

PARTNERING WITH MULTICHAIN ORTHODONTICS BUSINESS TO GROW ORGANICALLY AND THROUGH ACQUISITIONS

ESTABLISHED ORTHO BUSINESS BECOMES EQUITY PARTNERS WITH SMASHBOX TO STANDARDIZE AND GROW OPERATIONS AND TO HUNT, NEGOTIATE AND CLOSE ACQUISITIONS



SITUATION

An established orthodontics business was struggling with their general business within all functions of the business. In addition, they were not having success making acquisitions and integrating them into their current practice. They had reached a plateau and were aware that they didn't have the expertise in-house to bring the business to the next level. They knew they needed a solid partner with the expertise they didn't possess to build the business into a large valuable asset.

ISSUES

There were many issues that were stopping the company from running effectively and these issues both affected overall revenues and overhead costs.:

- Didn't have proper upper management in place with the expertise of running multi-location practices as well as other functional roles.
- Lacking processes, procedures and systems for finance, operations, sales, marketing, HR, and other functional areas.
- Lack of acquisition experience as well as acquisition integration experience.
- Capital required for acquisitions
- No expertise to define general business strategy and initiatives.

SOLUTION

Smashbox became an equity partner based on results that brought everything need to the table for the business to grow and expand with all parties motivated for the same objective.

HOW

Smashbox implemented the following steps:

- Smashbox worked with the practice to hire the right management as well as all functional roles. Also introduced new hiring processes.
- Smashbox worked in collaboration to create processes and procedures for all areas of the business creating efficiencies, cost reductions and growth.
- Smashbox took over all acquisition and capital activities for the business.
- Smashbox worked with the business daily to increase performance as well as providing consistent advisory to help direct strategy.

BENEFITS

- Revenues increased
- Cost of goods sold decreased
- All functional areas performed better including an increase in sales
- Acquisitions followed a steady practice and process
- Capital was secured for additional acquisitions and growth
- Business on track to exit at a higher multiple before involvement

PARTNERING BEFORE AND AFTER

BEFORE SMASHBOX

- Management team not in place
- Lack of process, procedures and systems for functional areas of the business
- Lack of acquisition process
- Lack of business strategy expertise to grow
- Lack of capital structuring expertise
- No system or tools in place to track performance
- No KPI's or Reporting

AFTER SMASHBOX

- Solid management team created
- Creation and implementation of systems for all functional areas
- Acquisition process created and utilized
- Consistent hands-on involvement in the business providing operation and strategic guidance
- Systems and tools tracking performance
- Accounting structured properly as well as full KPI's.
- Overall patient experience
- Higher Revenues

**Book a Consultation and Learn How
Smashbox Can Help Your Business**