



Who Do We Work For?

Corporate Branding Options

Branded House

Smile Brands becomes the single go-to-market brand for M&A and Recruiting

OR

House of Brands

Manage separate regional B2B brands

- Smile Brands
- Midwest Dental
- DecisionOne Dental
- Etc.

Branded House Advantages



- Builds on existing strength
- Increases brand awareness
- Simple and consistent messaging on our “Why?”

Simplifying Our “Why?”

 **Smiles for Everyone!**



COMPARABLY

2019

Best Company

CULTURE



COMPARABLY

2020

Best Company

HAPPINESS



OR



**Smiles
for
Everyone!**

Our “Why?”

It all starts with a smile.

Smile Brands has built a rewarding culture around Smiles for Everyone®. The simple idea that every interaction is an opportunity to create happiness.

The result is happier doctors, happier team members, and happier patients.

Employees repeatedly vote Smile Brands as one of the nation’s best places to work. Patients recommend their experiences to family and friends. Partner doctors rave about the support and peace of mind they receive from a Smile Brands transition.

When everyone wins, everyone smiles.

So Now What?



We Are the Brand – Practice Your Pitch

Each of us has a role to play in boosting awareness and affiliation with the Smile Brands brand:

- Who do we say we work for?
- How do we talk about Smile Brands?
- Where do we say it?



How do we create happiness

Providers

- "Committed to your paycheck"
- Clinical Autonomy - You know what's right for your patients
- Strong Local Mgmt and Support
Committed to Your Happiness
- Clinical Skills Enhancement / CE
- Career Advancement & Mobility
- Comprehensive benefits/Risk Mgmt
- Culture of Giving Back
- Flexibility/Work-Life Balance

Office Managers

- Career Advancement -
Company recognizes and rewards brand ambassadors
- Influential leader of practice
- Entrepreneurial approach to practice mgmt. encouraged
- Quarterly Bonus
- Patient Centric Culture
- Flexibility/ Work Life balance
- Patient Advocacy and Leadership training

Who Do We Say We Work For?

Role	Brand Affiliation
Business Support Functions (e.g., IT, Acct, RCM, RE, Marketing, CC...)	 Smile Brands
Field Operations Leadership (RD/DMO/VP/COO)	 Smile Brands
Clinical Support Functions	 Smile Brands
Practice Teams (Drs./RDH/DA/OM...)	Practice Brand
PC Presidents/Clinical Board	Practice Brand

*Email, Payroll/W-2 will change Q122

Where Do We Say It?

Brand building is about consistency. Wherever we communicate, we need to be on brand:

- Email Address
- Email Signature
- Business Cards
- Voice Mail Messages
- Personal Social Media Pages
- PowerPoint Templates
- Event Collateral
- Recruiting/M&A Communications



How To Stay “On Brand”

Even those of us who’ve been with Smile Brands for years, are not always consistent.

New Smile Brands Brand Guideline contains all the info you need

Go to: Smilebrands.com/brand to download all the brand tools you need



Brand Readiness Checklist: Email Signature

One company. One Email Signature.

- Go to smilebrands.com/brand to download email signature template and instructions
- Signature purposely omits logos which often are delivered as attachments and increase likelihood of spam

Jane Smith

Marketing Manager

Smile Brands

Smiles for Everyone®!

100 Spectrum Center Dr, Suite 1500, Irvine, CA 92618

Direct: 555.-555-1234 | smilebrands.com

Brand Readiness Checklist: Business Cards

- Employees transitioning to the Smile Brands brand should order replacement business cards (if useful)
- Those with existing Smile Brands cards do not need to reorder unless information no longer valid.



Brand Readiness Checklist: Voice Mail

Office phones and company-issued cell phones should have branded voicemail message

Sample Script:

“Hello, this is Sarah Sanchez at Smile Brands. I’m sorry I missed your call, please leave a message and I’ll get back to you shortly.”



How Can I
Make You
Smile Today?

Brand Readiness Checklist: Social Media

Let the world know you work for Smile Brands:

- Update Profiles
- Follow all Smile Brands pages
- Share Smile Brands Posts with your network
- Post content with #SmileBrands
- Add a Smile Brands Header Image to your LI page



To Inc. or Not to Inc.?

Bigger, Bolder, Better without Inc.

 **Smile Brands Inc.**

 **Smile Brands[®]**

Please swap out SBI logos on all of your materials. Smile Brands Inc. reserved for Legal documents only

New Tools

Available Now:

- Brand Guideline
- Recruiting Brochure
- M&A Brochure
- Email Signature Template & Instructions
- Social Media Image & Instructions
- About Smile Brands PPT

Available Soon:



The collage features several key pieces of content:

- SMILE BRANDS ADVANTAGES:** Every year, more and more dentists are opting to affiliate with a DSO. But choosing the right partner is as much about fit as it is about function. You've invested your heart and soul into your dental training and you need a partner whose values and operational model will help you focus on what matters most - delivering great patient care. Smile Brands affiliation advantages:
 - Highly competitive compensation package
 - Win-win culture continually reinforced
 - Company committed to giving back
 - Experienced local management and support staff
 - Fast growing organizations with strong bottom line
- LOCATIONS:** Smile Brands supports locations across 30 states with new offices being added monthly. Our affiliated offices provide full-service general, specialty and cosmetic dentistry including orthodontics and dental implants. Our growing and diverse portfolio of brands includes large, well-known regional-brands to uniquely branded local practices. Regardless of the brand, all affiliated practices share the same commitment to providing convenient, high-quality care in a comfortable, welcoming environment. Visit smilebrands.com to find the location and brand nearest you.
- IT ALL STARTS WITH A SMILE:** Build Your Future with a Partner Committed to Delivering Smiles For Everyone®. jobs.smilebrands.com (714) 668-1300

Avoiding Confusion During Transition

The sooner we start, the sooner the industry will recognize that we are all part of the same team



Transition Timelines

June

- Employee Affiliation
- Color Palette
- Event Booth
- B2B Brochures/
- PPTs
- Smilebrands.com
- Smile Brands Social Media Pages
- Co-Branded nurture campaigns

Fall 2021

- Expanded Careers section on SB.com
- Job Listings
- Careers links from B2C sites
- SB Event Swag
- Why SB Video

Winter 2022

- Email address change
- Combined UltiPro
- Solo branded nurture campaigns

