



Q4 2021

DSO Newsletter

Dental Support Organizations Market Intelligence

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Key Issues

[Teledentistry M&As aim to increase access to on-demand virtual dental care](#)

According to the American Dental Association (ADA), every 15 seconds, a person enters an Emergency Room with a dental emergency, costing the healthcare industry \$2 Billion yearly. The ADA estimated that that 79% of the over 2.2 million preventable ER dental visits, 79% of which could have been better addressed by a visit to a local dentist and most of these emergencies can be managed with a virtual visit. In order to alleviate this pressure, Dentulu [partnered](#) with The Teledentists to form the largest Teledentistry network, expanding care by providing patients with accessible, immediate care from their homes.

The partnership combines Dentulu's national dental network with Teledentists' nationwide network of Licensed Dentists, which will increase access by providing coverage to millions of patients on their mobile device. The partnership seeks to address the "tremendous institutional and professional demand across the United States" by providing innovative technology solutions that will improve the oral health and quality of life of Americans.

Virtual dentists can provide care to millions of patients, allowing them to access a dentist when needed, anywhere. The partnership will allow independent dentists and dental offices across 50 states to incorporate Dentulu's Teledentistry software

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Key Issues (continued)

into their existing practice in order to access referrals from virtual dentists who can screen new patients online and triage them to local offices for care. Partnerships such as this one will address dental emergencies and provide consultation to patients, reduce ER visits while providing streams of new patients to local dentists. The services are available to hospitals, urgent care facilities, retail clinics, self-insured corporations, senior living centers, universities and other telemedicine providers.

Sources: EIN Presswire/Dentulu on October 11, 2021, The American Dental Association and PR Newswire/DentalPost on September 7, 2021.

DSO's shift toward diversity, women in leadership

Furthering the advancement of DSOs, several programs have been put in place in order to increase diversity in dentistry. Dentsply Sirona became a [founding partner](#) of [Women in DSO](#), a nonprofit organization that launched in 2020 that provides a network, professional mentoring, learning and development programs to highlight the achievements of women. "Women are still underrepresented in leadership positions, and this also applies to the dental industry," says Lauren Seymour, VP of Sales-US Commercial at Dentsply Sirona.

In addition, Rectangle Health, a healthcare technology company specializing in dental practices and organizations, also [joined](#) Women in DSO as a founding industry partner. Through the collaboration, Rectangle Health plans to "celebrate the contributions of female trailblazers in the DSO community" and actively supports the company's mission to foster the development of women leaders throughout the dental industry. Rectangle's VP of marketing Michelle Dowling has worked in the payments industry for around 20 years and educated healthcare practitioner about the importance of utilizing the latest technology to transform patient experiences.

In support of a greater push toward diversity in DSO and dentistry in general, DentalPost also launched a new [screening feature](#) aimed at reducing unconscious bias in screening and hiring by providing employers with a tool to temporarily hide a candidate's name and photo while evaluating professional background and training. This process allows hiring managers to set aside their personal preferences and unconscious biases while reviewing the qualities that are most important to them in a potential hire, including skills, experience and assessment insights. Once an employer is ready, they can rate the profile to reveal the candidate's full profile details. Initiatives such as these contribute toward higher prospects for innovation by fostering a more diverse, inclusive environment at work for all employees and patients.

Sources: Dentistry Today on October 21, 2021; PR Newswire, Rectangle Health on October 19, 2021

Dental Service Organization News

[Forbes series highlights dentistry's evolution into whole person care](#)

The first part of a three-part [series](#) on the critical role quality measurement plays in dentistry and how oral health will increasingly be integrated into whole person health. As traditional healthcare is shifting into value-based models underpinned by robust quality measures, a shift that has been accelerated by the pandemic, dentistry primarily remains reliant on a fee-for-service structure that captures little data about patient outcomes. Elevating oral health and effectively integrating it into traditional, general health models will require making major advances in agreeing upon and adopting evidence-based, demonstrated equality outcome measures.

Source: Forbes on August, 2021

[Align Technology sets \\$100 million accelerated share buyback program](#)

Align Technology disclosed an agreement with Citibank on an accelerated repurchase of \$100 million worth of the aesthetic dentistry company's stock. The accelerated share repurchase agreement represents about 0.2% of Align's \$49.33 billion market capitalization. In May, the company authorized the repurchase of \$1 billion worth of its stock, and in the company's 10-Q quarterly filing it said that as of June 30, \$900 million worth of that authorization was available.

Source: MarketWatch/ Align Technology on November 1, 2021

Mergers and Acquisitions

[National Dentex acquires Dental Arts](#)

National Dentex Labs, the largest network of fully-owned dental labs in North America, acquired South Charleston W.Va.-based Dental Arts as part of its push toward expanding its geographic footprint in markets around the country while investing in the innovations and the talent necessary to better serve dentists, specialists and DSOs. Terms of the acquisition were not disclosed. Since 2015, NDX has expanded its national footprint to meet the demands of a rapidly changing marketplace and deliver restorative solutions to dentists, specialists and DSOs throughout North America.

Source: National Dentex Labs on November 2, 2021

[Community Dental Partners and 3C Dental Group Announce Partnership in effort to grow, scale and serve](#)

Community Dental Partners, which brings quality dental care to the underserved in over 39 supported locations across Texas, announces a new partnership with 3C Dental Group, a dental support organization with 20 locations equally dedicated to making excellent dental care accessible to all. CDP as an organization lends its support to dentists and now partners with other dental support organizations (DSO) like 3C Dental Group. This partnership allows patient care experience to spread across the often rural areas of their supported Texas practices.

Source: PR Web/ Community Dental Partners on October 12, 2021

Private Equity

[United Dental Corporation raises \\$5M Series B round to power growth of dental partnership organization](#)

United Dental Corporation (UDC), whose Dental Partnership Organization (DPO) model has had a 98% retention rate in Australia, New Zealand and Canada, raised a Series B Round of \$5 million led by High Speed Ventures. The round includes approximately \$4 million in capital from 61 dentists and individual investors through High Speed Ventures, which brings early and mid-stage investment opportunities to the clients of High Speed Alliance (HSA). HSA is a Registered Investment Advisor that serves as a Family Office for entrepreneurial dentists and doctors across the U.S. The remaining \$1 million is from private individual investors.

Source: Businesswire/ United Dental Corporation on November 2, 2021

[Overjet raises \\$27M in series A financing to expand AI-driven dentistry](#)

Overjet, which provides dental artificial intelligence (AI), raised \$27 million in Series A financing led by General Catalyst and New York-based global private equity and venture capital firm Insight Partners with participation from existing investors that include Crosslink Capital and the MIT-affiliated E14 Fund. The financing follows the FDA's recent clearance of Overjet's Dental Assist product designed for dental practices, the first dental AI company to receive such a clearance. In total, Overjet has raised \$35 million to date.

Source: PR Newswire/ Overjet on August 26, 2021

Innovation & Future of Dental

[SmileDirectClub allowed new patent for SmileBus mobile dental clinic](#)

SmileDirectClub announced the USPTO will issue a patent on the Company's innovative SmileBus concept, which aims to increase access to oral care. The patent will further strengthen protection for SmileDirectClub's intellectual property as one of the methods for bringing premium, affordable, accessible oral care to more people through its telehealth platform. Since launching in the US in 2018, SmileDirectClub's fleet of SmileBuses has traveled across the continental U.S. Its U.S. and UK fleets have made nearly 1,200 stops and its SmileGuides took nearly 100,000 3D images, including to many areas without access to an orthodontist.

Source: Businesswire/SmileDirectClub on October 5, 2021

[Align Technology shares findings from study published in the Journal of Dentistry](#)

Align Technology announced the findings of a clinical study, "Reflected near-infrared light versus bite-wing radiography for the detection of proximal caries: a multicenter prospective clinical study conducted in private practices," published in the peer-reviewed Journal of Dentistry. The study validates and demonstrates the benefits of the iTero Element 5D imaging system as an aid in detection and monitoring of interproximal caries lesions above the gingiva without harmful radiation. In addition, the study compared NIRI and bitewing radiography to visual caries debridement. When compared against clinical evaluation of posterior proximal lesions observed during caries debridement, the NIRI technology of the iTero Element 5D imaging system was 66% more sensitive than bitewing x-ray technology and demonstrated 96% sensitivity for posterior interproximal lesions detections.

Source: Align Technology on October 27, 2021

Innovation & Future of Dental (continued)

Overjet, New England Family Dentistry partner to bring AI to 50+ practices

Marlborough, Mass.-based New England Family Dentistry and Cambridge, Mass.-based Overjet are partnering to bring Overjet's dental artificial intelligence software to the DSO's network of more than 50 dental clinics. Overjet's Clinical Intelligence Platform combines real-time dental AI analysis insight and existing practice management software data to support clinical and business teams. Earlier in 2021, Overjet received FDA clearance for its dental assist product, the first dental AI company to receive such a clearance. The product uses AI to measure bone levels in radiographs for the diagnosis and treatment planning of periodontal disease. Overjet also intends for its technology to soon support shared reimbursement standards between providers and payers.

Source: Becker's Dental + DSO Review/ Overjet on October 13, 2021

Medit i700 intraoral scanner wins 2021 Cellerant Best of Class Technology Award

Medit, a Seoul, South Korea headquartered provider of 3D measurement solutions for dental clinics and labs, said that its i700 intraoral scanner was chosen as a 2021 Cellerant Best of Class Technology Award winner. The award is given to select new products that demonstrate groundbreaking technological innovation and the potential to positively change the course of dentistry. The winners were selected by a panel of the most prominent technology leaders in dentistry. Medit provides 3D measurement solutions for dental clinics and labs, including intraoral scanners, based on its own patented technology. The company also develops platform solutions for digital dentistry, supporting collaborative workflows.

Source: Dental Tribune USA/ October 13, 2021

New algorithm detects peri-implantitis treatment outcomes

A team of researchers at the University of Michigan School of Dentistry in Ann Arbor have created an algorithm to predict treatment outcomes for patients with peri-implantitis. The algorithm is meant to identify dental implant patients who may better respond to regenerative therapies to treat peri-implantitis. Researchers used the algorithm to quantify harmful bacteria and infection-fighting immune cells in samples from patients with peri-implantitis.

Source: Dental + DSO Review/ October 22, 2021

National Dental Association, SmileDirectClub launch diversity scholarship

The National Dental Association (NDA) and SmileDirectClub (SDC) announced the establishment of the SmileDirectClub-National Dental Association Achievement Scholarship. The partnership for the scholarship intends to increase the number of underrepresented minorities in dentistry and dismantle barriers to health equity. There is a critical shortage of ethnic minority dentists in the US, where less than 4% are African American. SDC will award 28 Student National Dental Association members with a one-time \$7,500 scholarship. Eligible applicants must be 2nd, 3rd or 4th year dental students and post-graduate Public Health students. All candidates must demonstrate financial need and a commitment to community service.

Source: The National Dental Association/ October 19, 2021

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Innovation & Future of Dental (continued)

[3D printing solutions provider Materialise introduces Dental Module for Magics](#)

Materialise, a Belgium-based global leader of 3D-printing solutions introduced a Dental Module for Magics. This addition to the Magics software enables dental laboratories to fully optimize and automate their 3D-printing preparation workflow for dental applications. According to the company, Dental Module will provide dental laboratories with easy-to-use tools that will ensure a scalable 3D-printing process.

Source: The National Dental Association/ October 19, 2021

[Dental practices can capitalize on flexibility, contactless nature of digital payment trend](#)

Patients expect flexibility when it comes to payment options and they have high expectations and want to see them fulfilled. Contactless technology also replaces manual-based processes. Some practices think that switching to digital methods is not necessary because they believe these methods would cause confusion, however research shows that patients, especially bridge millennials, millennials, and generation Z, are dissatisfied with complicated and unintuitive payment methods that create friction between them and their dental providers. This frustration with traditional payment processing procedures is creating a move toward digital experiences that compares with the ease of paying for services such as Netflix and Amazon. This creates an opportunity for dental practices to smooth the experiences for patients and workflows for the staff.

Source: Dental Economics/ October 26, 2021

[Medit Smile Design can show patients their future smile](#)

Medit, a 3D digital solutions company, released Medit Smile Design, part of the Medit Apps collection, which performs smile design simulation by working with 2D images. Users can load in an image of the patient and their teeth and show them how they could look with treatment. Medit said Smile Design is an excellent consultation tool because it assists dentists with assisting patients to envision an outcome. With the app, providers can create various possible simulations and show the results to patients for comparison.

Source: Dental Tribune/ October 12, 2021

Dental Practice News

[Former Walmart dentistry chief joins Candid as clinical growth ambassador](#)

[Roshan Parikh](#), Walmart's former head of dentistry, joined clear aligner company Candid as a clinical growth ambassador. His role will focus on expanding Candid's products to dental support organizations. He has 13 years of dentistry experience and with his most recent position with Walmart, he helped expand clinical locations for the retailer's health division. He has also served as a senior adviser for dental AI company Pearl and founded Chicago-based DSO Great Lakes Dental Partners. He is the chief strategy officer of DSO Strategy, a dental consultancy company he founded in 2019.

Source: PR Newswire/ CandidPro on September 7, 2021

[Western Dental opens offices in Los Angeles, Northern Calif., acquires Texas practice](#)

Western Dental & Orthodontics, which provides accessible, affordable, high-quality oral health care to patients in the Medi-Cal Dental program, announced the [opening](#) of a Western Dental & Orthodontics office in the Ladera Heights area of Los Angeles. In addition, Western Dental/Brident Dental & Orthodontics, an affiliate of Western Dental, [announced](#) in Oct. 2021 that Summit Dental Center and its seven offices in Texas are the latest practices to join the Western Dental/Brident family. Western Dental also [opened](#) a new office in the Northern California Community of Emeryville in September 2021.

Source: Western Dental and Orthodontics on October 5, 2021

[Smile Brands, Johnson Family Dental announce dental office in Paso Robles, Calif.](#)

Smile Brands, one of the nation's leading dental support organizations (DSO) providing business support services to around 700 affiliated offices across 30 states opened a new location in Paso Robles. The office will offer a special \$49 new patient check-up package, including an exam and digital x-rays, and \$100 off dental services over \$300. Opening this new location helps bring affordable dental care to local neighborhoods.

Source: PR Newswire/ Smile Brands on October 4, 2021

[Founder of Heartland Dental joins High Point University as dental innovator in residence](#)

High Point University said Dr. Rick Workman will serve as Dental Innovator in Residence for the School of Dental Medicine & Oral Health. Workman is the founder of Heartland Dental and has practiced dentistry for nearly 20 years. The Access to Innovators program at HPU connects students with industry leaders for networking and mentorship opportunities. Workman provides leadership advice to the more than 1,500 dental offices nationwide through speaking engagements. For the fifth consecutive year, Dr. Workman has been named as Incisal Edge's Top 15 Most Influential People in Dentistry and he was named the second most influential person in dentistry in its inaugural edition.

Source: YES! Weekly on September 10, 2021

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Dental Practice News (continued)

[NADG appoints Jonathan Walker as CEO](#)

[Jonathan Walker](#), currently Chief Financial Officer of North American Dental Group (NADG), was named Chief Executive Officer. He succeeds Ken Cooper, an NADG co-founder who led the company since its inception in 2008 and grew NADG from a single clinic to be one of the nation's leading DSOs supporting 250 locations across 15 states. Cooper will transition to an advisory role within the company focused on development and new affiliation opportunities.

Source: PR Newswire/North American Dental Group on September 8, 2021

[Align Technology to award research programs advancing orthodontic and dental patient care](#)

Align Technology announced the opening of its 2022 Research Award Program to support clinical and scientific dental research in universities worldwide. Around \$375,000 will be awarded this year to university faculty for scientific and technological research initiatives to advance patient care in the fields of orthodontics and dentistry. Align Technology's Research Award Program has funded approximately \$2.4 million in research since the program's inception in 2010.

Source: Align Technology on November 2, 2021

[Western Dental adds Vikram Sarma as VP DTC, eCommerce](#)

Western Dental, which provides dental and orthodontic care, announced that Vikram Sarma joined the organization as Vice President, Direct to Consumer and eCommerce. His appointment is part of the organization's expanding outreach to patients who can benefit from clear aligners, dental implants, overdentures, and oral health products for use at home.

Source: Western Dental & Orthodontics on October 11, 2021

[Western Dental adds Paul A. Holt as executive VP, CFO](#)

Western Dental announced that Paul A. Holt joined the organization as Executive VP, and CFO. Holt comes to Western Dental with more than 20 years of experience as a chief financial officer, including 18 years with healthcare companies that were publicly traded, including NextGen Healthcare and NantHealth, where he helped lead an initial public offering.

Source: Western Dental & Orthodontics on October 12, 2021

[Sharon Korzan joins 42 North Dental as Chief Development Officer](#)

Sharon Korzan was added to 42 North Dental's executive leadership team as Chief Development Officer to spearhead practice affiliation growth after having been the former Senior Director of Business Development at National Veterinary Associates. While at NVA, Korzan was instrumental in growing their annual acquired EBITDA from \$8MM annually to \$120MM annually within 10 years, and growing NVA to a global organization.

Source: 42 North Dental on September 22, 2021

Dental Practice News (continued)

[42 North Dental ads oral surgery specialty practice, appoints founding dentist as director of clinical affairs](#)

42 North Dental finalized a partnership with South Shore Oral Surgery Associates (SSOS) (southshoreoral.com), an oral surgery practice in Quincy, Mass. The practice was founded by dentist-owners Dr. David Lustbader, Dr. Michael Gu, and Dr. Paul Wilson. All doctors remain with the practice and will continue to provide patient care with Dr. Lustbader serving as Dental Director.

Source: 42 North Dental on September 29, 2021

[Pacific Dental Services hits milestone of 850 supported dental practices nationwide](#)

Pacific Dental Services announced the grand opening of its 850th supported dental practice. The newly opened supported practice, Dentists of Eastgate in Cincinnati, Ohio, is the latest in the company's long line of successful dental practices which has grown PDS into a dental and medical leader in business support services, proven technology and innovation. "Reaching 850 supported dental practices is an extraordinary achievement," said Stephen E. Thorne IV, Founder and CEO of Pacific Dental Services.

Source: Pacific Dental Services on October 15, 2021

Litigation and Compliance

[Ala. Dental board can't limit clear aligner competition](#)

The Board of Dental Examiners of Ala. settled with the FTC regarding charges that it unreasonably excluded online and teledentistry providers from competition. Under the new proposed FTC order, the dental board can no longer impede clear aligner platforms, or affiliated dental professionals, from providing clear aligner therapy via remote treatment. The board has agreed to stop requiring on-site supervision by licensed dentists for alignment scans of patients' mouths seeking to address misaligned teeth or gaps. Scans can now be administered by dental hygienists and other non-dentist practitioners.

Source: Federal Trade Commission, on September 28, 2021

[SmileDirectClub consumers to benefit from FTC complaint, proposed consent order in Ala.](#)

SmileDirectClub thanked the FTC for its actions to combat anti-competitive conduct in Ala. Under the proposed Consent Order, the Alabama Board of Dental Examiners can no longer impede clear aligner platforms, or dental professionals affiliated with them, from providing clear aligner therapy through remote treatment. The company said the actions of the FTC preserve competition and will allow the Company to expand freely in the state of Alabama and further its mission of democratizing access to premium, affordable, safe and effective oral care.

Source: SmileDirectClub, on September 29, 2021

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Litigation and Compliance (continued)

[DentalPost launches 'SmartView' feature to reduce unconscious bias in screening & hiring](#)

The dental job board's 'SmartView' feature allows dental employers to temporarily hide a candidate's name and photo while evaluating professional background and training. This process helps the hiring manager set aside their personal preferences and unconscious biases while reviewing the qualities that are most important to them in a potential hire, including skills, experience and assessment insights. Once the employer is ready, they can rate the profile to reveal the candidate's full profile details, including names and photos.

Source: Businesswire/ DentalPost, on September 7, 2021

[Heartland Dental supported offices handle 1M inquiries per month through RingCentral](#)

RingCentral, which provides global enterprise cloud communications, video meetings, collaboration, and contact center solutions, announced that Heartland Dental, the largest dental support organization in the U.S. is using RingCentral MVP (Message Video Phone) to power business communications among its employees and teams across the country. Heartland Dental has improved support office contact center communications by migrating its legacy on-premise system to the RingCentral Contact Center cloud solution to create a better patient experience and grow new business opportunities.

Source: Businesswire/ RingCentral, on November 4, 2021

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