

Revenue for OC Dental Companies Increases 31%

Staffing Up for Device Makers, DMOs & More

■ By PETER J. BRENNAN

Orange County's dental industry returned to growth mode last year after taking major hits during the onset of the pandemic.

The Business Journal's third annual list of dental companies showed OC employee headcount climbed 1.9% to 5,496 as of July. That compares with an 8.6% drop in 2020 when the pandemic at one point shut an estimated 95% of the nation's dental practices.

This week's Business Journal list on dental-focused businesses is a varied collection of makers of implants and braces, dental support organizations, software firms servicing dental practices, as well as dentistry-focused device makers.

Companywide, their employee count was flat at 136,923; last year, the companywide employee count fell 6.4%.

The six companies that reported revenue collectively saw a 31% increase to \$5.9 billion in 2021; in the prior year, companies on the list reported revenue fell 2.7%.

Biolase Boost

The biggest headcount increase was 59% to 89 employees at Foothill Ranch-based **Biolase Inc.** (Nasdaq: BIOL). It grew 15% companywide to 169.

Sales at the maker of dental lasers last year jumped 72% to \$39.2 million. Its first-quarter sales climbed 25% to \$10.2 million; it currently has a \$25 million market cap.

"Our continued strong performance in the first quarter reflects positive momentum on several fronts," Chief Executive **John**



Stephenie Goddard became CEO of Glidewell Laboratories this year, taking over from Jim Glidewell who founded the Newport Beach-based company in 1970

Beaver said in a statement in May.

"With only between 7% and 8% of the U.S. dental community currently using dental lasers, we are confident that we can leverage the enhanced capabilities of our dental lasers to drive further adoption and become the new standard of care," he said.

Sonendo Expands

Another fast grower was Laguna Hills-based **Sonendo Inc.** (NYSE: SONX), where employee count increased 37% to 174; companywide, it grew 23% to 239 employees. The company, which makes a "GentleWave System" to treat root canals, has a \$48 million market cap.

The company is in growth mode as revenue last year jumped 42% to \$33.2 million. Its first-quarter revenue increased 22% to \$9 million.

"We are very proud of our quarterly results and start to the year, as we continue to see strong utilization among our install base, despite the spike in omicron infection rates early in the quarter," Sonendo CEO **Bjarne Bergheim** said in a May statement.

New Glidewell CEO

Topping the list again was Newport Beach's **Glidewell Laboratories**, the world's largest privately held provider of dental lab products, which has an estimated 1,500 employees in Orange County and 4,000 companywide.

Stephenie Goddard, a veteran of 15 years at the company, on Jan. 1 took the role as CEO, a position held by **Jim Glidewell** since he founded the company in 1970.

"This is not a matter of me stepping down," Glidewell, who remains president, said in a statement at the time. "But with all that we're doing in an effort to improve the lives of dentists and their patients, I could use another hand at the helm."

"Jim is in the office every day, sharing his vision and insights and continuing to challenge us to develop solutions that improve the quality, speed and affordability of dentistry," Goddard said.

Entrepreneurial Excellence

No. 2 Irvine-based **Pacific Dental Services**, which builds and manages office practices for dentists, taking care of just about everything except the actual dentistry, has an estimated OC headcount at 1,200; companywide it grew less than 1% to 12,000.

Chief Executive **Stephen Thorne** has previously told the Business Journal that the 2020 pandemic severely harmed the business of its clients. In 2021, it rebounded by growing revenue 28% to \$2 billion.

In May, Thorne was recognized with a Business Journal **Excellence in Entrepreneurship** award.

"At certain stages in your career, you wonder if you're going to make it," Thorne told the Business Journal audience on May 26.

No. 3 Brea-based **Envista Holdings Corp.** (NYSE: NVST) has three entities on the list: **Ormco**, **Nobel Biocare** and **Kerr**. Envista employs 900 in Orange County, flat from a year ago. Its companywide employee count of 12,000 was also flat from a year earlier.

In 2020, the pandemic caused the company to have the biggest sales drop on the list, 17%.

Revenue at the company, which has a \$6.5 billion market cap, rebounded in 2021, climbing 30% to \$2.5 billion. Sales slowed to 3.1% growth of \$631.4 million in the first quarter.

"Despite a challenging macro environment, we delivered another solid quarter," CEO **Amir Aghdaei** said in a May statement about its first-quarter results.

Envista is scheduled to report second-quarter results this week. ■



THE LIST DENTAL COMPANIES LIST

RANKED BY NUMBER OF OC EMPLOYEES

Rank	Company name	Company logo	OC employees	Companywide employees	Revenue for 12 months ended Dec. 31, 2021	Company/product description	Parent company	Top official(s)	
Prev. Rank	•Address •Headquarters		•yearly % change	•yearly % change	•yearly % change			•Title •Phone/fax	
1	Glidewell 4141 MacArthur Blvd. Newport Beach 92660-2015 Newport Beach Website: glidewell.com Email: mail@glidewell.com		1,500 ⁽¹⁾ NA	4,000 ⁽¹⁾ NA	wnd	Custom dental restorative services, materials and devices manufacturer		Stephanie Goddard CEO (800) 854-7256/(949) 440-4501	
2	Pacific Dental Services 17000 Red Hill Ave. Irvine 92614-5626 Irvine Website: pacificdentalservices.com Email: info@pacificdentalservices.com		1,200 ⁽¹⁾ NA	12,000 1%	\$2 billion 28%	Dental business support organization providing business and administrative services		Stephen E. Thorne IV founder/CEO/president (714) 845-8500/(949) 250-0510	
3	Envista Holdings Corp. 200 S. Kraemer Blvd., Bldg E Brea 92821-6208 Brea Website: envistaco.com Email: info@envistaco.com		900 0%	12,000 0%	\$3 billion 30%	Portfolio spans dental implants and treatment options, orthodontics, and digital imaging technologies		Amir Aghdai CEO/president (714) 817-7000/(714) 817-5450	
	Ormco 200 S. Kraemer Blvd. Brea 92821-6208 Brea Website: ormco.com		267 30%	2,940 -6%	wnd	Manufactures and distributes orthos, accent mini tubes, snaplink, washbon, tru-arch, pendex, positioners, spring retainers and other related products	Envista Holdings Corp.	Jim McGilivray senior VP, Envista/president, Ormco (800) 854-1741/(714) 516-7543	
	Nobel Biocare 22715 Savi Ranch Parkway Yorba Linda 92887-4609 Yorba Linda Website: nobelbiocare.com Email: info.usa@nobelbiocare.com		238 12%	2,638 3%	wnd	Makes dental implant systems, custom prosthetics, biomaterials and surgical tools for treatment planning and guided surgery	Envista Holdings Corp.	Patrik Eriksson senior VP, Envista/president, Nobel Biocare (714) 282-4800/(800) 876-8805	
	Kerr ⁽²⁾ 1717 W. Collins Ave. Orange 92867-5422 Orange Website: kerrdental.com Email: kerrcustcare@kavokerr.com		220 -26%	1,657 -8%	wnd	Designs and manufactures products for restorative dentistry, provides technical training and support	Envista Holdings Corp.	David Armstrong president, Kerr (800) 537-7123	
4	Smile Brands Inc. 100 Spectrum Center Drive, Ste. 1500 Irvine 92618-4984 Irvine Website: smilebrands.com Email: contactus@smilebrands.com		650 0%	7,500 0%	\$1 billion ⁽¹⁾ NA	Dental management services		Steven C. Bilt CEO (714) 668-1300	
5	3M Oral Care 2111 McGaw Ave. Irvine 92614-0908 St. Paul, Minn. Website: 3m.com/3M/en_US/plant-locations-us/irvine/		400 ⁽¹⁾ NA	95,000 ⁽³⁾ 0%	wnd	Restorative composites, adhesives, abrasives, crowns, impressions, other dental products	3M Co.	David Goldinger plant manager (949) 863-1360	
6	Sonendo Inc. 26061 Merit Circle, Ste. 102 Laguna Hills 92653-7010 Laguna Hills Website: sonendo.com Email: info@sonendo.com		174 37%	239 23%	\$33 million 42%	Dental technologies developer; the Gentlewave System uses sound waves and irrigation fluids to clean teeth		Bjarne Bergheim CEO/president (949) 766-3636/(949) 305-5201	
7	Western Dental & Orthodontics 530 S. Main St. Orange 92868-4525 Orange Website: westerndental.com Email: corporate@westerndental.com		153 NA	5,471 NA	\$250 million ⁽¹⁾ NA	Braces, aligners, implants, dentures, crowns, bridges, at-home dental care kits	Sonrava Health	Daniel D. Crowley chairman/CEO (866) 319-9409	
8	Keating Dental Lab Inc. 16881 Hale Ave. Irvine 92606-5067 Irvine Website: keatingdentallab.com Email: shaun@keatingdentallab.com		125 32%	125 32%	wnd	Full-service dental laboratory		Shaun Keating CEO (949) 955-2100/(949) 955-2199	
9	Swift Health Systems Inc. dba Inbrace 111 Academy Drive, Ste. 150 Irvine 92617-3053 Irvine Website: inbrace.com Email: info@inbrace.com		100 ⁽¹⁾ NA	100 ⁽¹⁾ NA	wnd	Invisible braces		Clint Carnell CEO (877) 258-8677	
10	DentalXChange.com 17701 Cowan, Ste. 250 Irvine 92614-6841 Irvine Website: dentalxchange.com Email: marketing@dentalxchange.com		90 ⁽¹⁾ NA	90 ⁽¹⁾ NA	wnd	Provider of EDI technology for the interaction between dentists, their patients and insurance companies; services include claims processing, claims attachment processing, electronic remittance advice, real-time services, merchant processing, payer credentialing, electronic patient statements and more	EDI-Health Group Inc.	Paul Kaiser CEO (800) 576-6412/(800) 866-0006	
11	Biolase Inc. 27042 Towne Centre Drive, Ste. 270 Foothill Ranch 92610-2811 Foothill Ranch Website: biolase.com Email: info@biolase.com		89 59%	169 15%	\$39 million 72%	Medical device maker		John R. Beaver CEO/president (949) 361-1200/(949) 273-6677	

Abbreviations: NA: not applicable; NR: not ranked; wnd: would not disclose
 Note: To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Unless otherwise noted, the information on this list was provided by the companies themselves. List may not be reprinted without permission of the editor. Photos show the first top official listed.

⁽¹⁾ Business Journal estimate

⁽²⁾ Previously listed as KaVo Kerr











⁽³⁾ Reflects parent company

Researched by Meghan Kliever

THE LIST DENTAL COMPANIES LIST

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Prev. Rank	•Address •Headquarters		•yearly % change	•yearly % change				•Title •Phone/fax	
12 (11)	Planet DDS 3990 Westerly Place, Ste. 200 Newport Beach 92660-2312 Newport Beach Website: planetdds.com Email: info@planetdds.com		55 ⁽¹⁾ NA	140 ⁽¹⁾ NA	\$19 million ⁽¹⁾ NA	Cloud-based dental practice management software and services for dental groups and solo practices		Eric Giesecke CEO (800) 861-5098/(714) 242-2060	
13 (13)	Pacific Companies Inc. 75 Enterprise, Ste. 220 Aliso Viejo 92656-2626 Aliso Viejo Website: pacificcompanies.com Email: info@pacificcompanies.com		30 -17%	53 47%	\$23 million 27%	Permanent and locums tenens healthcare recruitment for physicians, nurse practitioners, advanced practice providers, and dentists		Gary Cook CEO/president (714) 619-3080/(800) 741-7620	
14 (14)	DiamoDent 1580 N. Harmony Circle Anaheim 92807-2092 Anaheim Website: diamodent.com Email: jrassoli@diamodent.com		15 ⁽¹⁾ NA	15 ⁽¹⁾ NA	\$2 million ⁽¹⁾ NA	Offers high-precision prosthetic dental implant components and tools that are compatible to most major dental implant systems		Jeff Rassoli president (714) 701-0171/(714) 701-0176	
15 (15)	Virtual Dental Care Inc. 5319 University Drive Irvine 92612-2965 Irvine Website: get.teledentix.com Email: dgates@virtualdentalcare.com		8 0%	14 17%	wnd	Telecommunication tools: live video, recorded video, chat, text, email, image and document uploads; some modules include consultation network management, patient engagement tools, peer-to-peer record collaboration		Richard Lee co-founder, CEO/co-founder, COO (800) 838-9897	
16 (NR)	DGShape, a Roland Company 15363 Barranca Parkway Irvine 92618-2216 Irvine Website: dgshapeamericas.com Email: salesinfo@rolanddg.com		7 40%	7 40%	\$19 million 63%	Dry and wet dental mills and accessories	Roland DG Corp.	Andrew L. Oransky CEO/president (949) 727-2100/(949) 727-2112	

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