and specialists work together as a team to provide high quality, comprehensive patient care.

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 offices will continue to operate under the Southern Dental Associates name.

Southern Dental Associates' Regional Clinical Director, Dr. Tiffany White, is looking forward to a strong partnership with Smile Brands. "I have loved the experience that I have received from working with a company that has been in business since 1957. Southern Dental has provided excellent comprehensive care to patients. We have provided services from routine cleaning, preventive care, to dramatic smile makeovers," explains White. "This integration with Smile Brands has me full of excitement. This will allow our staff members to go the extra mile to ensure a comfortable and enjoyable dental experience for the patient. I am extremely honored to join such a reputable company. The BEST is sure to come!"

Steve Bilt, CEO of Smile Brands, stated, "Houston has long been an important market for Smile Brands and we are proud to be expanding our presence through this partnership with Southern Dental Associates. Our two teams share similar values including a commitment to improving lives by making dental care more convenient and affordable. We look forward to helping Southern Dental Associates achieve their goals in the coming months and years."

### **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](http://www.smilebrands.com).