

**SMILEMATCH — MEDIA STORY SHEET**

*The New Operating System for Modern Dentistry*

**THE HEADLINE**

“Dentistry Isn’t Broken — Its Pathways Are.

**Dr. Sami Savolainen**

Cosmetic Dentist • Clinical Founder

**THE PROBLEM**

Modern dentistry is clinically advanced, but structurally fragmented. Dentistry does not fail because clinicians lack expertise. It fails because pathways are inconsistent.

Today:

- Treatment planning varies significantly between clinicians
- Patients feel uncertain and overwhelmed by complex decisions
- Expectations are often misaligned before treatment begins
- Clinics lose time, trust, and predictability
- Growth amplifies inconsistency instead of quality

Across the world,

- patients struggle to understand treatment decisions,
- clinics spend excessive time explaining and documenting plans
- and outcomes vary widely depending on where — and by whom — care is delivered.

SmileMatch exists to bring clarity, structure, and consistency into modern dentistry — supporting better decisions before treatment begins.

**Time lost. Revenue lost. Trust lost.**

**THE BREAKTHROUGH****SmileMatch Ecosystem**

A unified 3-part system designed to standardize dentistry:

**THE SMILEMATCH PLATFORM****1. Treatment Planning Infrastructure**

Supports clinicians in transforming findings into clear, professional, patient-ready treatment plans

**2. Smart Matching Platform**

Helps guide patients toward appropriate care pathways and improves case alignment before consultations begin.

Helps reduce administrative burden and misaligned enquiries.

### 3. SmileMatch Academy

A structured professional education:

clinical excellence + business strategy + patient experience + communication logic.  
What CE courses never teach — the *real structure* of running a modern clinic.

#### THE IMPACT

- **Significant dentist hours saved per year**
- Fewer failures, remakes, and disputes
- Standardized documentation

SmileMatch does not fix symptoms — **it fixes the pathway.**

#### THE FOUNDER STORY

*“patients don’t understand; dentists don’t explain; systems don’t structure.”*

**Dr. Sami Savolainen** is a cosmetic dentist with over 20 years of clinical experience. After completing more than 10,000 veneer cases and working extensively with complex esthetic and interdisciplinary treatments, he observed a recurring pattern: failures in dentistry rarely stemmed from lack of skill — but from lack of structure.

SmileMatch was founded to address this systemic gap by improving how decisions are planned, explained, and aligned — before treatment begins.

SmileMatch was born from a decade of observing:

- wasted hours
- unpredictable treatment plans
- inconsistent documentation
- mismatched cases
- preventable failures

Dr. Savolainen built SmileMatch to bring clarity to an industry defined by complexity.

#### FOUNDER QUOTES

“Dentistry never lacked expertise — it lacked structure.”  
— Dr. Sami Savolainen

“Patients don’t fear dentistry — they fear uncertainty.”  
— Dr. Sami Savolainen

“SmileMatch exists to bring clarity where complexity has been normalized.”  
— Dr. Sami Savolainen

## WHY NOW

AI has entered dentistry — but most solutions generate text

As dentistry becomes more complex, cross-border, and team-based, the need for structured pathways, consistent communication, and aligned expectations has never been greater.

SmileMatch is different:

- ✓ built for real clinical workflows
- ✓ designed with specialist advisors
- ✓ scalable across regions and clinic types

## STATUS & WHAT'S NEXT

- Foundational framework defined
- Platform under development
- Early advisory discussions underway
- Select strategic pilots starting early 2026

SmileMatch is engaging with partners who understand long-term platform value in healthcare.

## OPEN TO

- Strategic partnerships
- Healthcare systems, DSOs, and insurers
- Media interviews and expert commentary

## CONTACT

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