



SCHULMAN GROUP

SG Management

SUCCESS THROUGH SHARING

An innovative approach that leverages members' collective buying power to deliver competitive pricing and proven nonclinical practice services.

The former Super Schulman Group has evolved. Now re-branded as **SSG Management**, the private, highly regarded, progressive and member-owned organization has expanded to become a Dental Support Organization (DSO). Through the clinical and management expertise of its members, whose practices routinely outperform those of non-members, **SSG Management** is implementing an innovative approach that leverages members' collective buying power to deliver competitive pricing and proven nonclinical practice services.

SSG Management currently serves over 150 members and in excess of 350 practice locations and growing. The Board of Directors is comprised solely of members; further, 75 percent of the membership is actively involved in committees. The networking and leadership opportunities that are offered by **SSG Management** are without peer in the profession.

Membership in **SSG Management** offers distinct professional and personal advantages. Become a shareholder in the only independently member-owned orthodontic DSO.

For more information about SSG Management

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www.SchulmanGroup.com



The professional and personal advantages of membership in *SSG Management* can be yours. Become a shareholder in the only independently member-owned orthodontic DSO. Opportunities await you.

Build a Better Practice

PROFESSIONAL AND PERSONAL ADVANTAGES OF MEMBERSHIP IN *SSG Management*

Imagine being part of an organization that shares your commitment to exceptional patient care, a quality orthodontic experience, and meaningful continuing education — an organization large enough to negotiate favorable rates for the products and services your practice needs, yet small enough to know you by name — an organization nationally known for its high standards and innovation — a private organization that awards membership to a fraction of exceptionally successful orthodontic practices. Membership allows you to become part of a very unique and valuable group.

Here's what SG orthodontists have to say about membership...

“I owe so much to this group-thank you!”

— *Dr. Jasmine Gorton, SG member since 2004*

[Read More](#) about Dr. Gorton's practice that leverages service and products from many of SG's preferred supplier partners.

“We have shared our reopening strategy with all our referring dentists and tried to “be the expert” on the EIDL and PPP loans so we can help them as much as possible sift through all the craziness. I would have never had the knowledge on all of these things without the collective brainpower of the Schulman Group.”

— *Dr. Justin Wedding's (member since 2019)*

Thoughts on working collectively with SG colleagues to navigate the COVID-19 pandemic.



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Build a Better Practice continued

MEMBERSHIP IN *SG Management* OFFERS THESE PRIVILEGES

Access to a number of complimentary programs included in the annual membership fees:

- A dental supply procurement platform that allows purchasing staff to log in to one system and place orders with vendors of your choice, the same convenience and functionality that online shoppers have enjoyed for years.
- A business intelligence platform that simplifies the tracking and management of your critical practice metrics allowing your team to remain focused on what matters most.

While preserving your practice ownership benefits, you enjoy a stronger voice with vendors to realize a competitive edge through:

- Collective purchasing power
- Preferred vendor agreements with the dental industry's leading suppliers of clinical, patient and practice management supplies and products as well as access to renowned orthodontic consultants

A channel to direct, unfiltered insights by peers on what is happening in orthodontics, healthcare, business, and to operating a successful, patient-focused practice:

- Ownership in a DSO as a member shareholder
- Continuing education for you
- Unique annual meeting
- Continuing education for staff
- A meeting for your team members to engage with counterparts from other successful practices, nurturing learning and relationship-building
- Peer-to-peer networking
- Sharing of collective practice data to facilitate growth and success for all members
- A means to exchange ideas and advice with prominent, successful orthodontic practices

Gaige*, the specialty's leading provider of practice metrics, reports that as compared to average U.S. practices, members of *SG Management*:

- **Outpace production by 15%**
- **Outpace new patient calls, exams and starts by 10%**
- **Have a higher rate of case acceptance**

*Gaige Q4 2019 Market Watch report/All Practices, comparison of *SG Management* members' practice statistics to U.S. averages

ANTICIPATED OPPORTUNITIES EXCLUSIVE TO MEMBERS AS *SSG Management* GROWS AND DEVELOPS

- Investment in expanding practices
- Investment in buying/selling orthodontic practices
- Dividends



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Why current SSG Management members believe so strongly in the Organization

CONFIDENTIALITY

All **SSG Management** members sign confidentiality agreements. Owners-only online access is assured via a closed, SECURE network.

RELATIONSHIPS

As a relatively small group, members of **SSG Management** get to know one another, and establish peer-to-peer relationships that are based on mutual respect and admiration. This relationship-focused approach lends itself to forging deep, personal bonds. Unlike some networking groups, **SSG Management's** members are professional and respectful when engaging in discussions. The outcome: success that comes through sharing.

SUCCESS THROUGH SHARING

“Success Through Sharing”, including geographic and financial exclusivity is the very foundation of **SSG Management**. As members learn, grow and share their clinical and practice management expertise with fellow members, success inevitably follows. Patients and practices thrive.

COMMITMENT TO QUALITY

SSG Management is committed to awarding membership to orthodontists who:

- Share the organization's philosophy, visions and goals
- Are dedicated to patients and providing them with exceptional care
- Are lifelong pupils and teachers
- Demonstrate strong professional and personal integrity

Few will meet these rigorous criteria. The strategic growth of the organization is predicated upon maintaining these selective standards.

PROMOTING, SUPPORTING GROWTH FOR YOUNG ORTHODONTISTS

SSG Management members understand that success for fellow members comes through sharing. For young orthodontists, access to those with broader clinical knowledge and practice management experience, and who are willing to share their invaluable expertise, can be transformative. Prominent, established members who have attained financial/business success invest in the future of the specialty by mentoring younger members, setting young orthodontists on their own paths to prosperity.

The opportunity to maintain the advantages of independent practice ownership while taking advantage of group buying power.

As a shareholder in SSG Management, the only independently member-owned orthodontic Dental Support Organization, opportunities await you.

The opportunity to exchange ideas about patient care and practice management issues with the specialty's leading practitioners.