

## Dentrix Ascend Selected for Use as the Exclusive Practice Management System of Smile Brands

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### Smile Brands Chooses Dentrix Ascend as the Cloud-Based Practice Management System for 700 Dental Locations

AMERICAN FORK, Utah--(BUSINESS WIRE)--Oct. 11, 2022-- Henry Schein One, a joint venture of Henry Schein, Inc. and Internet Brands, and Smile Brands today announced that Dentrix Ascend® cloud-based practice management software from Henry Schein One will be adopted as the exclusive dental practice management system of Smile Brands and its affiliated dental practices.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20221007005466/en/>

Smile Brands, a 700-practice dental service organization (DSO) headquartered in Irvine, California, chose Dentrix Ascend because of its powerful clinical features, as well as its ability to tightly integrate with Smile Brands proprietary tools via software application programming interfaces (APIs) and microservices architecture. This unique flexibility native to Dentrix Ascend enabled Smile Brands to leverage its existing proprietary technology and ongoing custom development to create a unique platform known as One Smile Ascend. This customized platform includes Dentrix Ascend as the native practice management software working seamlessly with Smile Brands' developed tools.

After conducting an extensive analysis of the cloud practice management software market over the course of a year, as well as conducting a pilot with Dentrix Ascend across several practices and regions, Smile Brands determined that Dentrix Ascend was the best cloud-based practice management software available for their needs.

"Smile Brands is looking to the future in moving all of our affiliated practices to Dentrix Ascend," said Steve Bilt, Chief Executive Officer of Smile Brands. "The vision and culture of Smile Brands, providing 'Smiles for Everyone!®' as we support our doctors, teams, and the patient experience, will only be enhanced through the clinical efficiency and easy access to data available with Dentrix Ascend. Smile Brands, like all DSOs of scale, has many needs that can be well met by a best-in-class clinical solution and a series of needs that are specific to the Company's processes and path through history. The architecture of Dentrix Ascend makes it uniquely capable of meeting that complex ask."

Dentrix Ascend moves practice management to the cloud, helping to increase practice efficiency and eliminate time spent on backups, software updates, and server issues. Because Dentrix Ascend is cloud-based, dentists can access their practice data at any time, from any location. It simplifies the management of DSOs, providing a central database and business reporting while allowing individual sites the standardization they need.

"Henry Schein One is committed to supporting Smile Brands' goal of being a leader in the DSO segment that improves all aspects of dentistry," said Mike Baird, Chief Executive Officer of Henry Schein One. "We share the same goals to help Smile Brands use the most advanced technology to simplify management in their practices and increase the quality of care for thousands of patients each day."

To learn more about Dentrix Ascend, please visit <https://www.dentrixascend.com/>. For more information about Smile Brands, please visit <https://smilebrands.com>.

### About Smile Brands

Smile Brands provides comprehensive business support services through exclusive long-term agreements with affiliate dental groups. The Company was founded in 1998 by a management team that included co-founder Bilt and CFO Brad Schmidt. Through acquisitions and the opening of new dental offices, Smile Brands has become a dominant player in the dental space with a rapidly growing number of affiliated practices across 30 states. The primary equity sponsor of Smile Brands is Gryphon Investors, a leading private equity investment firm focused on investing in physician-centric healthcare businesses.

### About Henry Schein One

Henry Schein One, a joint venture between Henry Schein, Inc., and Internet Brands, is a software company providing integrated software and services to the dental industry. Headquartered in American Fork, Utah, the company offers market-leading solutions for dental practices, including Dentrix®, Dentrix Ascend®, Dentrix Enterprise®, Jarvis Analytics™, TechCentral™, Sesame Communications, Lighthouse360®, Officite, and DentalPlans.com® as well as international companies, including Software of Excellence, Logiciel Julie, InfoMed, Axiom, Power Practice and LabNet, among others. For more information, visit [www.henryscheinone.com](http://www.henryscheinone.com).

### About Henry Schein, Inc.

Henry Schein, Inc. (Nasdaq: HSIC) is a solutions company for health care professionals powered by a network of people and technology. With more than 22,000 [Team Schein Members](#) worldwide, the Company's network of trusted advisors provides more than 1 million customers globally with more than 300 valued solutions that help improve operational success and clinical outcomes. Our Business, Clinical, Technology, and Supply Chain solutions help office-based [dental](#) and [medical](#) practitioners work more efficiently so they can provide quality care more effectively. These solutions also support [dental laboratories](#), [government and institutional health care clinics](#), as well as other alternate care sites.

Henry Schein operates through a centralized and automated distribution network, with a selection of more than 120,000 branded products and Henry Schein private-brand products in stock, as well as more than 180,000 additional products available as special-order items.

A FORTUNE 500 Company and a member of the S&P 500® index, Henry Schein is headquartered in Melville, N.Y., and has operations or affiliates in 32 countries and territories. The Company's sales reached \$12.4 billion in 2021, and have grown at a compound annual rate of approximately 12.5 percent since Henry Schein became a public company in 1995.

For more information, visit Henry Schein at [www.henryschein.com](http://www.henryschein.com), [Facebook.com/HenrySchein](https://Facebook.com/HenrySchein), [Instagram.com/HenrySchein](https://Instagram.com/HenrySchein), and [Twitter.com/HenrySchein](https://Twitter.com/HenrySchein).

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