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SMILE SOURCE EXPANDS TO 600 OFFICES

Smile Source works to help private practice dentists across the nation continue to thrive.

HOUSTON: The 600th dental practice has joined Smile Source, making it the largest network of private practice dentists in the United States, Trevor Maurer, Smile Source President and CEO, announced.

“With these numbers, we’re on the same playing field with the largest corporate dental organizations out there,” Maurer said. “Never before has a private practice dentist been able to gain a competitive edge by standing collectively with other independent dentists across the nation.”

Maurer said that practices in the Smile Source network typically see a five percent higher growth rate than the industry average. The organization’s Four Pillars – Buying Power, Peer Collaboration, Continuing Education and Marketing Support – create a foundation for that success.

Dr. Gary Radz, who practices in Denver, said that joining Smile Source has helped his office to better compete in the ever-changing world of modern dentistry.

“Through the power of numbers, we’re able to negotiate with vendors, collaborate our marketing efforts and continuously learn together, while maintaining our independence,” said Radz.

One challenge for today’s private practice is the rise of corporate dentistry or DSOs. These groups are mostly driven by profits and lead by investors.

Smile Source dentists like Dr. Bryan Brenner don’t want to have a corporation telling them what’s best for their patients. “I saw Smile Source as a way to be able to continue to have the type of practice I wanted and why I got into dentistry to begin with,” said Brenner, who is practicing in Seattle, Washington.

Although these dentists want to protect their independence, private practice dentistry can be very isolating at times. Smile Source also offers members the opportunity to collaborate with their peers through continuing education, mentorship and small groups.

“These are colleagues – we’re not competing with each other – we just want to help elevate each other in how we practice or how we run a business.” Dr. Stephanie Bangs said.

About Smile Source: Founded in 2006 and based in Houston, Smile Source® is a network of signature dental care providers who are some of the most elite and progressive dentists in the country. With more than 600 providers in the US, Smile Source practices provide general and preventative dentistry, cosmetic dentistry and specialties. For more information, call 888-890-9990 or visit www.smilesource.com.