



Hello Independent Dentist,

I want to introduce you to **Smile Source, the largest and most prestigious network of private practice dentists in the US**. With over **600 practices** currently, Smile Source is projected to outnumber the largest DSO by 2020.

Many of our dentists see an average five percent growth increase each year in an industry where growth is typically flat at best. Enclosed you will find information on how our dentists use Smile Source for this success. Not only do our doctors take advantage of the savings that comes from their collective buying power, but they enjoy the collaboration, marketing and continuing education opportunities we offer as well.

Smile Source dentists are excited to share this idea with other private practice dentists across the country. Take a look at what some of our members have to say. You can see more member experiences at [smilesource.com/doctors/member-experience/](http://smilesource.com/doctors/member-experience/).

I would like to personally invite you to join us at The Exchange 2019 in Dallas, TX on April 11-13. You're not going to want to miss this! The Exchange is Smile Source's annual meeting, which draws hundreds of members and their teams from across the country and offers more than 40 courses from leading clinical and practice management experts. You'll have the opportunity to take home 16 CE hours. I hope to see you there.

Sincerely,



A handwritten signature in blue ink, appearing to read "Trevor Maurer".

**Trevor Maurer**

President and CEO | Smile Source

[joinsmilesource.com](http://joinsmilesource.com)

(888) 890-9990

# Member Experience

"Smile Source is my dental family beyond my office. These are the dentists I lean on when I have trouble. These are the dentists I lean on for support and advice. We don't have to go through this alone."

**Dr. Adam Kimowitz**  
**Denville, NJ**



"These are colleagues - we're not competing with each other - we just want to help elevate each other to a whole other level by the way you practice or the way you run a business."

**Dr. Stephanie Bangs**  
**Arlington, TX**



"Smile Source members, who've been there and done that, have told me 'here's where I messed up in my career' or 'steer clear of this' or 'here's something you want to look at or get involved with.' That authenticity has been very beneficial to me as a young dentist."

**Dr. Ford Gatgens**  
**Dickson, TN**



"Smiles Source offers the ability to collaborate with people who have been down this road before. It's built in mentors...and access to leaders in their fields. I wouldn't have these relationships if I was just doing this on my own."

**Dr. Jordan Brenner**  
**Seattle, WA**



Scan me

To hear from more of our members, scan here or go to [smilesource.com/doctors/member-experience/](https://smilesource.com/doctors/member-experience/)

**Smile  
SOURCE®**



# FIRST CLASS DENTAL EDUCATION

Smile  
SOURCE®

Technological innovations and new clinical procedures are constant in dentistry. So it's critical for dentists to stay committed to life-long learning to be on top of the latest tools and techniques.

At Smile Source, we're committed to helping you grow your practice by providing the best in dental continuing education.



From live, hands-on events to online webinars, we provide a full-range of education programs focused on everything from practice management to clinical procedures.

Smile  
SOURCE® | EXCHANGE®



The Exchange is Smile Source's annual educational meeting and vendor showcase for members and their teams. It's an event not to be missed. This two-and-a-half-day event draws hundreds of attendees from across the country and offers 40+ courses from leading clinical and practice management experts.



## COLLABORATION OF LIKE-MINDED DENTISTS

Smile  
SOURCE®

Our members tell us time and time again that the most powerful benefit of Smile Source membership is the collaboration they have with fellow dentists.

There are many ways to connect with members and we encourage you to jump in and discover how this resource can help you.



At member meetings, whether local or virtual, you will develop close relationships with peers. During the meeting, your administrator will facilitate discussion to dig into issues members are having both personally and professionally and get advice from the group.

### facebook.



Smile Source has a private Facebook group where our members can communicate in real time about cases, ask questions, get recommendations and more. It's an easy way to build camaraderie with doctors across the country and to access some of the best minds in dentistry.

SAVE

03

**BUYING  
POWER**



# UPMATCHED BUYING POWER

Smile  
SOURCE®

While Smile Source is much more than a buying group, our members enjoy the significant savings they see when using Smile Source vendors.

Our 140+ vendors offer a rebate program and/or special discounts and promotions.



Get the full-service experience with a wide-range of Smile Source dealers and manufacturers to choose from.

Just a sample of our best-in-class vendors.



All Smile Source labs have been vetted by our Director of Dental Laboratories, Dr. Mike Maroon, to deliver quality restorations. Each lab offers a special Smile Source discount pricing PLUS a sizable rebate on your total lab bill for the quarter.

Just a sample of our best-in-class vendors.





# EXCLUSIVE LOCAL MARKETING ANALYTICS

Smile  
SOURCE®

Many dentists spend a significant amount of overhead on marketing but have little idea if their marketing is reaching the patients they want.

Smile Source works with doctors one-on-one to identify their target market and gives them access to proprietary geographic data that can help them spend their marketing dollars wisely.



We offer a complimentary marketing analysis on your local market. Anticipate the behavior, attitudes and preferences of your most profitable customers and how to reach them in the most effective channels with the best messages.



Your website is how patients learn about your practice and your services. We can help you detail the specific changes to make to improve your search engine rankings and user experience on your site.



Smile Source member groups across the country have been pooling their collective resources to tackle big marketing campaigns together like TV, radio or digital campaigns. Join in.