

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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