

# Comfort dental®



## COMFORT DENTAL BECOMES THE LARGEST DENTAL FRANCHISE IN AMERICA

- Colorado-based, Comfort Dental has become the largest dental franchise in America, eclipsing 1.5 million patient visits in 2007. The company has an estimated 33% market share in Colorado.
- Last year, Comfort Dental's patient base increased by 120,000 new patients, an increase of 35-percent over the previous year.
- For 2007, Comfort Dental increased revenues by 31-percent, while increasing operating costs less-than 1-percent.
- Comfort Dental has over 50 offices in Colorado, New Mexico and Ohio.
- The company attributes its growth to a low price strategy and other offerings targeted to a broad consumer base. Comfort Dental's pricing is about 50% less\* than other local dentists.

**New patients are \$19, includes exam and x-rays**

**Braces for kids are \$109 per month; adults are \$119 per month with the Gold Plan**

**(Comfort Dental has held these rates steady for three consecutive years)**

- Comfort Dental is one of the largest Medicaid providers in Colorado. As a stark comparison to the dental industry, a study by U.S. Department of Health and Human Services concluded that dentists' participation in Medicaid lags far behind other medical professionals.
- To accommodate working women, Comfort Dental has expanded hours, open until 7:30 p.m. on weekdays, open until 1:30 p.m. on Saturdays, plus 24-hour emergency access. (Most dentists close earlier in the day, and most dentists do not offer 24-hour emergency care).
- On Christmas Eve Day since 1984, Comfort Dental has provided free dental care to those in need throughout Colorado. Over the last 24 years, the event has helped more than 50,000 patients, and the value to the community is estimated at \$9 million.
- Dental health care is key to good general health, however over 108 million Americans, or 25% of the U.S. population is without dental insurance. In Colorado, a basic dental cleaning costs \$50 to \$120. For a family of four, annual dental care may exceed \$1,000, which can be cost prohibitive for some families
- Dr. Rick Kushner, D.D.S., founded Comfort Dental, Inc. in 1977 and pioneered the concept of "fair pricing in dentistry" by making the company's mission to offer affordable, high-quality services to everyone. Comfort Dental is a privately held company.

*\*As a comparison to rates of other Colorado dentists, Colorado Dental Association.*

# We'll Be There When You Need Us!