



**A brand new way for employers
to offer a low-cost, high-value
dental solution employees will love.**



Best Dentists. Best Prices.

Broker Overview



The Smylen Story

- e Smylen was created by former dentists that recognized a huge gap in the dental industry. About 50% of employees don't go to the dentist because current dental options don't work for everyone. The result is missed work and less confidence.
- e Smylen gives employers a smart dental benefit that helps fill this void, reduce wasted dental premiums, and increase employee satisfaction.
- e Smylen developed a better way to shop for dental the same way you do everything else in your life. A best-in-class platform allows members to compare dental options based on location, photos, credentials, and price.
- e But not just any price, our dentists offer Smylen members significantly lower fees than their regular patients. Members can rest assured knowing they are getting the best dentists, the best prices and concierge style service.

smylen

Best Dentists. Best Prices.



The Smylen Approach

It's a win win :-)



Access to top dentists at the best prices

Even the best dentists have open appointments they want to fill. These dentists are willing to substantially reduce their fees to fill these open slots. Additionally, these dentists go through a rigorous, second to none vetting process to participate.



Valuable, transparent and easy for employees

Members choose dental treatments, select top providers and book appointments online with ease using the Smylen best-in-class platform. Fees are shown before making selections, then paid online when booking the appointment. No surprises.



Cost-effective and simple for all employers

Members simply pay a small monthly membership fee (PEPM) for the solution. There is no setup required, no claims to process, no complicated administration, no participation requirements, it can be offered on a voluntary or employer paid basis and it can be offered alongside other dental insurance plans.

How Smylen Works

- 1 Member enters location
- 2 Member chooses a dental treatment
- 3 Member selects from top dentists at the best prices
- 4 Member schedules appointment online



Smylen Member Rewards Program

Members earn points for good dental habits like cleanings, and checkups to save even more. Plus, they get 5% back on any procedure booked and access to exclusive discounts.



Smylen Care Navigator™

Concierge team comprised of experienced dental hygienists available to help members figure out what treatment they need and select the best dentist.

Choose from all popular dental procedures **with no restrictions**

Filling
\$275 48% Savings
4.8 ★★★★★ 17 Reviews

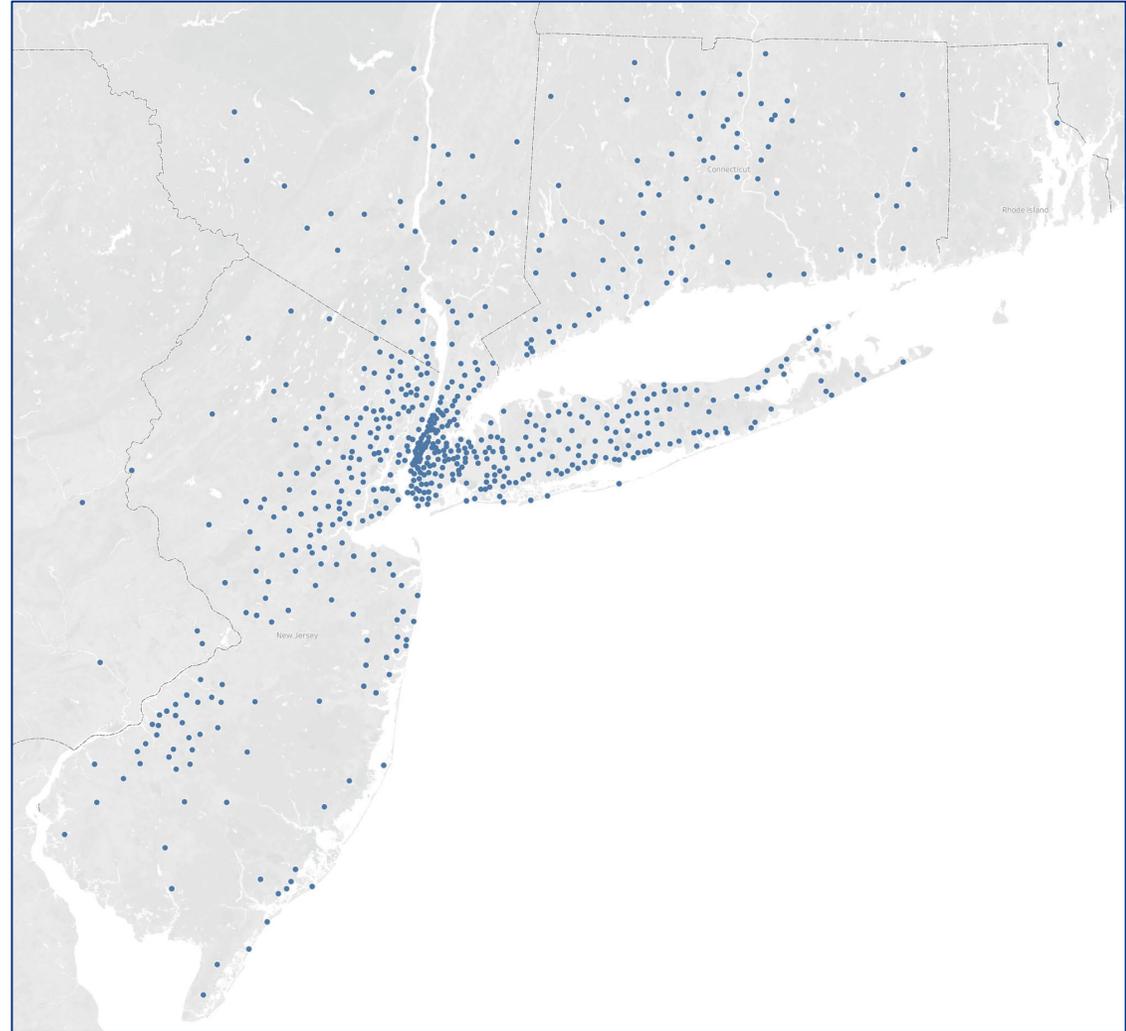
Checkup & Cleaning
\$120 25% Savings
5.0 ★★★★★ 36 Reviews

Whitening
\$190 37% Savings
5.0 ★★★★★ 155 Reviews

Total Transparency
No surprises or extra fees

Smylen Dental Network

- ✓ Coverage throughout New York, New Jersey and Connecticut
- ✓ Over 2,000 providers with 4 & 5 star ratings



Smylen Dental Network

Smylen only works with the best dentists

Smylen's curated dental network has coverage throughout New York, New Jersey, and Connecticut including over 2,000 providers with 4 & 5 star ratings.

Our rigorous vetting protocols are second to none



Best of the Bunch

Graduated from top dental schools

Stellar Online Reputations

4+ stars on Google, Yelp, Healthgrades, ZocDoc & Vitals

Up-to-Date Credentials

Actively maintain professional license & NPI

Background Check

Liability history thoroughly and periodically reviewed

All Hand-Picked

Dentists are carefully selected by our team or by referral only

State of the Art

Regularly attends CE courses (60+ hours tri-annually)

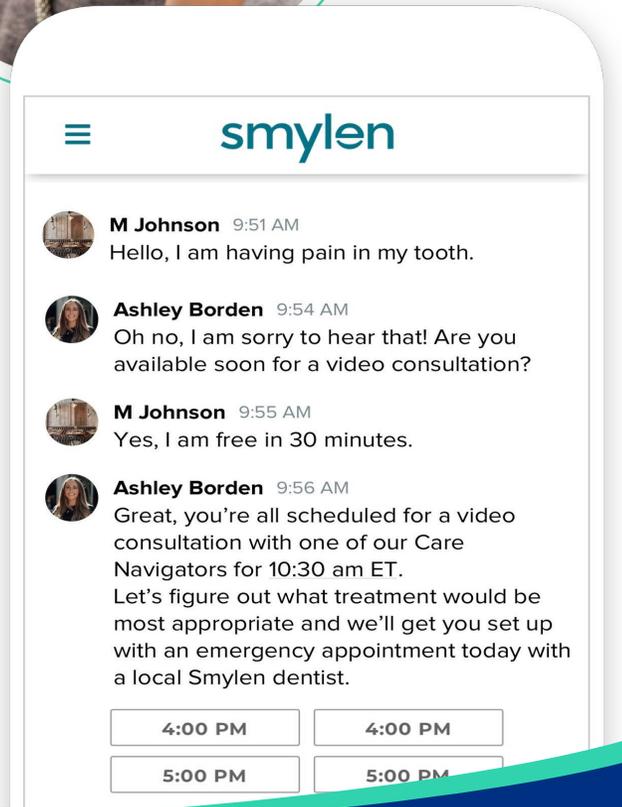
Smylen Care Navigator™

Always available to help members

The Smylen top of the line dental concierge team is ready to help members figure out what treatment they need - and the right dentist to do it!

- ✓ Answer clinical dental questions
- ✓ Find the best price for any budget
- ✓ Find conveniently located options
- ✓ We handle all specialist referrals
- ✓ Checkup & cleaning reminders
- ✓ Oral care educational resources
- ✓ Always speak to a human →
call, text, chat, or email

The support and service you deserve!



Smylen gets the best prices for dental. Period.

Even the best dentists have empty appointment times throughout their day. They are willing to reduce their fees to fill these slots. It's a win win.

	NYC Average	Smylen Standard	% Savings
Checkup + Cleaning	\$480	\$99	79%
Whitening	\$520	\$200	62%
Filling	\$475	\$150	68%
Crowns	\$1,800	\$700	61%
Invisalign	\$7,000	\$3,500	50%
Implants	\$6,000	\$1,900	68%



\$1086

Smylen Members' Average Annual Savings off NYC Averages

Smylen Membership

Easily accessible for all employers and their employees

- Can be voluntary or employer paid
- No participation requirements
- No minimum contribution requirements
- Employer contributions can be customized (%), but not required
- No qualifying criteria, waiting or enrollment periods
- Any employee can participate, effective immediately
- All procedures covered with no restrictions, even cosmetics
- No treatment denials, no surprise bills

- **Smylen is a great way to also offer coverage to any employee that does not qualify for a traditional dental plan (part time, etc.)**

Rates

- Single: \$7 PEPM / Family: \$12 PEPM

Optional Employer-Sponsored Credits

- Credits can be purchased and stored in the employees account to be used towards the dental treatment(s) of their choice.
- These credits roll over year to year and **do not expire.**



No premiums

No copays

No deductibles

**No access to
care issues**

Smylen Runs Effortlessly

Smylen can be rolled out any time of the year and standard implementation takes **less than 1 week**.

Plug & Play Onboarding

- Employer sets contribution amount (none required)
- Employees enroll via a unique company link that can be provided via email or through their benefits portal
- Card on file is charged on the 1st of every month

Team Engagement

Smylen is constantly improving strategies to drive utilization and ROI including **Self-Diagnosis Tool™**, **Smylen Care Navigator™**, recall reminders, patient education, and treatment-specific resources.

Robust Reporting

Utilization, savings and satisfaction reports provided regularly.

No
additional
effort from
HR

No
claims to
process

smylen

Best Dentists.
Best Prices.

BUSINESS INSIDER

“Finally a game changer
for dental care.”



Customer ratings and reviews

Customer Satisfaction

Thank You

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