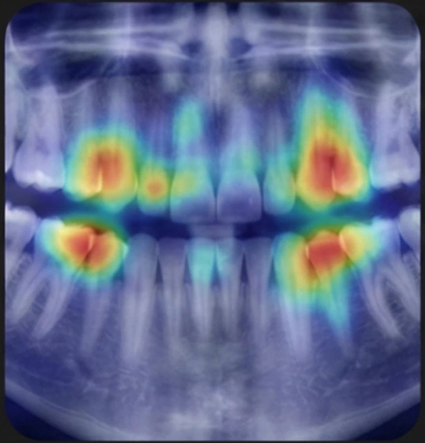
P1 Dental Partners
AI Workshop

Advancing the journey of AI



CoPilot Innovations

GROW

Unlocking AI Value Creation – Insights from across all industries

THE STATE OF AI IN THE ENTERPRISE

A small group of companies is capturing almost all the value.

74%

of AI's economic value is being captured by just 20% of companies.

1,217 senior executives surveyed across 25 industries

20% of companies are pulling away — and the gap is widening

2–3x more likely leaders use AI for growth, not just efficiency

Source: PwC 2026 AI Performance Study

AI Investment Is Rising, But Value Is Trapped

AI investment remains strong

63%

63% of BoDs rank investment in tech as a top strategy.

Source: 2025 Gartner BoD Survey

AI potential remains high

72%

72% of CEOs bet on AI as their primary driver for growth.

Source: 2025 Gartner CEO Survey

AI value remains elusive

11%

Only 11% of CFOs can concretely measure ROI from AI. 7% reporting high ROI

Source: 2025 Gartner CFO Survey

> *The inability to quantify business benefits is repeatedly cited as the primary impediment to operationalizing AI.*

Strategic Perspectives

Paradigm Shift

Input Focus vs Output Focus

Input Focus

- Hours Saved by task
- Tasks or workflows Automated
- Number of headcount reduced

→

Output Focus

- Speed & Scale
- Quality & Resiliency
- Business Agility

HOW WE EVALUATE AI INVESTMENTS

Hygiene Money vs. Restorative Money

a.k.a. soft dollars vs. hard dollars — two ways AI value shows up in the practice

HYGIENE MONEY

a.k.a. soft dollars

Sets the foundation. Builds capacity, retention, and resilience. Shows up in the P&L over time — through other lines.

EXAMPLES IN A DENTAL PRACTICE

— Provider time freed (AI charting & scribe)
— Patient NPS and experience lift
— Reduced staff burnout & turnover risk
— Faster onboarding for new associates
— Compliance & QA consistency

RESTORATIVE MONEY

a.k.a. hard dollars

Hits a P&L line directly this period. Lower cost, more revenue, faster cash. Direct cause-and-effect.

EXAMPLES IN A DENTAL PRACTICE

— Reduced days in AR / faster collections
— Higher case acceptance & treatment plan close
— Lower per-claim verification cost
— Same-store production growth
— Lower admin labor cost

REFLECTION

?

Which line items on the P&L could AI realistically move 1–3% in 12 months?

How AI Is Reshaping Dentistry

A view for P1 Dental Partners

The storm before the boom — and how a Provider-Led DPO can move with discipline while the industry resets.

Five forces reshaping dentistry in 2026

Margin compression	Wage growth (esp. hygienists) outpacing flat reimbursement; supplies, lab, rent, software all up.
Talent crisis	Structural — not cyclical. Hygiene and auxiliary pipelines are short across the Midwest.
Capital discipline	PE-backed DSO deals: 30+/yr (2021–22) to <12/yr (2023–25). Same-store growth is now the scoreboard.
Tech standardization = maturity signal	Investors underwrite integration quality, not store count. Fragmented stacks are a leadership problem.
AI moving from promise to practice	Administrative work is being commoditized. Early movers compound an advantage.

Sources: Planet DDS, 2026 Dental Industry Outlook (Huffaker, Blann/DC Advisory, Smith/ADSO); E. Scott, "The Storm Before the Boom," LinkedIn, Feb 2026.

THE THESIS

Most labor in a practice isn't clinical. AI is about to compress the rest.

— Administrative + non-clinical work is roughly 25–35% of practice overhead today.

— AI plus automation can take 50–70% of that out over the next 2–5 years.

— The strategic question isn't "what do we cut?" — it's "where do we redirect the savings?"

50–70%

Reduction in admin labor cost possible over 2–5 years as AI matures.

Sources: E. Scott, "The Storm Before the Boom," LinkedIn, Feb 2026; Planet DDS, 2026 Dental Industry Outlook (N. James, "Product as an EBITDA Multiplier").

THE MAP

Where AI plugs in across a dental practice

FRONT OFFICE

The patient experience layer

AI receptionist, smart scheduling, recall, two-way SMS, real-time payment estimates.

CLINICAL

Augmenting the provider

Radiograph AI, ambient documentation, treatment-plan presentation, case acceptance lift.

BACK OFFICE

The RCM and operations engine

Insurance verification, claims, AR follow-up, payment posting, IT consolidation.

STRATEGY

How leadership runs the business

Specialist recruiting, payer benchmarking, performance dashboards, M&A targeting.

Sources: ADSO 2026 Trends (in Planet DDS Outlook); Planet DDS, "Same-Store Growth Is Hiding in the Tech You Already Own" (J. Nesbitt).

The patient experience is now AI-powered

AI VOICE & CHAT

Always-on receptionist

Tools like Zaha AI, HeyGent, and Dialpad AI answer every call 24/7, schedule, handle FAQs, and triage emergencies — no missed new-patient calls.

SCHEDULING

Production per chair-hour

AI fills cancellation holes, predicts no-shows, and dynamically matches procedure mix to provider availability. Beats any human scheduler at scale.

PATIENT FINANCE

Real-time transparency

75% of dental offices now offer real-time financial estimates and digital payment options. Two-way SMS for recall, treatment plans, and balances drives collections without staff lift.

Sources: D. Hamilton, "AI and Changing Patient Expectations Drive Rapid RCM Innovations," DentalXChange (in Planet DDS Outlook); Ventus AI, Dental Insurance Verification Automation 2026 Guide; mConsent.

ZONE 2 · CLINICAL

Augmenting the provider — not replacing them

WHAT THIS LOOKS LIKE IN A P1 OPERATORY

Three layers of clinical AI — already deployed at scale

- Radiograph AI — VideaHealth (P1 today), Overjet, Pearl. A second pair of eyes for caries, perio, and bone-loss detection.
- Ambient AI scribes — generate clinical notes from the operatory in real time. Provider charting moves out of the evening.
- Treatment-plan visualization — AI-supported case presentation lifts acceptance and supports the hygienist–doctor handoff.

43%

Reduction in missed lesion detection in VideaHealth FDA trial

1,700+

Heartland Dental practices now using VideaHealth AI

500M+

Dental X-rays VideaHealth analyzes annually for 50,000+ clinicians

Sources: Becker's Dental Review, "The AI Revolution in Dentistry"; Overjet, "Cost of Dental AI: Overjet vs. Pearl vs. VideaHealth"; VideaHealth FDA submission data.

ZONE 3 · BACK OFFICE

RCM and operations — where the near-term ROI lives

INSURANCE VERIFICATION

Seconds, not 11 minutes

Manual eligibility checks cost ~$10–11 and 11 min per case (CAQH Index). AI agents log into payer portals overnight; tomorrow's schedule is verified by 7 a.m.

CLAIMS & AR

Cleaner claims, faster cash

60%+ of practices use AI in RCM today, driving a 30% reduction in admin errors and a 40% rise in EHR–RCM integration. Days in AR fall; collections rise.

INFRASTRUCTURE

Fix the foundation, then automate

DSOs lose 8–12% of annual revenue to IT inconsistencies and disconnected PMS/imaging. Standardization is the prerequisite for AI ROI.

For P1: maps directly to Graham's SMS payment-collections agent and to closing the gap left by the CDO transition.

Sources: Planet DDS 2026 Outlook (DentalXChange; Thinc Forward; Optimize Dental Consulting); Ventus AI, 2026 Verification Guide; dentalrobot.ai.

Where AI changes how leadership runs the business

RECRUITING

AI specialty recruiting

Cross-reference LinkedIn, alma maters, spouse profiles, and geographic ties to score relocation likelihood — addresses P1's endodontist gap.

PAYER STRATEGY

Payer rate benchmarking

Surface where Anthem/UHC/Delta pay peer offices more in similar geographies. Negotiation ammunition from AI on EOB and contract data.

ANALYTICS

Decision-grade dashboards

Move from "what happened" to "why" to "what to do next" — segmentation by location, payer, hygienist, and procedure.

M&A

Acquisition target intelligence

AI scoring of single-doctor practices ripe for partnership in the P1 footprint. Fills the strategic-dev gap from the CDO departure.

Sources: Planet DDS 2026 Outlook (N. Golding/JellyFish RAS — "Why Dental Leaders Need Context, Not Just Reports"; ADSO trends); P1 Dental CEO call notes (April 2026).

OUTSIDE-IN

Inspiration from adjacent service industries

VETERINARY MEDICINE

Clinician-led adoption

IDEXX SmartFlow, Otto, Vetcove use AI for triage, treatment-plan presentation, supply automation. Lesson: provider trust speeds adoption.

OPTICAL RETAIL

First and last mile

Warby Parker and 1-800-Contacts streamline Rx renewal, virtual try-on, exam triage. Lesson: streamline the bookends of the experience.

PHYSICIAN GROUPS

Centralized AI-RCM

USPI, Surgery Partners drove 200–400 bps of EBITDA expansion through centralized AI-augmented RCM. Lesson: scale RCM, not staff.

HOSPITALITY & RETAIL

Predictive workforce

Marriott and Starbucks use AI workforce scheduling to cut labor variance 5–10%. Lesson: forecast hygiene demand the same way.

Sources: IDEXX investor materials; Becker's ASC Review; Bain & McKinsey commentary on physician-services AI; corporate disclosures.

CASE STUDY

Gen4 Dental Partners

Gen4 Dental Partners implemented VideaAI across 100+ locations specifically to address diagnostic variation and build patient trust.

- Visual evidence shortened consultation times.
- Shift from "telling" to "showing" fostered collaboration.
- Increased confidence in comprehensive care plans.

CASE STUDY

Onsite Dental

Onsite Dental, which manages 39 locations serving employees at corporate campuses, factories, and shipyards, integrated Pearl's AI to manage a highly distributed workforce.

They faced the challenge of maintaining clinical quality across varied environments—from Boeing engineers to Virginia shipbuilders.

- **Production Boost:** An average 20% increase in office production across all locations.
- **Case Value:** At some high-usage offices, average production per visit increased from $26.95 to $137.
- **Operational Maturity:** The system allowed for automated chart auditing at scale, enabling remote correction of treatment needs.

PEER PROOF POINTS

Three dental peers already deploying AI at scale

HEARTLAND DENTAL · 1,700+ PRACTICES

The largest dental AI rollout ever — in 10 weeks

VideaHealth radiograph AI deployed across the entire network. 95% daily-active engagement nine months in. 50M+ X-rays processed; 125,000+ early-stage decay cases caught with AI assist in 2024.

Partner: VideaHealth

DENTAL CARE ALLIANCE · 390+ PRACTICES

“Tenured doctors called to say this is great.”

Overjet AI live in 120+ offices. Biggest surprise: experienced clinicians embraced colorized X-rays with disease-progression overlays. Patients felt part of treatment planning. Case acceptance lifted.

Partner: Overjet

MB2 DENTAL · 700+ PRACTICES (DPO)

80 hours / month back from a back-office AI agent

Thoughtful AI’s agent “PHIL” automates payer-portal logins, report generation, and write-back to internal systems. The closest peer to P1 — same DPO model, same partner-led ethos.

Partner: Thoughtful AI

Sources: VideaHealth, “How Heartland Dental Provided Access to VideaAI…”; Becker’s Dental Review on DCA + Overjet; Thoughtful AI, MB2 Dental case study.

THE OTHER SIDE OF THE STORM

When the operating discipline isn't there

THE CASE · SMILE BRANDS & SONRAVA HEALTH

Accumulation without performance

— Sonrava Health (~360 practices, formerly Western Dental) hit a debt-restructuring crisis in 2024 — overleveraged PE-era acquisitions, thin operating model.

— Smile Brands (400+ practices, Gryphon Investors-owned since 2016) is now in a multi-year sale process; reported 11–13× EBITDA pricing looks aspirational vs. where the market is actually clearing.

— Both: classic "buy fast, integrate slowly, lever up" — the playbook that defined 2020–22 capital and stopped working in 2023–25.

THE LESSON FOR P1

Disciplined growth is the moat.

- P1's measured, partner-by-partner growth thesis is a strength in this market — not a weakness.
- Colao/Dykema: 2026 rewards "discipline, differentiation, and durable growth."
- AI is what funds the discipline.

Sources: Dentistry Today, "Gryphon Investors Looking to Sell Smile Brands DSO"; FOCUS Bankers, 2025 Dental Transactions Update; Planet DDS 2026 Outlook (B. Colao/Dykema).