

MiNIT[®]



**MINT DENTISTS
DOMINATE
THE INDUSTRY.**

JOIN THE TOP DOCTORS IN
DENTISTRY

Pictured: Dr. Nora C. Kweik, Dr. Rebekha Rodriguez, Dr. Nicole Margavitch



Pictured: MINT dentistry Highland Hotel
Dallas, Texas

MINT DENTISTRY PRESENTS A
MESSAGE

FROM OUR

FOU

ND
ER

AND
CHAIRMAN



I want MINT to be an organization with a voice, a leader in every community, and a light that changes culture — making a real impact and leading by example. We are still so small compared to what we will become over the next several years, so I need dreamers on my team. I need leaders who do the right things and say the right things for the right reasons. I need you to be that leader.

Dr. Field Harrison
Founder and Chairman

**WHAT
WE
BELIEVE**

VISION

PERFECTING THE ART OF DENTISTRY
WITH EVERY PATIENT AND STAFF MEMBER SMILING

MISSION

WE EXIST TO OFFER BEST-IN-CLASS ORAL
CARE IN A LUXURIOUS EXPERIENCE TO ENSURE
PATIENTS LOVE GOING TO THE DENTIST

VALUES

LOVE
GENEROSITY
PERFECTION

‘09

MINT dentistry founded at Highland Hotel

Dr. Harrison's vision to change the world of dentistry began with our flagship location at The Highland Hotel in Dallas, Texas. This is where the dream to open more offices and serve our communities was started.

The MINT expansion rolls out

What began with a mission to get patients to love going to the dentist expanded to Plano and Cedar Hill in November.

‘12

‘14

Houston, we have lift off!

The goal to make affordable dentistry in luxury was spread down south to Houston, Texas. Our MINT Pioneers opened new locations in the Little York and Elmsworth areas.

MINT orthodontics joins the family

After opening a monumental 50 locations in Texas, Dr. Harrison recruited an orthodontics legend, Dr. Doug Crosby, to launch our orthodontics brand. Dr. Crosby and his team are the leading Invisalign provider in North Texas.

‘19

‘21

MINT dentistry takes Atlanta

The first MINT Atlanta office was launched on June 24, 2021 in Lilburn by an amazing team of MINT Pioneers led by Dr. Kori Hardaway. Atlanta will become the first of many new cities with a projected 12 offices.

MINT has rapidly expanded

across the country, opening 35+ locations in Illinois, Florida, Ohio, Indiana, Kentucky, Louisiana, Maryland, Virginia, and D.C. This is just the beginning, MINT is poised to change the world of dentistry to make people love going to the dentist.

‘23

THE BEST OF BOTH WORLDS

PRIVATE PRACTICE

- + AUTONOMY
- + OPPORTUNITY
- NEED TO DO MARKETING
SCHEDULING, BILLING,
INSURANCE CLAIMS, ETC
- HIGH FINANCIAL RISK
- PAYING TO WORK IS
DIFFICULT
- PATIENT VOLUME

MINT

- + **AUTONOMY** WITH
PROVEN, SUCCESSFUL
METHODS TAUGHT
- + **PATIENT VOLUME**
MORE PATIENTS
MORE EXPERIENCE
- + **MARKETING,**
LOGISTICS, INSURANCE
CLAIMS MANAGED
- + **TEAM OF DENTIST**
APPROACH WITH
MENTORS AND TRAINING
- + **PATIENTS LOVE**
OUR EXPERIENCE AND
ATMOSPHERE
- + **LUXURIOUS OFFICE**
ENVIRONMENT
- + **DENTIST OWNED**
AND OPERATED

DSO

- + **MARKETING,**
LOGISTICS INSURANCE
CLAIMS MANAGED
- **NO AUTONOMY/**
SERVICES DICTATED
BY QUOTAS
- **METHODS ARE**
CHEAPER WITH LITTLE
TRAINING
- **PRIVATE EQUITY**
OWNED PRODUCTION-
DRIVEN RUSHED TIME WITH
PATIENTS
- **NOT DENTIST OWNED**
AND OPERATED

OUR DOCTOR'S PERSPECTIVE

"I can do what my patient needs. There are no quotas here" - Dr. Chen

"I have become a better dentist here through experiences and mentorship." - Dr. Kheiri

"MINT invests in cutting-edge dental technology to provide superior results concerning dental health and esthetic." - Dr. Jake Pacheco

"I enjoy MINT's collegiate environment where we brainstorm together for the best treatment for our patients and give them multiple options." - Dr. Brunson

**TOP
NUMBERS
IN DENTAL**

MiNT dentistry

\$248K

OUR LEAD DOCTOR AVERAGE

40%

SAME DAY
TREATMENT AVERAGE

OTHER COMPANIES

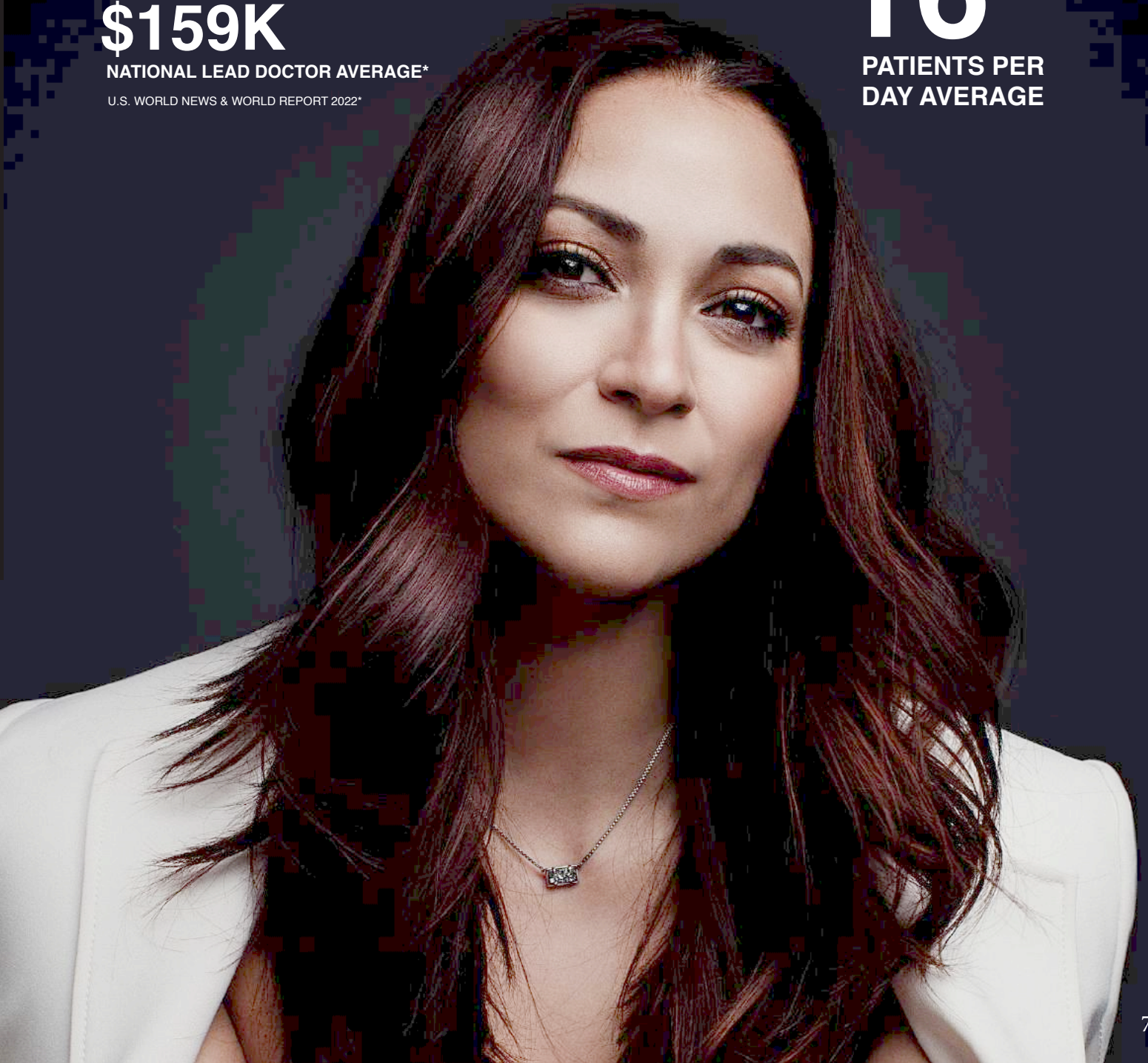
\$159K

NATIONAL LEAD DOCTOR AVERAGE*

U.S. WORLD NEWS & WORLD REPORT 2022*

16

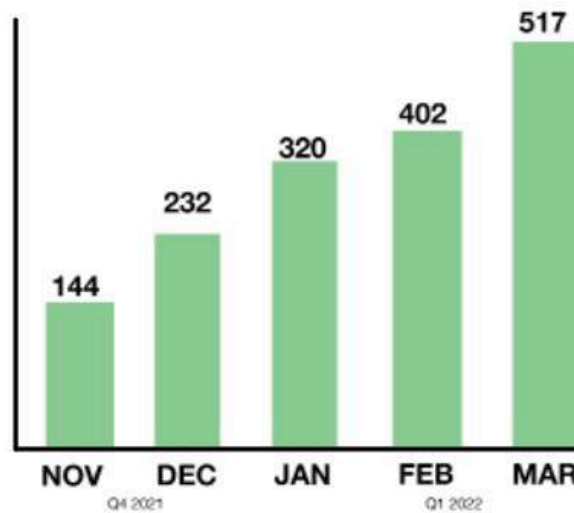
PATIENTS PER
DAY AVERAGE



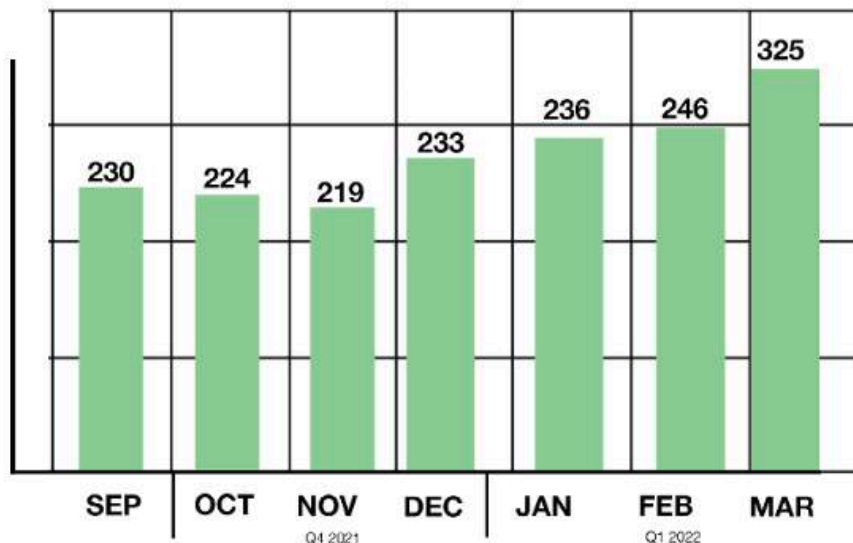
THE IMMEDIATE IMPACT

Our new offices start out strong and quickly develop an impressive patient base, thanks to our powerful marketing support!

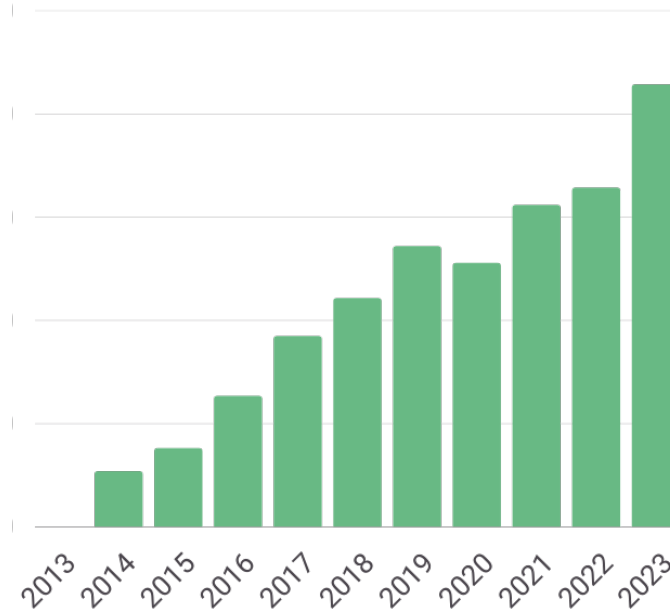
MORROW, GA PATIENTS BY MONTH



LILBURN, GA PATIENTS BY MONTH



MINT PATIENT GROWTH



FROM 2K TO OVER 300K
PPO + FFS PATIENTS

TYPICAL MINT SCHEDULE



Patients return to MINT as we exceed all of their expectations for a dental visit. This leads to a healthy business model supported by a strong recall base and a constant infusion of referral patients.

This shows the relative strength of the brand, the excellent patient experience, and the health of our clinic patient base.

TOP MARKETING IN DENTISTRY

“In order to recruit the best doctors and clinicians, you have to be the best in all aspects of the business — especially in marketing.” – Dr. Field Harrison

We’re known for our iconic **“SEXY TEETH”** billboards — but it’s also the cutting-edge, innovative marketing campaigns and attention-grabbing advertising that has made MINT one of the most recognized brands in dentistry. Our digital and social media efforts connect with patients when and where they are looking for a dentist.

Both our new and mature offices benefit from our team’s marketing prowess and multi-million dollar advertising strategy. The ultimate goal is to increase patient volume and keep our office schedules full from opening day. (And by looking at our track record, it’s working pretty well.)





**TOP
PERKS
IN DENTAL**

401K

**HEALTH
AND LIFE
INSURANCE**

**GROUP
MALPRACTICE
INSURANCE**

**WORK/LIFE
BALANCE**

OUR PORTFOLIO



MiNT[®] dentistry

MiNT[®] orthodontics

PURE
DENTAL ASSISTANT ACADEMY

PURE
ORAL SURGERY

SUPPORT FOR **SUCCESS**

- DENTISTRY USING THE LATEST TECHNOLOGY
- DIGITAL IMPRESSIONS USING INTRAORAL SCANNERS
- MINT OWNED DENTAL LAB WHERE WE CONTROL THE QUALITY
- INTERNAL CE COURSES PROVIDED FREE OF CHARGE

MINT EXPANSION

ALL OUR OFFICES ARE IN MAJOR METROPOLITAN CITIES

DALLAS
HOUSTON
ATLANTA
NEW ORLEANS
WASHINGTON, D.C.
MIAMI
CHICAGO

50K

5 STAR REVIEWS

CONSISTENT ACROSS ALL OFFICES

**“DEFINITELY RECOMMEND FOR EVERYONE TO
HAVE THE MINT EXPERIENCE!”**

MYA REESE - MINT DENTISTRY HIGHLAND HOTEL



**“I HAVE YET TO GO TO AN OFFICE THAT
DIDN'T FEEL AND LOOK AMAZING.”**

DREA BOUGHTON - MINT DENTISTRY ARLINGTON



**“THANK YOU FOR PROVIDING ME WITH A WONDERFUL
DENTIST VISIT. I CAN'T WAIT TO GO BACK FOR MORE GREAT
DENTAL CARE.”**

VAL GIBSON - MINT DENTISTRY BISHOP ARTS



**“THIS IS BY FAR THE BEST DENTAL
OFFICE I'VE EVER BEEN TO.”**

ASIA ROBERSON - MINT DENTISTRY COLLEGE PARK





Pictured: MINT dentistry Cityline
Dallas, Texas

Culture Of Love

MINT DENTISTRY HAS THREE CORE VALUES:
LOVE, GENEROSITY, AND PERFECTION.

ALL THREE OF THESE CAN BE SUMMED UP IN LOVE.

If you can't feed
a hundred people,
then FEED JUST ONE!

MINT *Cares*

MINT Cares:

At MINT, we love our patients, our employees, and our community. MINT really CARES — and we show it by partnering with local non-profits to provide food and shelter for the homeless, provide mentoring and school supplies for kids, by donating medical supplies and masks to hospitals and healthcare workers (we donated more than 20,000 masks during the 2020 global shutdown), to feed hungry families (we fed over 100,000 families each weekend during the Covid-19 pandemic alone), and to privately assist our own MINT employees who are experiencing financial hardship. Just last year, MINT donated over \$1.1 million dollars to our communities and employees — and each year, it's our goal to give MORE. At MINT we don't just say we care. We really do.

TOP DENTIST IN DENTAL

**NORA
KWEIK** D.D.S.

Chief Clinical Officer



How did you come to work for MINT?

I was MINT's first associate dentist in 2010 after Dr. Harrison opened the doors in 2009. I've watched MINT grow from one office to I don't even know how many now. It exploded. Now, MINT feels like my home away from home. It was my very first job and still feels like the right place for me 11 years later. I remember interviewing as a new grad after temping at a few other dental offices – and MINT was so different. It was modern. Homey. It wasn't the typical dental office feel – and I loved that.

What do you love about working for MINT?

I love that we use the newest dental technology and that we are not cheap on materials. We use only the best because we want to provide the best experience for our patients. Changing the dental industry was Dr. Harrison's vision from the beginning – and I love being part of that, even now. I love that MINT continues to strive for perfection and that we're constantly trying to figure out how we can do it better than the day before. It's all for our patients and I love being part of that.

What do you think sets MINT apart from its competitors?

MINT has mastered the team-of-doctors approach. The team of doctors approach is a modern concept that allows our dentists to have a second or third opinion right down the hall when needed. Of course, we still have consistent patients we see, but MINT has established a very team-oriented environment.



JORDAN BRUNSON

D.M.D.
Lead Doctor

What do you love most about working for MINT?

I love MINT's mission – to lead with love. I also enjoy getting to bless my patients with the cutting-edge, mainstream dental technology that MINT provides. MINT is also doctor-focused. Dr. Harrison knows what it is like to be on the dental floor and gives his doctors the trust and freedom to lead and make decisions for our patients and team.

If you had to pick one thing — what is the best part of your job?

I love working with patients and being able to take away their pain by giving them a great dental experience. The thing that makes me most happy is when a patient comes back loving their smile.

Lastly – my team. As a dentist, we work with the same team day in and day out, and it's important to get along with your colleagues. MINT's team of doctors approach allows me to have a second opinion and people to bounce ideas off of while making the day more fun and enjoyable at the same time.



**WE MAKE
SEXY TEETH**

www.MINTdentistry.com

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