



Benesch DSO Industry Report—Q4

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Benesch Secures Summary Judgment Win Dismissing Case for SmileDirectClub

In a precedent-setting win for teledentistry pioneer SmileDirectClub and New Jersey consumers, the Superior Court of New Jersey rejected an attempt by the New Jersey Dental Association (“NJDA”) to enjoin SmileDirectClub from offering its clear aligner therapy to New Jersey residents through SmileDirectClub’s network of affiliated, state-licensed dentists and orthodontists. *Galkin & New Jersey Dental Association v. SmileDirectClub, LLC*, No. MID-C-1919 (NJ Superior Ct., Middlesex County). The case involved a claim by the NJDA and one of its members that SmileDirectClub and certain of its affiliated dentists violated the New Jersey Dental Practice Act and engaged in unfair competition. Specifically, the Plaintiffs claimed that SmileDirectClub’s teledentistry model was tantamount to engaging in the corporate practice of dentistry in violation of New Jersey law because, they alleged, SmileDirectClub “exercised control” over its affiliated dentists and their professional corporations. After discovery closed, SmileDirectClub brought a motion for summary judgment arguing that the undisputed facts showed that SmileDirectClub provided non-clinical dental support services to New Jersey dentists and exercised neither clinical nor business “control” over dentists or their professional corporations. Following oral argument, the judge granted SmileDirectClub’s motion from the bench, dismissing the case against SmileDirectClub and finding that SmileDirectClub did not violate the Dental Practice Act or engage in unfair competition. This is the latest victory for SmileDirectClub against efforts by industry trade groups to thwart legitimate competition that benefits consumers. In September, the Federal Trade Commission and the U.S. Department of Justice filed *amicus curiae* briefs joining in support of SmileDirectClub in litigation brought in connection with anticompetitive dental regulations.

1. Dental Service Organization News

CORDENTAL Group affiliates with Tennessee dentist

CORDENTAL Group affiliated with Grant D. Hensley, DDS in Franklin, Tenn., who served six years in the U.S. Army Dental Corps. He's a fellow in the Academy of General Dentistry (AGD) and one of four dentists in Tennessee to be a diplomate of the American Academy of Dental Sleep Medicine (AADSM). CORDENTAL co-founder and chief development officer Steven Jones said the affiliation marks CORDENTAL's 50th practice in nine states in two years.

CORDENTAL Group on Aug. 20, 2019

CORDENTAL Group affiliates with Nashville-based dentist

CORDENTAL Group affiliated with James W. Burks, III, DDS in Madison, Tenn. He's a member of the American Dental Association and the Academy of Laser Dentistry. CORDENTAL co-founder Steven Jones said the affiliation marks the second in the Nashville area.

CORDENTAL Group on July 30, 2019

Mid-Atlantic Dental Partners acquires DentalOne Partners from Dental Investments

Mid-Atlantic Topco LLC, operating as Mid-Atlantic Dental Partners, a DSO portfolio company of S.C. Goldman & Company, acquired Texas-based DentalOne Partners from Dental Investments in an all-cash deal. The agreement sees Mid-Atlantic acquire the equity of DentalOne's operating subsidiaries. DentalOne has approximately 150 affiliated offices across 13 states and 27 markets. The acquisition will increase Mid-Atlantic affiliated offices to more than 240 operating in 18 states.

Mid-Atlantic Dental Partners on Oct. 21, 2019

42 North Dental adds three Mass. practices to its portfolio

Mass.-based DSO 42 North Dental partnered with three new practices in Massachusetts - All Dental Center in Westborough and Watertown, as well as Fresh Pond Dental in Cambridge. The affiliations mean 42 North Dental supports 70 dental practices in the New England area. The DSO provides affiliated practices with administrative support, including HR, finance, marketing, billing and vendor negotiations.

42 North Dental on Sep. 6, 2019

Massachusetts DSO Gentle Dental opens 40th practice

Waltham, Mass.-based Gentle Dental, a 42 North Dental Care practice, opened a practice in Newton, Mass., bringing the DSO's total number of practices to 40. Gentle Dental designed the new practice as a "paperless office." It will be staffed with specialists who provide comprehensive care, including root canals, wisdom teeth removal, braces, crowns and bridges, implants and gum treatment.

Gentle Dental on Oct. 1, 2019

DSO News interviews 42 North Dental CEO Geoff Ligibel on dental affiliations

DSO News shared an hour-long interview with Geoff Ligibel, President and CEO of 42 North Dental. The conversation revolved around the topic of affiliating with a DSO, DSO valuations of practices, current price trends, the fact that affiliations don't have to equal retirement, DSO affiliation models, how to transition to a DSO model, and the benefits of a geographically-focused DSO.

DSO News on Oct. 23, 2019

[SmileDirectClub building manufacturing lab in Texas, expects to create 850 jobs](#)

SmileDirectClub is building a manufacturing lab in Kyle, Texas, which will create more than 440 new qualified jobs, according to Gov. Greg Abbott. The state is providing the company with a \$2.2-million Texas Enterprise Fund grant for the Access Dental Lab, which is also expected to produce more than \$36 million in capital investment. SmileDirectClub said the company aims to establish 850 new jobs in the area.

CBS Austin on Oct. 8, 2019

[SmileDirectClub raises \\$1.3B in IPO, valuing the company at \\$8.9B](#)

SmileDirectClub priced its IPO at \$23 per share, above its initial projections, raising \$1.3 billion in an IPO that valued the company at \$8.9 billion. SmileDirectClub sold 58.5 million shares, the same as it had originally projected. The Katzman family, combined, will retain more than 65% of the voting power after the offering, with CEO David Katzman holding nearly 30% of the vote. SmileDirectClub operates more than 300 locations, and has partnerships with Walgreens and CVS to open “SmileShops” inside their drugstores. The company plans to use the proceeds from its IPO to fund international expansion and research and development, according to the filing. SmileDirectClub’s aligners are currently available in the U.S., Canada, Australia and the U.K.

Related:**[SmileDirectClub went public: 5 things to know about the teeth-straightening startup](#)**

— MarketWatch

AP News on Sep. 12, 2019

[Smile Brands, SmileDirectClub rank on Comparably’s list of large companies with happiest employees](#)

Calif.-based Smile Brands ranked 17th in [Comparably’s ranking](#) of happiest employees for large companies (500+ employees) in the U.S. while SmileDirectClub ranked 36th. Employees anonymously submitted ratings online to Comparably, based on how well companies met employees’ needs regarding benefits, perks and work-life balance. Calif.-based Zoom Video Communications was ranked first.

Thrillist on Oct. 2, 2019

[SmileDirectClub speaks out against Calif. bill requiring dentists to review X-rays prior to treatment](#)

SmileDirectClub issued a statement against legislation introduced in California that would require dentists to review radiographic images before a patient undergoes treatment, according to the California Dental Association. Gov. Gavin Newsom signed the bill AB 1519, which also prevents companies from forcing customers to waive their rights to file complaints to state dental boards. While the company said it was pleased with the bill’s signing, it claimed the legislation “creates unnecessary hurdles and costs” for patients struggling to afford dental services and said the policy changes were “undebated, clinically unsupported and ill-advised.”

SmileDirectClub on Oct. 14, 2019

The *Inc. 5000* annual list of America's fastest-growing privately held companies for 2019 included 30 dental companies, including 15 dental care providers with a mix of DSOs, single location dental practices, and dental group practices.

1. Dental Service Organization News *(continued)*

Apex Dental Partners, Affinity, Pacific Dental Services among dental groups, DSO on Inc.'s 5000 list

The *Inc. 5000* annual list of America's fastest-growing privately held companies for 2019 included 30 dental companies, including 15 dental care providers with a mix of DSOs, single location dental practices, and dental group practices. Organizations of interest on the list included Apex Dental Partners (#665), Spring Dental (#1,542), Peak Dental Services (#1,679), Affinity Dental Management (#1,800), Smilepoint PLLC (#2,193), Simply Dental Management (#2,362), Light Dental Studios (#3,095), Premier Orthodontic Specialists (#3,210), DECA Dental Group (#3,247), Spark Orthodontics (#3,448), Tranquility Dental Wellness Center (#3,739), Strong Smiles Dental Care (#3,916), Dental Care New Jersey (#4,092), Pyramid Dental Integration (#4,437) and Pacific Dental Services (#4,974).

Related:

Pacific Dental Services earns coveted spot on the Inc. 5000 for 14th year—PDS
GroupDentistryNow on Aug. 15, 2019

Survey of DSOs finds majority have formulary, clinical boards make formulary decisions

GroupDentistryNow released results from a survey of DSOs attending Open Room Events' DentalForum USA annual meeting. Among the respondents were 28 DSOs and dental group practices, including 25 based in the U.S. and three in Canada. Participants were surveyed on how many dental practices locations are in their DSO/dental group, whether they have a formulary or preferred product list, who makes decisions on which products are added to the formulary, how many people are involved in the procurement process, how long it takes for a product to become "preferred" or part of the formulary, their preference for buying products through a dealer or direct, whether they offer clinicians several product offerings within a category, their preference for how a vendor introduces their products to the DSO, and the percentage of clinicians who adhere to the formulary.

GroupDentistryNow on Oct. 17, 2019

DentalOne Partners aims to attract dental students, grow in competitive markets

Cleveland-based DentalOne's COO of the west market, Melissa Marquez, says she has seen the changes DSOs have brought to the field and understands the challenges dental students face. She views the three major challenges facing DSOs as: competing for talent and patients; staying ahead of technology; and deciding on an insurance payor mix that is the right fit. Marquez adds that the best opportunities for DSOs are to design infrastructure around specialty and orthodontic services, and to find new ways to support clinicians for the long-term and the different seasons of their career. She adds that there are also opportunities around mergers and acquisitions, and shares her views on how recent dental school graduates respond to DSOs and what strategies DentalOne uses to attract those students. She also identified Dallas, Denver and Houston as competitive markets where DentalOne hopes to grow its presence, along with other locations such as Arizona.

Becker's Dental + DSO Review on Oct. 1, 2019

Elite Dental Alliance, Carestream Dental partner on corporate-level support, pricing of private dental practices

Purchasing company Elite Dental Alliance partnered with Carestream Dental, a digital dentistry provider, whereby Carestream will offer Elite dentists access to its intraoral equipment, including scanners, sensors and cameras, as well as corporate support and education opportunities that empower private practices. Elite is an affiliate with 1,500 private practices. The organizations anticipate the partnership will reach more than 20,000 dental professionals.

Carestream Dental on Aug. 20, 2019

Elite Dental Partners' former CEO eyes efforts to measure quality to stand apart

Scott Kalniz, the former CEO of Chicago-based Elite Dental Partners, has seen the rise in DSOs and in this interview explains how Elite has grown to support more than 110 practices across the U.S., as well as the organization's future plans. He says that as a doctor-led organization, it knows the kind of support dentists want and need when competing against other DSOs. He speaks about the importance of a leadership team that abides by the organization's vision and mission, and expects Elite to lead the DSO space in the future by looking for ways to improve care and work with its industry partner Henry Schein to create a seamless experience for dentists. Kalniz adds that Elite is looking at ways to measure quality in dentistry, to show that going to an Elite practice provides a better outcome for patients.

Becker's Dental + DSO Review on Oct. 28, 2019

Light Wave Dental enters North Carolina through affiliation with CarolinasDentist

Virginia-based DSO Light Wave Dental Management, which has 23 locations, signed a long-term management arrangement with CarolinasDentist, a dental group based in Fayetteville with seven locations. The companies began operating together in August. Light Wave has financial backing from private equity firm Alpine Investors. Over the past two years, Light Wave has grown from eight to 30 affiliate locations in Virginia and North Carolina.

Light Wave Dental Management on Sep. 30, 2019

1. Dental Service Organization News *(continued)*

[Dental Care Alliance adds PDA Dental to its DSO network](#)

Fla.-based Dental Care Alliance added New York's PDA Dental, previously known as Premier Dental Associates of Lower Manhattan, to its list of affiliated practices. PDA Dental provides general and cosmetic dentistry for patients of all ages. Dental Care Alliance supports more than 325 affiliated dental practices in 20 states.

Dental Care Alliance on Oct. 3, 2019

[Smile Brands, P3 Dental Group partner with Nevada's Green Valley Dental Group](#)

DSO Smile Brands and its affiliated dental group practice P3 Dental of Las Vegas partnered with Green Valley Dental Group in Henderson, Nev. Smile Brands and P3 Dental will provide administrative support including purchasing, payroll, accounting, IT, billing, facilities management and marketing. Existing staff will remain in place and the business will continue to operate under the Green Valley Dental Group brand.

Related:

[Smile Brands, A Plus Dental Care partner to expand dental services in Natomas, CA](#)

—A Plus Dental Care

[Smile Brands partners with Cox Family Dentistry & Orthodontics in Fredericksburg, VA](#)

—Smile Brands

[Smile Brands partners with Dental Faculty Associates in Loma Linda, CA](#)—Smile Brands

[Smile Brands, Johnson Family Dental partner to expand services in Santa Maria, CA](#)

—Smile Brands

[Smile Brands welcomes new affiliate partner Doerner Dental in Clearwater, FL](#)

—Smile Brands

[Smile Brands welcomes new affiliate partner Permian Basin Smiles in Odessa, TX](#)

—Smile Brands

Smile Brands on Oct. 10, 2019

[Smile Brands CEO Steve Bilt shares thoughts on expanding DSO market, recruitment](#)

Steve Bilt, co-founder and CEO of Smile Brands and OneSmile, shared some insights about the challenges DSOs face and the potential still ahead. Bilt contends DSOs can support providers in various ways to help them focus their talents on patients. He sees the three biggest challenges facing DSOs as: developing and maintaining a win-win culture for patients, providers and the business; meaningfully lowering their cost to serve.; and expanding their base of services both geographically and vertically, such as adding procedures and technologies into long-standing workflows. Bilt also discusses strategies to attract recent dental students, how he sees recent graduates react to DSOs, as well as markets of interest. He says Smile Brands and One Smile tend to favor larger designated market areas, saying that they add a new practice every three to five days through both building and buying.

Becker's Dental + DSO Review on Oct. 14, 2019

Dental Care Alliance VP says DSOs need to overcome cultural integration, state regulation

Ryan Zeman, VP of business development at Dental Care Alliance, a DSO supporting more than 300 affiliated dental practices in 18 states, discussed where the greatest opportunities are for DSOs as well as the potential for consolidation. Zeman says he doesn't foresee large DSOs buying mid-sized DSOs on a large scale, aside from immature DSOs getting acquired. He also expects teledentistry to only have a minor impact on helping determine if something is really an emergency. He says the three major challenges facing DSOs are cultural integration, continued performance after integration, and state regulation.

Becker's Dental + DSO Review on Aug. 9, 2019

U.S. Oral Surgery Management expands into Minnesota market

Texas-based U.S. Oral Surgery Management partnered with Minn.-based Dakota Valley Oral and Maxillofacial Surgery, which has five locations in the Minneapolis area and six surgeons. The oral surgeons specialize in pain control and have training in anesthesia. USOSM now has 17 partner groups throughout Texas, Colorado, Georgia, Tennessee and Minnesota. The new partnership means it now supports 69 oral and maxillofacial surgeons and 51 locations.

U.S. Oral Surgery Management on Oct. 15, 2019

DSO veteran says operational success requires communication between operational, clinical sides

Dr. Bryan Tim Marshall, Director of Business Development and Chief Dental Officer at Birner Dental Management, explains that the proper operational set-up leads to long term financial success, but says the challenge with DSOs is that the industry is still new, performance indicators are evolving, processes are improvised and experimental, and talented leadership is often scarce. His article explores a basic outline to design and implement a basic operational set up that will support financial success and the company's growth. Marshall contends that operations and clinical go hand-in-hand, and that clinical needs to understand the goals and objectives of the operations and buy into it. He adds that clinical representation at the C-suite level translates into clear communication lines between the operational team and the clinicians. He also points to the importance of constant training, follow up and evaluation of the operational team, all of which require consistent Standard Operating Procedures (SOPs). Marshall adds that communication is also key to operational success, saying that the C-suite needs to develop tools and procedures to convey its strategic vision.

GroupDentistryNow on Aug. 21, 2019

SDM launches BI tool, plans expansion in DSO market

Rutherford, N.J.-based SDM Northcoast launched a web-based business intelligence tool to help customers access dental industry data. Users will be able to ask questions and analyze 119 million lines of dental industry data in 348 dental consumable product categories. Each customer will be offered an unlimited number of users to access the system, and each user can each build customized dashboards of information that will update automatically as new data arrives in the portal. In 2020, SDM Northcoast intends to expand its market data and analysis to include the U.S. and Canadian dental equipment market, the Canadian dental consumable market, and the DSO market segment.

Yahoo! Finance on Oct. 30, 2019

1. Dental Service Organization News *(continued)*

Beacon Dental Partners CEO discusses why dentists should consider DSOs

Abhishek Jain, CEO of Mass.-based DSO Beacon Dental Partners, was interviewed by Enterprise Radio to discuss several topics, including his entrepreneurial background, what led him to build a DSO, why DSOs have risen in popularity, why dentists sell or partner with a DSO, and what should dentists look for in a DSO partner. Prior to Beacon Dental Partners, Jain founded TiE Angels Boston, which invests in start-ups in Series A rounds.

Enterprise Podcast Network on Oct. 31, 2019

NADG partner Dr. Choksey discusses benefits of DSO affiliation

In this interview with *DSO News*, North American Dental Group (NADG) partner Dr. Alap Choksey says he decided to transition his practice to NADG in 2012 to gain access a full suite of back office functions. He says the affiliation was prompted by having a similar vision and alignment with like-minded individuals to create a best in class organization. Dr. Choksey says his practice was the first group practice to affiliate with NADG with no precedence to work from. He credits NADG's culture as the backbone and differentiator for the organization, including a culture of inclusivity, partnerships (professional and financial), collaboration and mutual respect with colleagues. He points to having a centralized support team, being a doctor-centric organization and allowing group-founder partners to continue growing their respective regional footprint via a joint venture model as the top three benefits of affiliating with NADG. Choksey also discusses common misconceptions of the DSO model and benefits of affiliating with a DSO.

DSO News on Sept.25, 2019

2. Mergers and Acquisitions

[North American Dental Group Partnered with Jacobs Holding](#)

Zurich-based investment firm Jacobs Holding reached an agreement with Abry Partners, The Riverside Company and North American Dental Group (NADG) co-founders Ken Cooper and Dr. Andrew Matta to acquire the dental group. The founding partners and the company's dentist partners will retain an equity position and remain engaged in the expansion across the U.S. NADG will complement Colosseum Dental Group (CDG), a European dental care provider majority-owned by Jacobs Holding. NADG and CDG will have combined annual revenues of more than \$900 million and more than 450 practices.

Related:

[Jacobs Holding's acquisition of North American Dental Group](#)—Global Legal Chronicle

[Jacobs Holding to acquire NADG](#)—PE Hub

[Riverside and Abry exit NADG](#)—PE Hub

[Swiss firm to buy North American Dental Group](#)—Smart Business Dealmakers

[North American Dental Group to be acquired by Jacobs Holding](#)—GroupDentistryNow

[Investment firm acquires North American Dental Group](#)—Becker's Dental + DSO Review

North American Dental Group on Aug. 19, 2019

[North American Dental Group to stay in Pa. city despite partnership with Jacobs Holding](#)

North American Dental Group (NADG) won't be leaving New Castle, Pa., following its partnership with Switzerland-based investment firm Jacobs Holding, according to co-founder Dr. Andrew Matta. Jacobs Holding reached an agreement with Abry Partners and The Riverside Company, NADG's former private equity sponsors, as well as NADG co-founders Ken Cooper and Matta to acquire the dental group. Matta said NADG will continue to have headquarters in New Castle. He added that the same individuals and executives and managers will continue to lead and operate the company. New Castle Mayor Anthony Mastrangelo said he heard 100 employees would be based in New Castle and that another 50 will be added.

Related:

[In financially distressed New Castle, a changing of the guard renews hope](#)—Pittsburgh

Post-Gazette

New Castle News on Aug. 30, 2019

[Mid-Atlantic Dental Partners buys Texas DSO DentalOne from Dental Investments](#)

Penn.-based DSO Mid-Atlantic Dental Partners acquired Texas-based DentalOne Partners from Dental Investments in an all-cash deal. Terms weren't disclosed. DentalOne has 150 affiliated offices across 13 states and 27 markets. The acquisition boosts Mid-Atlantic's affiliated offices to more than 240 operating in 18 states.

Related:

[New acquisition creates one of the largest U.S. DSOs](#)—GroupDentistryNow

Philadelphia Business Journal on Oct. 21, 2019

2. Mergers and Acquisitions *(continued)*

Four Minn. dentists merge practices to create dental group

Four Minnesota dentists have formed their own dental group, Mosaic Dental, headquartered in Burnsville. The dental group was formed from practices in Apple Valley and Eagan. The agreement sees each dentist retain ownership of their practice but will use the group to leverage resources given to larger organizations.

Sun This Week on Sept. 27, 2019

Four specialty dental groups in Wash., Ore. merge to create DSO

Aligned Dental Partners (ADP), a consulting and advisory firm to emerging dental groups and DSOs, helped established PiP Pediatrics and Orthodontics, which merges four dental groups in Washington and Oregon. The Seattle-based DSO was formed with seven founding partners, and the doctor-owned, doctor-led company will operate 12 dental practices and provide pediatric and orthodontic services in the area. PiP aims to grow strategically in both Washington and Oregon. The company will offer operational and management support to the affiliated dental practices in non-clinical aspects of dentistry, such as staffing, HR, patient scheduling, billing and collections, financial reporting and analysis, and marketing.

GroupDentistryNow on Aug. 7, 2019

ArchiMed sells dental group Primo to Aksia

ArchiMed exited Italian dental group Primo, delivering a return of three times to investors. ArchiMed said the sale to Italian private equity firm Aksia represents an internal rate of return of 36%. In 2018, Primo made €20 million in sales and had about 40 clinics. Before ArchiMed's acquisition in 2015, the dental group had 10 clinics.

Private Equity News on Oct. 14, 2019

PE-owned Deca Dental acquires Fla. DSO Bright Smiles, eyes acquisitions in new geographies

Fla.-based private equity firm Blue Sea Capital announced that its portfolio company, Deca Dental, acquired Bright Smiles of Coral Springs, its first strategic expansion outside the state of Texas. Bright Smiles is a DSO in the south Florida market, and will continue to operate under the Bright Smiles brand.

Blue Sea Capital on Sep. 11, 2019

Affinity expands New England presence by added Conn.-based practice

Affinity Dental Management (ADM), a DSO serving practices across Massachusetts, Connecticut and Vermont, added Conn.-based Preferred Dental of Cromwell to its growing platform. ADM, which was acquired by private equity firm MidOcean Partners in 2017, has grown from a few endodontic locations into a multispecialty DSO with 28 locations in those three states. Twenty-two of the practices are specialty practices: endo, ortho, and perio. The addition of Preferred Dental of Cromwell expands Affinity's presence in the Connecticut market and in general dentistry.

GroupDentistryNow on July 31, 2019

Affinity acquires N.Y. oral surgery practice to multi-specialty platform

Affinity Dental Management, a Mass.-based DSO, acquired N.Y.-based Capital District Oral & Maxillofacial Surgeons to its platform. Financial terms weren't disclosed. Capital District offers oral and maxillofacial surgery services. Affinity is owned by private equity firm MidOcean Partners.

MidOcean Partners on Sep. 20, 2019

Chicagoland Smile Group adds Winnetka Dental Arts to its network

Chicagoland Smile Group (CSG), a portfolio company of Shore Capital Partners, added Winnetka Dental Arts to its network of affiliated practices. CSG provides practice management services to its partner locations. The partnership with Winnetka Dental Arts brings CSG's clinic count to 24 in the Chicago area. CSG said it's seeking additional dental office partnerships in the Midwest and is backed by Shore Capital Partners' \$112.5 million Fund I to support its growth. Its network features nearly 400 team members, with plans to make upwards of 100 additional hires in the coming year.

Chicagoland Smile Group on Oct. 30, 2019

Mandelbaum Salsburg launches book on how entrepreneurs can navigate dental practice transitions

Mandelbaum Salsburg released *Buy Sell Merge: How to Navigate Successful Dental Practice Transitions for the Entrepreneurial Dentist*, written by CEO Bill Barrett with shareholder Casey Gocel. The book details the process of closing a dental practice transaction in an effective, ethical and successful manner. The book focuses on the marketplace and how dentists can take advantage of it, how to have successful deals, avoid common pitfalls, use one's entrepreneurial spirit to achieve their goals. Barrett is the law firm's CEO, a corporate attorney and chair of the firm's National Dental Law Center.

Mandelbaum Salsburg on Sep. 24, 2019

PE-backed Light Wave Dental Management adds N.C. dental group

Woodbridge, Va.'s Light Wave Dental Management, which is backed by PE firm Alpine Investors, added Fayetteville, N.C.-based CarolinasDentist to its portfolio of affiliated dental groups and practices. CarolinasDentist counts seven dental practices and will continue to operate under its own brand name. With the addition, Lightwave now has 30 supported practices.

Becker's Dental + DSO Review on Sept. 25, 2019

Align Technology partners with Zimmer Biomet Dental

San Jose, Calif.-based Align Technology, a manufacturer of 3D digital scanners and clear aligners for orthodontics, is partnering with Zimmer Biomet Dental to increase the prevalence of its intraoral scanners. The distribution agreement gives Align access to Zimmer's global salesforce and network of dental clinicians and labs. The partnership also offers Zimmer Biomet Dental customers Invisalign clear aligners through the iTero platform, creating an interdisciplinary treatment approach.

Becker's Dental + DSO Review on Sept. 20, 2019

2. Mergers and Acquisitions *(continued)*

Mass.-based Convergent Dental signs distribution agreement with Henry Schein

The developer of the Solea dental laser, Convergent Dental, partnered with Melville, N.Y.-based Henry Schein, a company that services more than one million customers globally. Through the distribution agreement, Convergent Dental hopes to provide dental practices across the U.S. with access to Solea, a computer-aided, all-tissue dental laser system.

Becker's Dental + DSO Review on Sept. 5, 2019

New York based ProHEALTH Dental affiliates with medical practice

Dental service provider ProHEALTH Dental entered into a clinical affiliation with Westchester, N.Y.-based Westmed Medical Group, a multi-specialty medical practice. The deal with Westmed will be the fourth clinical partnership for ProHEALTH Dental and expands its reach to over 2 million patients.

Becker's Dental + DSO Review on Aug. 15, 2019

Dental Intelligence acquires online scheduling developer

Pleasant Grove, Utah-based software company Dental Intelligence acquired LocalMed, a company that developed a real-time, online appointment scheduling solution for dentists and patients. Dental Intelligence plans to integrate LocalMed's tools to find and reach patients who have no scheduled appointments with dentists. Both companies will continue to operate independently.

Becker's Dental + DSO Review on Aug. 8, 2019

Henry Schein acquires dental distributor Cliniclands

Melville, N.Y.-based Henry Schein acquire a majority stake in Cliniclands, a dental distributor that serves practices in Sweden, Denmark and Norway. Cliniclands had sales of approximately \$9.5 million for FY 2018 (ended March 31). With the acquisition, Henry Schein now operates in 32 countries around the world.

Henry Schein on Aug. 5, 2019

3. Private Equity

Danaher's dental business raises \$589M in IPO

Calif.-based Envista, the dental branch of Danaher, raised \$589 million in its IPO. The company began trading on the NYSE with the symbol NVST on Sept. 18. Valued at \$3.4 billion in the IPO based on outstanding shares, Envista plans to use the funding to pay Danaher for the dental business. After the deal, Danaher will retain 83% of the voting power in the company.

Bloomberg on Sept. 17, 2019

INBRACE makers raise \$45M to commercialize invisible braces

Irvine, Calif.-based Swift Health Systems, the makers of INBRACE, raised \$45 million in a third round of funding for the commercialization of invisible braces. Funding was led by Vivo Capital, Novo Holdings and venBio Partners, bringing the total raised to more than \$70 million. The latest funds will be used to expand commercial availability through orthodontist onboarding and training, increased sales and marketing resources and demand generation programs for providers.

Swift Health Systems on Oct. 8, 2019

Viper Equity Partners involved in five-location dental practice to DSO 42 North Dental

Fla.-based private equity firm Viper Equity Partners of Palm Beach was involved in the sale of All Dental, a five-office dental practice, to 42 North Dental, a DSO supporting over a dozen practice brands in over 60 New England locations and backed by Audax Private Equity. All Dental's partnered practices will continue to operate under existing names in the Western Boston region. The PE firm also works with Aligned Dental Partners to support groups of dental practices seeking to integrate or join forces prior to going to market.

Viper Equity Partners on Aug. 15, 2019

Florida-based equity firm celebrates launch with DSO deal

Viper Equity Partners celebrated its Q4 launch with the close of a well-reputed rural practice outside of Atlanta to a DSO based in the Midwest. The deal marks the beginning of what Viper sees as niche value-creation plays around market-saturated cities, where incumbent single-office rural leaders reign with limited competition or when pediatric or orthodontic Medicaid can bring unexpected advantage in multi-office spreads. Viper looks to support expansions and market entries into Southern and East Coast dental markets for U.S.- and Canadian-based DSOs backed by private equity and family offices. Viper was anticipating over 20 letters of intent and a handful of sealed deals before Christmas.

Yahoo! Finance on Oct. 15, 2019

3. Private Equity *(continued)*

Delta Dental participates in \$28M funding round for cloud-based management tool CareStack

CareStack, a cloud-based management tool for the dental industry, landed \$28 million in new funding in a round led by Steadview Capital and Delta Dental of California. The news comes roughly a year after the dental-focused startup announced a \$16-million raise to open a new technology development office in Cambridge, Mass. The funds also will be used for automation and to expand offerings to dental practices with multiple locations. The company focuses on workforce and clinical management for dental practices. The platform includes access to a patient portal, scheduling capabilities, business analytics, claims data, billing information, charting and patient engagement tools.

MobilHealthNews on Oct. 1, 2019

Riverdale Healthcare acquires U.K. dental practice for undisclosed amount

U.K.-based Riverdale Healthcare, an investment group focused on dentistry, acquired Archway Dental Practice in Stokesley, England. The acquisition follows the purchase of two other local dental offices, with Riverdale Healthcare looking to expand its footprint in northeast England. Archway Dental plans to use the investment to expand its number of treatment rooms and its service offering.

Becker's Dental + DSO Review on Sept. 3, 2019

Canada's MCA Dental Group partners with PE fund with Persistence Capital Partners

Canadian DSO MCA Dental Group Limited partnered with private equity fund Persistence Capital Partners (PCP), which focuses on investing in high-growth opportunities in Canadian healthcare, and announced a new round of investment. MCA partners with Canadian dentists by providing the services and capital required to continue growing their dental practices. Terms weren't disclosed.

Related:

MCA Dental Group partners with Laval-based dentist—MCA Dental

MCA Dental on Sep. 4, 2019

Mergermarket's analysis of the dental industry finds that investors see opportunity in the space beyond the saturated DSO space, adding that there's ample room for mid-market in fragmented lab industry. The firm suggests that dental laboratory providers may be the next industry eyed by private equity investors as the fragmented space has yet to undergo major consolidation, unlike dental groups.

Dental labs prime target for consolidation, PE investors: Mergermarket

Mergermarket's analysis of the dental industry finds that investors see opportunity in the space beyond the saturated DSO space, adding that there's ample room for mid-market in fragmented lab industry. The firm suggests that dental laboratory providers may be the next industry eyed by private equity investors as the fragmented space has yet to undergo major consolidation, unlike dental groups. Mergermarket suggests that aging owners, a lack of talent, digitization trends and fiscal conservatism by dentists are driving more labs to consider M&A. Dental labs manufacture or customize prostheses products including crowns, bridges and dentures, with about 25% of the market made of companies with a handful of employees. PE firm O2 Investment Partners recently acquired Frontier Dental Laboratories, which operates in the U.S. and Canada and has invested in NuArt Dental, a Wis.-based dental lab with more than 70 employees. Analysts said investors must be willing to reinvest into marketing and new products for the acquired company to be successful. Consolidation of smaller labs will be fueled by the capital needed for training, equipment, software and the development of management, and dental labs with the technology to produce better, faster and more affordable dental lab work will be better positioned. They add that ongoing consolidation among DSOs is changing the landscape as they centralize purchasing and re-evaluate lab relationships. The four largest players in the space have less than 15% of the overall market combined.

Mergermarket on Oct. 31, 2019

4. Innovation & Future of Dental

[Oliver Wyman sees dental care as healthcare's next 'new front door'](#)

Oliver Wyman explains that technology, basic services, and mid-level practitioners can make dental care more accessible and affordable for the average person, contending that when preventive dental services become a consumer-friendly, accessible convenience more people get the dental care they need more often. The firm says taking preventive dental care from a segregated concept to a part of a patient's holistic medical journey could be facilitated with emerging dental care models that have the potential to become convenient care solutions in dentistry and help eliminate common barriers to receiving care. It suggests that dental care can have a "new front door" in healthcare where ease and convenience drive better access. It suggests that these "new front doors" will disrupt the dental practice model, and sees that as making it easier and more convenient for people to see an oral hygienist in a setting more comfortable for consumers - such as through integrating dental care in primary medical care facilities - and can help relieve some of the anxiety felt by people in relation to dental care. The "new front door" can provide more access points, more integration, more mid-level providers providing basic preventative dentistry, and more affordable alternatives to the dental office, according to Oliver Wyman.

Oliver Wyman on Aug. 28, 2019

[Dental startup Tend has former SmileDirectClub CEO at its helm, focusing on CX](#)

Dental care startup [Tend](#), which raised \$36 million in seed and Series A funding led by Redpoint Ventures, aims to reinvent the dentist's office through tech-heavy dental "studios" that "prioritize" patient comfort by offering "Netflix in your chair" and Bose headphones. Investors in the startup include Tom Lee, founder and former CEO of One Medical, Neil Blumenthal and Dave Gilboa of Warby Parker; Zach Weinberg of Flatiron Health; and Bradley Tusk of Tusk Ventures. Tend's co-founder and CEO is Doug Hudson, who served as CEO of SmileDirectClub for three-and-a-half years.

Related:

[From Netflix to digital scans, startups want to make the dentist suck less](#)—Fast Company
[Dentistry startup with \\$36M in funding opens 1st location](#)—Becker's Dental + DSO Review

TechCrunch on Oct. 10, 2019

[Startup Tend reimagines the dental experience by focusing on wellness model](#)

New York-based [Tend](#) opened its first dental office in Manhattan in October with a goal to reinvent the patient experience. It aims to make the dental experience more patient-friendly and financially transparent. Patients can complete forms online and know their out-of-pocket contribution before the visit, while Tend is taking a value-based approach towards paying their dentists a salary plus bonuses instead of compensating them based on procedural volume. Tend will add other elements such as taking blood pressure to identify patients with undiagnosed hypertension. They are also talking with patients about smoking and diabetes, which both contribute to dental disease. Tend plans to open other locations in New York City, with the hope of having eight to 10 offices in and around New York, with possible locations in other cities.

MedCityNews on Oct. 27, 2019

[Dental practices can use AI to boost revenue by 25%: report](#)

Althority contends that dentists and office managers can increase their practices revenue by 25% through the use of various artificial intelligence tools. AI-based technology can be used to diagnose patients quicker and more accurately, as well as to identify the underlying issues patients are suffering to help dentists make evidence-based decisions. *Althority* says different types of AI are being used to improve the patient experience. Some tools can send appointment reminders to patients, while others create patient-specific treatment plans. It points to Glidwell, Dentem, Peal, Dentistry.ai, Orca, Promaton, Cellmatiq, Denti, Nocois and Videahealth as key companies developing AI tools for dentists.

Althority on Sep. 27, 2019

[DentaVox survey finds 78% of patients likely to use teledentistry](#)

A DentaVox survey finds patients are optimistic about the use of virtual dental care through telehealth services, with 78% believing they'll likely use it within the next five years. The survey of patient views on teledentistry shows over 60% specify availability as a key factor, suggesting that demand for virtual dental care goes beyond underserved communities and progressive dentists in urban areas can respond to this new opportunity. Half of respondents believe diagnosis and risk assessment can be addressed successfully by teledentistry, while 55% believe specific groups would benefit the most from teledentistry, such as working people, children and individuals with disabilities.

Related:

[78% of patients likely to use virtual dental care, survey finds](#)—mHealthIntelligence

DentaVox on Oct. 23, 2019

[VideaHealth raises \\$5.M to use AI in dentistry](#)

VideaHealth is a startup that uses AI to improve dentistry. Its CEO is Florian Hillen, an MIT and Harvard-educated researcher who had been doing research in machine learning and image recognition who in turn wanted to apply that research to dentistry. Since launching the company, investors include Zetta Venture Partners, Pillar and MIT's Delta V, which invested in its most recent \$5.4-million seed financing. The startup collaborates with dental clinics across the U.S. through partnerships with organizations like Heartland Dental. It has seven employees and aims to use the cash to hire broadly and for further research and development.

TechCrunch on Sep. 25, 2019

[Walmart tests dentistry and mental care as it moves deeper into primary health](#)

Walmart's expansion into the primary care and mental health market led to it opening a clinic called Walmart Health in Dallas, Ga. The Walmart Health branding allows patients to set up appointments as it pilots a clinic model to give patients access to comprehensive and low-cost primary care, dental, counseling, labs, X-rays and audiology, among other services. *GroupDentistryNow* [reports](#) the clinic will provide low, transparent pricing for health services for families, regardless of insurance status. A child can get an annual primary care check-up for \$20, lab tests start at \$10, and teeth cleaning for adults is \$25, regardless of insurance status.

CNBC on Aug. 29, 2019

4. Innovation & Future of Dental *(continued)*

Walmart names former DSO executive to lead dental unit

Walmart appointed its first head of dentistry, Dr. Roshan Parikh, as part of its efforts to open health centers that will include dental clinics. Dr. Parikh will lead a model focused on dental medical integration and increasing access to care. Dental is part of Walmart Health's overall investment in health and wellness, which also includes primary care, hearing, counseling, labs and optometry. Dr. Parikh will refine the long-term strategy to grow their focus in dentistry, working with Merchandising and Operations to build the right approach to serve customers. Previously, he led Chicagoland Smile Group, a 20+ network of multi-specialty dental group practices with more than 75 dentists and dental specialists. He also founded the dental consulting firm DSO Strategy to help entrepreneurial dentists strategize a growth plan for their dental group practices.

GroupDentistryNow on Oct. 31, 2019

Sam's Club launches pilot to offer members discounts on routine healthcare they might delay, skip due to cost

Starting next month, Sam's Club members in Mich., Pa. and N.C. will be able to buy bundles of healthcare services that include discounted dental care, free prescriptions for certain generic medications and telehealth consultations. Fees range from \$50 for individuals to \$240 for up to six family members. The pilot program could potentially expand to all states. Sam's Club says its program is designed to cater to individuals, business owners and families who are delaying or skipping basic care because of high deductibles.

AP News on Sep. 25, 2019

Intermountain Healthcare integrates dental care into preventative primary care model

Utah's Intermountain Healthcare partnered with Burg Children's Dentistry, a local dental group, to integrate dental care into its preventive primary care model. The health system teamed up with the Murray, Utah-based group to bring dental care to 14 locations across the state. Intermountain's pediatricians and family medicine physicians will work with Burg's 18 dentists to coordinate care.

Intermountain Healthcare on Aug. 1, 2019

Midwest Dental to implement CareStack's cloud-based system across 230 offices

Wis.-based Midwest Dental, which has 230 offices, partnered with CareStack to pilot the latter's practice management system. CareStack's cloud-based system aims to help dental offices manage clinical and financial operations. The platform includes patient engagement tools, including automated reminders and confirmations. Once the pilot wraps up, Midwest Dental plans to deploy the software to all of its offices during 2020.

Becker's Dental + DSO Review on Sep. 4, 2019

HENRY The Dentist rolls out 'HENRY In The Boardroom' on-site offering for New York employers

HENRY The Dentist (HENRY), which brings dental services on-site to large employers, has expanded into Manhattan with the launch of HENRY In The Boardroom delivery model, which is designed for offices in dense cities. The approach creates a full-service dental pop-up that transforms a meeting room into a dental suite. The offering sees a full medical team offer employees a convenient way to use their in-network dental benefits, with services include cleanings, fillings, Invisalign and professional teeth whitening. There is no cost to bring HENRY In The Boardroom on-site and services are in-network with all major insurance carriers. HENRY says patients using the service receive Bose noise cancelling headphones, iPads with Netflix and HBO. HENRY currently provides on-site dental services to over 100 companies throughout New Jersey, Pennsylvania, Georgia and New York.

HENRY The Dentist on Oct. 30, 2019

Smile Brands earns recognition for culture, workplace environment

Smile Brands received the 2019 Gold Stevie Award for Health Products & Services Employer of the Year for the second consecutive year. Judges applauded Smile Brands for its positive company culture. The list of winners can be seen [here](#).

Smile Brands on Sep. 23, 2019

States increasingly move to allow dental therapists to close care gaps in rural areas

Several states passed laws authorizing dental therapists, which perform basic procedures and leave the more complex work to dentists. States are beginning to see the value to provide dental care for people living in rural areas, where dentists are few and far between and residents often are poor and lack dental coverage. Dentists and their lobby have battled legislatures on efforts to allow therapists to provide services such as filling teeth, attaching temporary crowns, and extracting loose or diseased teeth. As of August, only four states allowed dental therapists: Oregon, Washington, Alaska and Minnesota. Several other states have also passed laws authorizing dental therapists, including Nev., Conn., Mich., N.M., Ariz., Idaho, Mont., Me., Vt., and Mass. However, the states must also find ways to train dental therapists. Only Alaska and Minnesota have educational programs, and they aren't accredited. Vermont aims to set up a dental therapy program with distance-learning options for launch in fall 2021.

The Associated Press on Aug. 18, 2019

Anthem Blue Cross releases patient health history solution

Anthem Blue Cross launched a tool that gives dentists access to integrated patient health histories as a way to better manage patients' chronic conditions, increase early detection, improve patient outcomes and reduce employers' costs. Anthem's Dental Patient Health History tool allows dentists to access patients' prescription medications, medical diagnosis, care gap alerts and lab test results. The hope is that dentists will be able to identify new or existing health risks, including oral cancer, diabetes, autoimmune conditions or medication side effects. Anthem dentists who are part of the insurer's preferred provider organization can access the tool.

Anthem Blue Cross on Aug. 7, 2019

4. Innovation & Future of Dental *(continued)*

[Delta Dental of Michigan adopts platform from NovoDynamic to automate reviewing claims](#)

Delta Dental of Michigan will integrate NovoDynamics' NovoHealth Dental platform into its claims processing system, following an 18-month pilot. The system assesses dental insurance claims submitted to the insurer and can detect anomalous claims. It also analyzes claim-related files such as radiographs, photos, periodontal charts and scanned documents.

NovoDynamics on Oct. 22, 2019

[Care Overseas offering dental tourists travel features](#)

The growing popularity of dental tourism is leading some companies to offer patients new features, such as airfare and tourist activities. [Care Overseas](#), which has dental practices in Costa Rica, works with U.S. patients to develop treatment plans and find a dental clinic and dentist in Costa Rica. It also provides patients with quotes for the prices of services. Once the treatment plan is finalized, Care Overseas helps patients plan their trip by offering airfare, hotel stay and tourist activities to improve their experiences.

Related:

[Americans crossing Mexican border for cheaper dental care](#)—Becker's Dental + DSO Review

Becker's Dental + DSO Review on Oct. 21, 2019

[Florida dental practice using therapy dog to comfort pediatric patients](#)

A pediatric dentist in southwest Florida is offering patients a therapy dog at all dental appointments. The dentist brings her therapy dog to all three Pediatric Dentistry locations to offer anxious patients comfort while visiting the dentist. Pediatric Dentistry has offices in Bonita Springs, Cape Coral, and Port Charlotte, Fla.

NBC2 on Oct. 21, 2019

[Boston University becomes first dental school to implement robotic devices for dental implant surgeries](#)

Boston University's Henry M. Goldman School of Dental Medicine will install and use two surgical robotic devices for dental implant surgeries. The device, called Yomi, was developed by Neocis, a Fla.-based healthcare startup. It uses 3D scans of the patient's mouth to allow the dentist to create a virtual plan for placing dental implants. Yomi then uses physical cues to execute the plan, while adjusting for mid-procedure changes.

Neocis on Oct. 9, 2019

[New York dental college trains students for the innovations and techniques of the 'world of 2030'](#)

The Touro College of Dental Medicine at New York Medical College is training students with some of the latest dental innovations and techniques. The program trains students to use digital scanners and 3D printers for same-day crown replacements, as well as lasers that remove the need for anesthetic and digital tools for detecting oral cancer. The college says its plan is to address the practice world of 2030.

New York Times on Oct. 11, 2019

Connecticut dentist helping other practices scale business through social media marketing

Entrepreneur and dentist Anissa Holmes, DMD, launched Delivering Wow to help dentists scale their practices by 30% to 50% annually. The approach uses social media marketing to help dentists grow their practices by using funnels, Facebook ads and coaching services.

CT Post on Aug. 6, 2019

Biolase gets FDA approval for dental laser to remove crowns, veneers

Biolase's Waterlase dental lasers received regulatory approval in the U.S. and Canada for crown and veneer removal. The Waterlase laser is designed to remove crowns and veneer in under five minutes, and to eliminate excess heat and, in some cases, allow for crowns and veneers reuse. Biolase has sold 38,900 laser systems in over 90 countries.

Biolase on Oct. 15, 2019

Oral-B launches GENIUS X power brush that uses AI to improve brushing

Oral-B launched [GENIUS X](#), a toothbrush that employs AI and aims to help users brush for the right amount of time without too much pressure regardless of their individual brushing style. Oral-B developed an algorithm from more than 2,000 brushing sessions to gather insights into brushing behaviors. The GENIUS X power brush can be used with a connected app that offers personalized feedback on the regions of the mouth that require additional attention. The brush head has a three-movement combination to remove plaque: oscillate, rotate and pulsate. It comes with a travel case that charges both the brush and a USB device, such as a smartphone.

Procter & Gamble on Oct. 25, 2019

Crest launches gum and sensitivity toothpaste

Crest has expanded its line of gum health-focused toothpastes with the launch of Crest Gum and Sensitivity, which targets the gum line to provide clinically healthier gums and sensitivity relief. Crest Gum and Sensitivity uses stannous fluoride to target the gum line to help neutralize plaque bacteria. Crest Gum and Sensitivity is available in All Day Protection, Gentle Whitening and Refreshing Mint.

Procter & Gamble on Aug. 5, 2019

ARC launches teeth whitening system that includes blue light device

ARC has launched a teeth whitening system, the ARC Blue Light Teeth Whitening Kit, that includes ARC whitening treatments and an ARC Blue Light device. The company claims it can produce noticeable whitening within three consecutive days of 30-minute use, and professional-level whitening results after use of the full kit.

ARC on Aug. 7, 2019

4. Innovation & Future of Dental *(continued)*

Dentsply Sirona, Carbon launch Lucitone Digital Print Denture workflow and material system

Dentsply Sirona, a manufacturer of professional dental products and technologies, partnered with digital manufacturing company Carbon to launch the Lucitone Digital Print Denture workflow and material system for the Carbon M-Series 3D printers. The digitally produced dentures with Dentsply Sirona material aims to change digital dentistry in terms of strength, aesthetics and laboratory efficiency for 3D printed dentures. The system is intended to be used in cases of complete single arch denture over existing dentition (one arch), and full-over-full dentures (two arches).

Carbon on Sep. 10, 2019

Floss Bar, tab32 mark two-year milestone of relationship for on-site clinics, cloud-based platform

Floss Bar and tab32 contends that Floss Bar is at the forefront of the mobile dentistry market with a technology platform to “to orchestrate patients and providers in what is a multi-state and multi-location model.” The companies say this requires flexible software to support both mobile and fixed-practice delivery models for clinicians who are on the road and in the office. tab32’s practice management cloud platform aims to serve dental practices offering mobile services, serving employees of over 100 corporate locations across the U.S. Floss Bar offers portable units and vehicles for companies small and large all over the contiguous U.S. & Ireland, providing routine preventative care (cleanings & x-rays + whitening services) plus options for advanced care.

Floss Bar on Sep. 10, 2019

5. Dental Practice News

Delta Dental hit with wave of alleged antitrust suits challenging insurer network

Delta Dental Plans Association was hit with a wave of alleged antitrust lawsuits accusing it of conspiring with independent affiliates to divide the country into 39 geographic markets. The scheme has freed Delta-linked insurers from having to compete against one another and given them a common mechanism for rigging the dental reimbursement market, according to seven proposed class actions brought by separate dental practices. The cases were filed in the U.S. District Court for the Northern District of Illinois.

Bloomberg Law on Oct. 15, 2019

Village Family Dental COO sees challenges with reimbursement, DSO competition

Virginia Jones, COO of large N.C.-based dentist-owned group practice Village Family Dental, says DSOs are beginning to open practices in nearby areas, but stresses the importance of focusing on unique services and showing differentiation. In an interview discussing trends in the dental market, as well as how private practices can work to attract patients, Jones says reimbursements continue to get more difficult as her practice remains out of network for most carriers. She adds that she sees positives and negatives in private equity entering the space: PE creates the risk of focusing on profits at the expense of the patient, but provides ownership opportunities to dentists, bring economies of scale and buying power. Jones says the main resource for new patients remains word of mouth and adds that the practice's biggest competitor is the large DSO that's starting to locate within its geographical area.

Becker's Dental + DSO Review on Aug. 5, 2019

Survey indicates 66% of dentists consider dental care too expensive

DentaQuest and KRC surveyed 2,300 individuals, including dentists, patients and administrators, to gain insight into the struggles Americans face when seeking out dental care. While oral health is a primary concern for patients, three-quarters of Americans reported having barriers to obtain dental care, mainly citing cost of service (52%) and lack of insurance (31%). Patients said dental care is expensive (70%), scary (32%), confusing (28%) and inconvenient (27%). Most dentists (98%) and physicians (96%) agree that access to preventive dentistry is key for improving overall health. Meanwhile, more than half of employers are interested in implementing value-based care models that prioritize healthy outcomes.

Becker's Dental + DSO Review on Sept. 23, 2019

Survey indicates dental assistant performance contributes to patient adherence, dentist burnout

The DALE Foundation surveyed 3,000 dentists, dental office managers, dental hygienists and dental assistants to determine how valuable dental assistants were to dentists. The survey was sponsored by Benco Dental and Henry Schein. Of the respondents, 86% said dental assistants help prevent dentists' burnout. Additionally, 98% said dental assistants contribute to team synergy. Around 91% of dentists and dental office managers said dental assistants make it more likely that a patient will accept a dentist's treatment plan, while 97% said dental assistants contribute to patient retention.

Becker's Dental + DSO Review on Sept. 9, 2019

5. Dental Practice News *(continued)*

Survey reveals 43% of patients choose dentist based on online reviews

A survey conducted by IronMonk, a digital marketing agency, asked 1,500 Americans how they choose a dentist or a dental clinic when doing a Google search. Along with looking at online reviews, 19.4% of respondents said they chose the dentist that's closest to them. Another 18.4% said they selected the top ranked dentist within the search result. Of those surveyed, 14.4% chose the cheapest dentist, while 4.5% chose the dentist with the best-looking website. *IronMonk Solutions* on Aug. 27, 2019

Dental practice management company to discontinue server-based services

MOGO will discontinue support for its server-based version system. Dentists and practices that used the server-based system can continue to run the MOGO system. However, MOGO will disable online services, such as electronic reminders and claims, at the end of the year. MOGO recommends dentists and customers visit its website to determine if their internet is compatible with its cloud-based practice management system.

Becker's Dental + DSO Review on Aug. 5, 2019

Delta Dental of California and affiliates supply treatment service through Virtudent to increase access to preventive oral care

Delta Dental of California announced a new treatment service through Virtudent for more convenient customer access to diagnostic and preventive dental care to maintain better oral health. Customers in select regions of New York, Pennsylvania and Texas will have the opportunity to receive oral healthcare at their workplace. The offering brings the diagnostic and preventive services typically performed at a dentist's office, including a complete oral health exam, cleaning and X-rays, to the patient's workplace. The service is intended to help patients stay healthier and promote preventive oral health by reducing barriers to care and the possibility of more costly and time-consuming procedures.

Delta Dental on Sept. 16, 2019

ADA adopts dental anesthesiology as recognized specialty

The American Dental Association voted to adopt dental anesthesiology as the 10th recognized dental specialty. Dental anesthesiology specialty educators will be able to emphasize pain and anxiety control in clinical practice. The three-year dental anesthesiologist residency program will train anesthesiologists to care for patients with special healthcare needs and pediatric populations. Program graduates will be eligible for a general anesthesia permit from any state dental board.

Becker's Dental + DSO Review on Sept. 18, 2019

Dentist among top paying jobs in U.S.

Glassdoor reported on the top earning positions in the U.S. based on company salary reviews left between July 1, 2018, and June 30, 2019. With salaries ranging from \$193,416 and \$109,809, the top 10 highest paying jobs included physician, pharmacy manager, dentist, pharmacist, enterprise architect, corporate counsel, software engineering manager, physician assistant, corporate controller and software development manager.

Becker's Dental + DSO Review on Sept. 18, 2019

ADHA partners with Walgreens, Johnson & Johnson

In celebration of National Dental Hygiene Month, ADHA is launching its first national campaign with Walgreens and Listerine. The campaign will be advertised online, in print, on Pandora radio and in more than 5,000 Walgreens locations. ADHA members will also receive Listerine coupons to share with patients and could win cash prizes in a selfie contest. ADHA encourages dental hygienists to post a selfie in front of a Walgreens campaign display with the hashtags #DotheSwish and #NDHM2019 to enter the contest.

Becker's Dental + DSO Review on Sept. 18, 2019

Dentists obligated to inform patients on vaccines, U.S. assistant surgeon general says

As opioid addiction, vaping and oral cancers rise, oral health is of high importance. About 23 million people see a dentist, but don't see a primary care physician, making dentists the only contact for medical issues, according to Dr. Timothy Ricks, DDS, chief dental officer of the U.S. Public Health Service and U.S. assistant surgeon general. He told University of Tennessee Health Science Center's College of Dentistry students that, for the first time ever, it's their responsibility to talk to patients about immunizations. The 2020 Surgeon General's report will include oral health on its own and as a byproduct of substance misuse, economic prosperity and vaccinations.

Becker's Dental + DSO Review on Oct. 8, 2019

Poor dental health linked to bowel cancer, study finds

Frequent dental visits appear to be tied to a lower risk for sessile serrated polyps (ssPs), an abnormal tissue growth associated with bowel cancer. Researchers analyzed data from 1,564 colonoscopy patients and found that patients visiting the dentist every six months had a 52% lower risk for ssPs than those who had never gone to the dentist. Patients who went to the dentist between once and twice a year had a 34% lower risk. Studies have associated periodontitis and oral bacteria with colorectal cancer tissues, but their contributions to polyp formation are still unknown.

Becker's Dental + DSO Review on Oct. 9, 2019

Delta Dental donated \$79M to community programs in 2018

In 2018, Delta Dental member companies contributed to community programs across the U.S. to improve access to oral healthcare. The \$79 million was distributed between 1,700 nationwide programs and assisted 11 million people. Approximately half of the 2018 funds were devoted to dental treatment initiatives. Delta Dental increased access to oral healthcare through direct programming and financial support of dental workforce education, treatment to underserved children and adults and expanded oral health awareness.

Becker's Dental + DSO Review on Oct. 29, 2019

Report reveals states with most and least number of dentists

Nationally, southern states have the fewest dentists per population, while Mid-Atlantic and Pacific states have the most, according to data from the [2018 U.S. Health report](#) published by the CDC's National Center for Health Statistics. Alabama, Arkansas, Mississippi, Delaware and Georgia are the states with the lowest number of dentists per 100,000 people. Washington, D.C., Massachusetts, Alaska, New Jersey and California are the states or areas with the highest number of dentists. As of June 2019, over 53 million consumers in the U.S. lived in dental health professional shortage areas.

Becker's Dental + DSO Review on Oct. 30, 2019

5. Dental Practice News *(continued)*

Medicare Advantage options for dental coverage increase, premiums fall for 2020

Nearly 600 Medicare Advantage plans were added in 2019 and average premiums declined to their lowest levels in six years at approximately 13.5% to a projected \$30 in 2020, saving beneficiaries about \$1.9 billion in premium costs. The Center for Medicare and Medicaid Services also just replaced its decade-old Medicare Plan Finder with a new Medicare Plan Finder. Currently, basic Medicare still doesn't cover dental care, except in extremely rare instances and only when dental care is an integral part of treatment for a covered healthcare procedure. Medicare Advantage plans are the only way to get coverage for dental care under Medicare. These plans are administered by private companies who contract with the Federal Government.

DentalPlans.com on Oct. 16, 2019

Texas clinic offers cancer patients free dental care

Amarillo, Texas-based Class 1 Dental is offering free dental services to cancer patients and survivors in October. With no comprehensive oral cancer screening program in the U.S., the disease has a five-year survival rate of 57%. Cancer patients and survivors who book an appointment will receive a free oral cancer screening, complete dental exam, full mouth X-rays and routine cleaning. These services can be worth nearly \$500.

Becker's Dental + DSO Review on Oct. 9, 2019

Jefferson Dental partners with Dallas Mavericks

Providers at Jefferson Dental, a large dental provider in Dallas, Texas, will now serve as the official dentists for the Dallas Mavericks, a professional basketball team. The dental group provides care to nearly 20,000 patients throughout Texas annually. The organizations will work on several community initiatives in the Dallas/Fort Worth area.

Jefferson Dental on Sep. 5, 2019

uLab Systems partners with Zendura Dental on preferred pricing for aligners, retainers

uLab Systems, which developed an orthodontic treatment planning software, partnered with Bay Materials, the makers of Zendura clear aligner and retainer materials, to provide preferred pricing of Zendura A and Zendura FLX materials to all uLab System users. The aim is to make in-office aligner creation more accessible.

uLab Systems on Sep. 23, 2019

DentaQuest Partnership awarded \$640K in grants for oral health initiatives in Q3

The DentaQuest Partnership for Oral Health Advancement invested \$640,000 in organizations across the U.S. dedicated to improving the oral health of all during Q3. In total, \$9.6 million has been awarded to-date and additional funding will be awarded through the end of the year. The grants focus on driving systems change in oral health through national and community-based initiatives and through partnerships and network development. Among the grants in Q3 was a \$300,000 investment in the Harvard School of Dental Medicine for a project to integrate nurse practitioners into dental clinic settings. For Q3, 20 organizations across 14 states received grants.

DentaQuest Partnership for Oral Health Advancement on Oct. 31, 2019

Kansas City University secures \$30M for dental school

Kansas City University of Medicine and Biosciences secured \$30 million in fundraising to develop a new dental school in Joplin, Mo. The university aims to raise \$40 million for the school. KCU pledged \$40 million of its own funds toward the school. The \$30 million in donations came from the Joplin Regional Medical School Alliance, Harry M. Cornell, a former president and CEO of Leggett & Platt, and the Sunderland Foundation, among others.

The Joplin Globe on Oct. 30, 2019

Cybersecurity

North Carolina Dental Society implements Square Clover cybersecurity program

The North Carolina Dental Society will implement N.C.-based Square Clover's Desktop Defenders Cybersecurity, a program that features an advanced network monitoring platform and a 24/7 helpdesk for security and IT support. The announcement follows multiple ransomware and cybersecurity [attacks](#) against dental practices.

Square Clover on Oct. 15, 2019

Ransomware hits hundreds of dentist offices in the U.S.

A ransomware group gained access to Wisconsin-based dental software providers The Digital Dental Record and PerCSOft, which collaborated on DDS Safe. The hackers deployed REvil (Sodinokibi) ransomware on customers' systems across the U.S, and, as a result, dentists couldn't access patient information. The companies chose to pay the ransom demands and shared a decrypter with impacted dental offices to assist companies in recovering encrypted files. This incident is the third time a hacker group compromised a managed service provider and used its infrastructure to deploy the REvil (Sodinokibi) ransomware.

ZDNet on Aug. 29, 2019

Email scammers pose as president of California Dental Association

Scammers are sending emails to dental professionals pretending to be California Dental Association President Del Brunner, DDS, asking for gift cards. There have been no reports of CDA members receiving the email. However, the association confirmed that emails are circulating among dental professionals through the state. Specific emails posing as Dr. Brunner are brief and in casual nature. The emails aren't sent from a CDA email address or Dr. Brunner's personal email.

Becker's Dental + DSO Review on Oct. 14, 2019

Alabama dental group alerts 400K patients of ransomware attack that closed practices for two weeks

Alabama-based Sarrell Dental notified 391,472 patients that their information, including names, addresses, dates of birth, Social Security numbers, health insurance information and treatment information, may have been exposed in a ransomware attack. In July 2019, employees discovered malware had been installed within its network. Sarrell Dental's technology staff deactivated the network immediately and consulted with a computer security firm to investigate the incident. The dental group had to close its 15 practices for two weeks in order to rebuild its business systems. The new systems are equipped with updated security and virus protection to prevent a similar incident from happening again. Sarrell Dental didn't find any evidence that files or patient information were copied, downloaded or removed from the network.

Becker's Dental + DSO Review on Oct. 3, 2019

5. Dental Practice News *(continued)*

Regulatory & Related

FDA to review metal implants, dental alloys safety

Following reports of adverse reactions to devices containing metal, the FDA will be evaluating metals used in implants and amalgam dental fillings to determine whether the devices are safe and effective. Current evidence suggests that some people may be more susceptible to contracting an immune or inflammatory reaction when exposed to certain metals in implanted devices. Symptoms can be limited to the region where the device is or more generalized. Reported systemic symptoms include weakness, fatigue, rash and joint or muscle pain.

Becker's Dental + DSO Review on Sept. 30, 2019

Medicare bills that would cover dental costs heads to Congress

The bills would add preventive and screening dental services, including oral exams and cleanings, under Medicare Part B. Additionally, Medicare would cover procedures such as tooth restoration and extractions, bridges, crowns, root canal treatments and implants and dentures. Beneficiaries would pay 20% of the treatment price for basic care and 50% for major treatments. The Congressional Budget Office offered a preliminary estimate of \$345 billion in government savings from 2023 through 2029 if Congress would pass an associated bill that would allow Medicare officials to negotiate prices with drug makers.

Becker's Dental + DSO Review on Oct. 29, 2019

California passes dental law regarding self-applied orthodontic treatments

On Oct. 13, 2019, California Governor Gavin Newsom signed Assembly Bill 1519 into law, granting the California Dental Board continued authority to oversee and regulate state dental services. The bill passed the California legislature with zero no votes. The bill includes major policy changes associated with the regulation of self-applied orthodontic treatments supplied via telehealth and other technological platforms.

PR Newswire on Oct. 17, 2019