

Unlocking our full patient finance growth potential



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Lesley (our Business Development Manager) has completely changed the way we approach patient finance. She understands dentistry, speaks our language, and gives us clear, practical insight that helps us make better decisions as a growing group. She doesn't just support us; she's part of our team.

Kath White, Group Director, Smmmile



Strategic insight that supports growth not just finance

Patient finance has always been vital to Smmmile's business. As an ambitious growing dental group, enabling patients to spread the cost of treatment is essential to both access and growth.

But as expansion plans accelerated, the complexity of the business increased, and it became clear that finance needed to be more than just available - it needed to be actively optimised.

While Smmmile had patient finance in place from the beginning, Kath and her team recognised the value of working with a strategic partner who could provide insight, guidance and ongoing support as the business evolved. Medenta's insight led approach transformed how finance was reviewed, refined and embedded across the group.

Today, through regular strategic reviews, training support and practical commercial advice, Medenta is a trusted partner who helps Smmmile identify opportunities, make targeted changes and ensure patient finance continuously and confidently supports both patient needs and ambitious growth plans.

The growth plan map



- ✓ Patient finance always a core part of the business
- ✓ Regular insight-led reviews
- ✓ Product and pricing optimisation
- ✓ Ongoing Financial Conduct Authority and compliance guidance
- ✓ Hands-on, dental-led support



- ✓ Targeted training for practices and TCOs
- ✓ Clear visibility of finance performance
- ✓ Scalable entity restructure to support expansion

3 key benefits of Medenta



Insights that drive smarter decisions

Medenta's regular insight reviews and dashboards give Smmmile a clear picture of how finance is performing across the group. This enables the leadership team to identify trends, target training, and make informed decisions that align finance use with customer outcomes as well as business and growth objectives.



Practical optimisation that protects profitability

From adjusting deposit levels to reviewing product usage, Medenta helps Smmmile make small but impactful changes - ensuring popular finance options remain commercially viable while continuing to support patient uptake



Embedded trusted support with real dental understanding

With a dental experienced Business Development Manager, Medenta provides clear, practical guidance on FCA requirements, training challenges and operational restructuring decisions - acting as a trusted extension of the leadership team as the group scales.

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Medenta doesn't just provide patient finance – they help us to understand how to use its full potential to support our growth plans.

Kath White, Group Director, Smmmile

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putting finance into practice