How to grow your company FAST in a slow economy
My Path To Becoming a Dentist and Founder and CEO of smilebuilderz

- 1977 – Born at Lancaster General Hospital
- 1995 – Graduated High School
- 1999 – Graduated College
- 1999-2003 – Worked for Pfizer
- 2005 – Became a Dentist

Then what?
I made a decision on what I wanted to do with my life.
“Don’t chase the paper, chase the dream”

Sean Combs aka “Puff Daddy” to rapper Biggie Smalls aka “Notorious B.I.G.

From Notorious

What would you be passionate about doing for 10 years even if you never made a dime?
My dream was smilebuilderz

- 2005 – Created the idea of smilebuilderz by looking through the eyes of a patient.
- I answered the question, “How can I improve the experience patients have going to the dentist?”
  - More services = More doctors. Cradle to grave concept
  - More office hours. 7 days a week. Open every night.
  - More languages. We speak 8 languages.
  - Commitment to higher quality dental care
  - Commitment to patient experience.
    - Facility, Latest Technology, Well trained caring staff
Where would I start?

• I had to choose a location where I wanted to start my business.

• Lancaster was GREAT because…
  – Market light in competition
  – Immediate growth due to local ties
  – Population growing
  – Real estate inexpensive
  – Hispanic community.
  – “Amish umbrella”
Got Financing

Investment Banker
Created a Mission and Vision Statement

To develop an elite team of professionals who set the standard for providing quality oral healthcare solutions. Through our consistent professionalism, effectiveness, and exceptional customer service, we will become admired by our peers, respected by our patients, and feared by our competition.
Smilebuilderz – The Beginning
August 23, 2006
Organizational Chart 8/2006
Created Core Values

1. Deliver a WOW patient experience
2. Embrace Change
3. Improve health and self esteem of the community we serve
4. Strive for excellence – don’t settle for good
5. Pursue growth and learning
6. Communicate to build open and honest relationships
7. Build positive team and family spirit
8. Treat all patients like family
9. Make it happen
10. Do More with Less
• Creative solution to a difficult problem
• Fills a need in the community
• Benefits employer as well as employee
• Drives our growth
• Over 350 employers enrolled in the program
The double-bottom line business model

1. A company should strive to make profits, but it also should be in pursuit of a high calling or some larger purpose. Do well by doing good.

2. Smilebuilderz determined what higher calling we wanted to pursue. For a double-bottom line to be truly meaningful, you need a passion to pursue.

3. When developed correctly, a double-bottom line creates a happy and more successful and healthy organization.

4. It also provides an outlet for employees to feel that they are helping to make a difference in their community or in support of a particular cause.
Since 2006

Smilebuilderz has...

1. Treated over 30,000 patients
2. Created more than 140 jobs
3. Worked with countless community service organizations to improve access to both children and adults getting dental care.
4. Created the smilebuilderz dental plan that is utilized by over 350 businesses of Lancaster County to help their employees get the oral health care that their families need at a time when they need it.
5. Starting the first Urgent Dental Care facility in the state of Pennsylvania. 7 days per week walk in dentistry. Feb 2012
6. Starting the first retail (Giant supermarkets) dental office in the country. Working in conjunction with LGH.
7. Experienced an average of 256% growth over the last 3 years. The average dental practice is down 10% according to recent reports.
Hard and Smart Team Work Leads to Success

Fastest growing dental practice in the USA 2011

7th Fastest growing company in Central Pennsylvania 2011
12th Fastest growing company in Central Pennsylvania 2010

Selected Favorite Dentist Category in Lancaster PA 2011
Winner of Emerging Business of the Year Central Pennsylvania 2011
What I’ve Learned Along the Way

• Pick a career you want and love to do.
• Look through the eyes of your customers.
• Create a very well thought out game plan.
• Create a mission and vision for your organization.
• Create and evolve your Organizational Chart
• Create and grow by Core Values
• Be Unique and Be Aware. The world is changing.
• Keep quality employees and customers by the “doing well by doing good” philosophy.
Questions?

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