



Palm Springs Family and Cosmetic Dentistry Joins Smile Brands Partnership will provide staff administrative support and services

Palm Springs, CA – October 11, 2022 - Smile Brands, one of the nation's leading dental support organizations (DSO), is pleased to announce its new affiliate partnership with Palm Springs Family and Cosmetic Dentistry in Palm Springs, CA.

Dr. J. Scott Shepherd leads a team of 16 from his growing Palm Springs location. The team's philosophy is to treat their patients like family. They strive to provide a comfortable, relaxing, and highly professional dental care experience. The team provides general, cosmetic, specialty, and emergency dental services to patients in Palm Springs and the surrounding Coachella Valley area.

"I'm excited to partner with Smile Brands. They share our commitment to delivering high-quality dentistry and creating a culture where employees love coming to work. The resources Smile Brands offers will benefit my team and allow us to expand care within the community," said Dr. Shepherd.

Smile Brands will provide administrative support and services to the practice including purchasing, payroll, accounting, IT, billing, facilities management, and marketing. The business will continue to operate under the Palm Springs Family and Cosmetic Dentistry name, and the existing staff will remain with the office.

"We couldn't be more pleased to partner with Palm Springs Family and Cosmetic Dentistry," said Steve Bilt, Smile Brands co-founder, and CEO. "Dr. Shepherd and his team are a great fit with our culture. We look forward to supporting their practice growth goals and providing added support and resources so they can focus even more of their time on patient care."

About Smile Brands:

Smile Brands, based in Irvine, California, is one of the largest providers of dental support services in the United States. The company supports nearly 700 affiliated practices, with more than 7,500 dedicated team members across 30 states. Smile Brands supports a portfolio of over 75 brands including well-known regional brands: Bright Now! Dental, Castle Dental, Merit Dental, Midwest Dental, Monarch Dental, and Mondovi Dental. The company provides comprehensive business support services through exclusive long-term agreements with affiliate dental groups, allowing affiliated practices to spend more time caring for patients and less time on the administrative, marketing, and financial aspects of operating a dental office. The organization receives frequent recognition for its award-winning culture and has been recognized as a Best Place to Work by Glassdoor, Comparably, Stevie® Awards, and more. Smile Brands is a portfolio company of Gryphon Investors, a leading middle-market private equity firm based in San Francisco, California. Visit smilebrands.com for more information.