

AS SEEN IN
Fortune, Entrepreneur & Bloomberg Businessweek

PACIFIC NORTHWEST BUSINESS LEADERS

SHINING A NEW LIGHT ON DENTAL CARE

With cutting-edge technology, a progressive business model, and a touch of yesteryear, Light Dental Studios is redefining the concept of modern dentistry.



A 21st-century search for a new dentist is likely to lead most people to an interesting dilemma: group practice or private dentist? South Sound's Light Dental Studios encompasses both with a unique blend of group practice sophistication and old-world hospitality.

For many patients, convenience is the company's top feature, says Light Dental Studios founder and CEO Dr. Steve Broughton. "Our infrastructure is similar to a regional hospital system," he explains. "We have large facilities where advanced procedures are done and smaller offices that look and feel like a private practice. For basic services, patients usually see their regular dentist at one of our smaller offices. If they need further work, their provider will refer them to one of our larger locations." Same-day appointments are standard, adds Dr. Broughton. "Patients always have a choice: an

appointment with their preferred provider or same-day service." "Our size allows us to offer all of the wonderful technology that's available in dentistry," affirms Dr. Broughton. "There really isn't anything we don't do."

Pain-free Process

With time and peace of mind at a premium for busy professionals, Light Dental Studios is a tonic. "Our in-house, cloud-based system makes the experience very

fast and convenient," says Dr. Angie Dunn, who is both a dentist and a partner in the company. "Appointments, referrals, chart transfers, and billing are all handled internally, so patients never have to make separate appointments or fill out extra paperwork. It's all handled for them."

This streamlined approach also lowers operating costs—and the firm passes those savings to their patients.

Yet despite their size and success—and they're still growing fast—Light Dental Studios strives to preserve a piece of the family doctor spirit of the 1970s, when the practice started. "We know people still appreciate that warm, concierge feel," says Dr. Broughton, "so we nurture it by hiring great staff and empowering them to make good decisions. When I interview candidates, I tell them that working here is a collaborative effort. At heart, we're a family environment."



**LIGHT DENTAL
STUDIOS**

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GIVING BACK:

SOUTH SOUND FREE DENTAL DAY

Coming from humble beginnings, Dr. Steve Broughton never forgets the importance of giving back to the community. Each year, Light Dental Studios offers South Sound Free Dental Day, a day of free dental care for those who need it. "It's a gift from our company to our community," says Dr. Broughton. "We want dentistry to be accessible to everyone." Last year, the program treated more than 180 people with more than \$100,000 worth of services, and the event gains momentum every year.



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