



Corporate Profile

Bright Now!® Dental, Inc., along with its subsidiaries, Monarch Dental Corporation, Castle Dental Centers, and Newport Dental Plan, provide business support services to approximately 300 dental offices in 19 states nationwide. Independent dentists deliver general, specialty, and cosmetic care to more than 2 million patients each year.

Bright Now's mission is to take care of the time-consuming business functions of running dental practices, in order to free dentists to focus on delivering high-quality dental care, superior service, and exceptional value. By assuming responsibility for support services such as finance, purchasing, information technology, marketing, and human resources, Bright Now offers dentists and their patients numerous benefits and advantages over traditional dental care settings.

Benefits to Dentists

Because Bright Now supports dentists in the normally time-consuming administrative aspects of their practices, dentists are able to devote virtually all of their time to caring for patients and maintaining their clinical knowledge and skills. Dentists benefit from:

- sophisticated business support services
- expert human resources and on-site operational support
- access to an extensive quality assurance program
- capital resources for investment in physical plant, technology, staff, etc.
- group purchasing contracts and other discounts
- payor, union, and employer group contracting support
- comprehensive marketing programs that create awareness of each dental office in its community

Benefits to Patients

Bright Now! affiliated dentists are uniquely positioned to provide patients with quality, personalized dental care characterized by:

- a full-service approach, including general dentistry, cosmetic dentistry, and specialty services such as orthodontics, oral surgery, pedodontics, periodontics, and endodontics
- convenient, accessible locations
- extended evening and Saturday hours
- affordable prices and flexible payment plans that make quality dental care available to as many patients as possible



Company-Dentist Relationship

Bright Now!® Dental, Inc. and practice owner dentists work together based on an administrative support contract. Dentists retain ownership and control over all aspects of patient care, including treatment decisions and patient records. While Bright Now provides all business support staff, dentists employ or contract with all clinical staff. In Newport Dental offices, which are owned and operated by the company, a managing doctor retains responsibility for all clinical matters. Dentists seeking both full- and part-time work relationships have the opportunity to join the Bright Now! Dental, Inc. team.

The Future of Bright Now! Dental, Inc.

Based on the company's business plan, as well as the opportunities created by the fragmented and growing U.S. dental market, Bright Now will continue to expand through affiliations with quality dentists and dental groups. In addition, Bright Now is committed to assisting dentists in opening practices wherever there is a need for quality, affordable dental care.

Bright Now's majority shareholder is Freeman Spogli, a privately-owned investment firm dedicated exclusively to investing and partnering with management in middle-market companies positioned for strong growth. Bright Now corporate offices are located in Santa Ana, California.



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