

# SmileDirectClub Partner Network

## Success Stories

### Dr. Benjamin Bowen

Moscow Family Dentistry  
Moscow, Idaho

**SmileDirectClub** partner  
since February 2020



## Situation

Founded in 2005, Moscow Family Dentistry is a growing dental practice in the city of Moscow, Idaho – population 25,766. Dr. Bowen prides himself in treating his patients like family, and is always seeking new ways to better serve them. Yet like many practices, Dr. Bowen struggled to integrate traditional clear aligner solutions into his practice. The challenges were many. Low case acceptance due to high cost of the treatment. The time involved to become a certified provider was disproportionate to business and clinical outcomes. And, lab fees of his previous aligner partner posed a significant barrier to entry for new adopters.

To continue growing his practice, Dr. Bowen needed a turnkey business solution to attract new patients as well as build a stronger continuum of care for his existing patients. SmileDirectClub Partner Network is providing just what the doctor ordered.

## Results after 5 months as a partner.

### **No training required = more chair time with patients.**

“Even without prior experience or training, it’s a quick, easy conversation to have with patients.”

### **Higher case acceptance than previous solutions.**

“So far, nearly 90% of patients are converting to aligner sales.”

### **More sales. No out-of-pocket fees.**

“Truly a turnkey solution without the need for much time or money investment.”

### **Lower cost of entry. Higher patient acceptance.**

“The cutting edge teledentistry platform has enabled my practice to adopt an entirely new segment of customers.”

### **Positive clinical outcomes and reviews.**

“I was so excited when Dr. Bowen announced I could get started on SmileDirectClub from his office. So convenient and much, much more affordable than I dreamed. Thank you.” – Jenni D.



See how SmileDirectClub Partner Network can work for you.  
Call or email today.