

# HIP

HUNGER + INTEGRITY + PASSION

Turning prospects into patients, for good.





# WE'RE GROWING

Growth can't exist without change.  
Our team gets to be a part of the  
exciting future we are creating as  
we grow with our partners.

It all starts with us, our level of  
commitment, and leading positive  
change every day – for our team and  
for our partners.

*- Justin & Luke*



# OUR MISSION

We Help Independent Orthodontic and Dental Practices  
Become Authorities In Their Space

A Few Brands We've Partnered With...



**fishbein**  
ORTHODONTICS

**EFROS**  
ORTHODONTICS

DR. JENNIFER  
EISENHUTH  
ORTHODONTICS

**WENTZ**  
ORTHODONTICS

**FARINA**  
ORTHODONTIC  
SPECIALISTS

**DRESSLER**  
ORTHODONTICS

**VICTUS DENTAL**

**STRICKLAND**  
ORTHODONTICS

**BEHL...**  
ORTHODONTICS

**allsmiles**  
orthodontics

**BUDA**  
ORTHODONTICS

**SoCoSmiles**  
ORTHODONTICS

**KNECHT**  
ORTHODONTICS

**Smiles From Us**  
PEDIATRIC DENTISTRY & FAMILY ORTHODONTICS



# WHO WE **SERVE**

Our primary focus is to serve  
orthodontists and dentists.

We measure our success by our  
partners having transformative  
experiences in their practices,  
the growth in revenue they see,  
and making their greatest possible  
contributions to their teams and  
patients while living their own  
authentic purpose.





# ABOUT US

- **Founded in 2014 - Founders own several companies that are all self-funded:**
  - HIP - Orthodontic/Dental Marketing, Education, and Technology company
  - Building Online
    - Agency-focused in the Building Industry (Uses the HIP team — Developer only)
    - Very low maintenance
    - We aquired in 2018
  - Holstein Parts - Autopart Manufacturing Company
    - Founded in 2016
    - 13 Employees
- **Niched Down to Orthodontics/Dental in 2018**
- **Last 2 Years**
  - Team Average of 8 [2020] --> 24 [2022]
    - 30% In-Office / 70% Remote
  - Active Partners of 40 [2020] --> 145 [2022]
  - Currently onboarding 8-10 new partners per month with a 95% Retention Rate



# HOW WE HELP

## MARKETING

- Digital Ad Campaigns
- Retargeting Campaigns
- SEO
- Reputation Management
- Website
- Branding

## EDUCATION

- Orthodontic Training Course -  
100+ Module Training Course
- 5 Books w/ supporting  
courses [3 Finished, 2 More in  
2022]
- In-Office Consulting  
[Launched December 2021]

## TECHNOLOGY

- PracticeBeacon CRM
- PB Connect
  - Integrations w/ top  
EHR platforms





# What's the bedrock of HIP's success?

Effective Communication

Excellent Service

## Internal Motto

Leaders Serving Leaders



# Our Core Values

H

I

P

HUNGER

INTEGRITY

PASSION



# SERVICE VALUES

- ① I build strong relationships and create HIP partners for the life of their business.
- ② I am always responsive to the needs of our partners.
- ③ I am empowered to create memorable and personalized experiences for our partners.
- ④ I understand my role is vital to provide excellence for our partners.
- ⑤ I continuously seek to innovate and improve the HIP experience.



# SERVICE VALUES

- ⑥ I own and immediately resolve partner issues.
- ⑦ I create and contribute to an environment of teamwork.
- ⑧ I will continue to learn and grow each day.
- ⑨ I am proud of my performance and effort.
- ⑩ I protect the HIP reputation at every level of our partnerships.



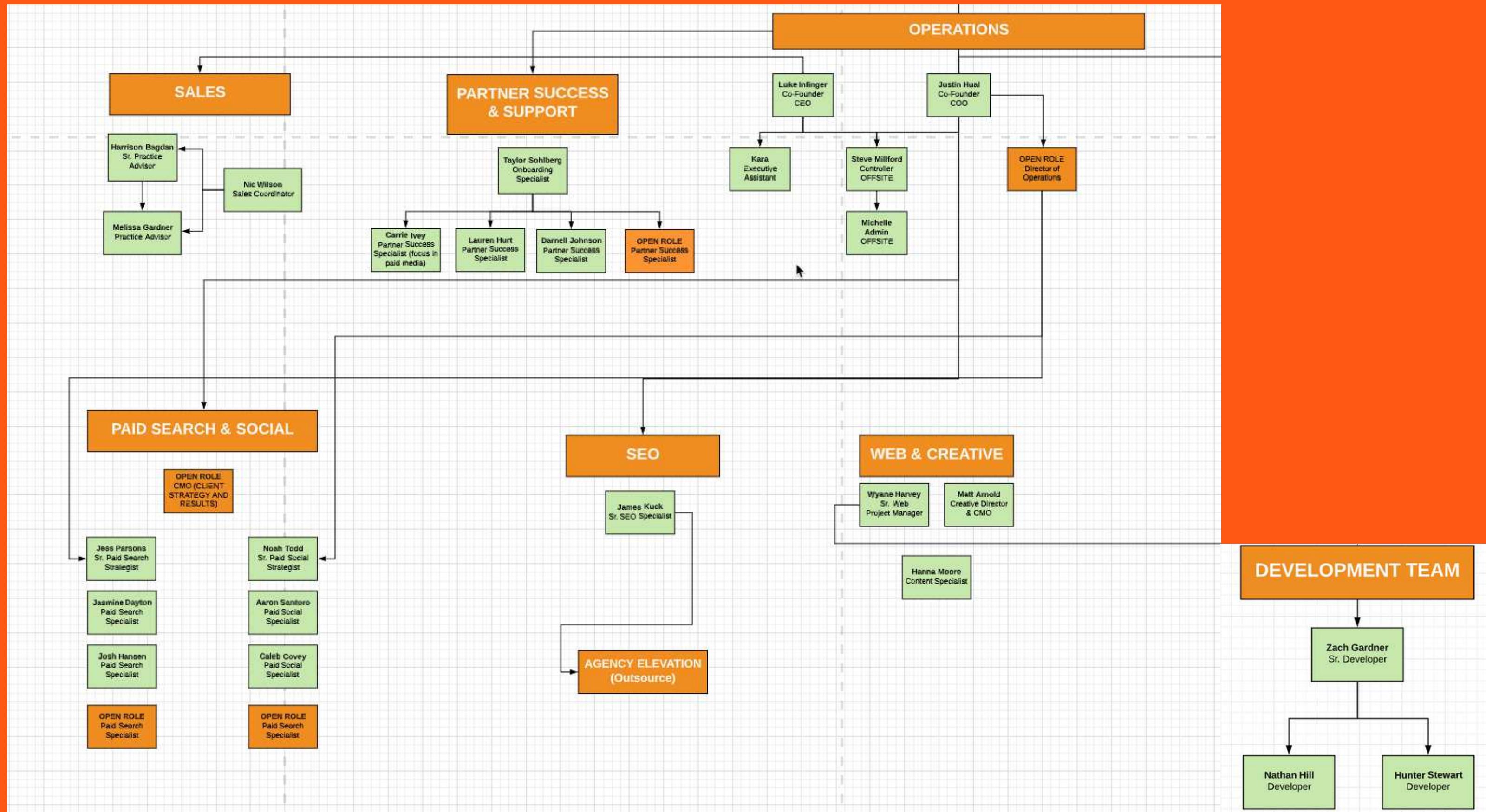
# NEW OFFICE SPACE

Coming Q4 2022...





# OUR TEAM





# WHO WE ARE

- ✔ Communicators
- ✔ Team Players
- ✔ Problem Solvers
- ✔ Change Agents
- ✔ Trust Creators





# WORK HARD... PLAY HARD

A higher level of service  
exists because of a higher  
level of teamwork.

And, we might like  
Escape Rooms.





# OUR COMMUNITY

Pensacola is a city rich with history featuring some of the most beautiful beaches in the world.





# LOCAL CHARM

Pensacola's charming, historic downtown offers so much to explore, discover, and experience!







# IT ALL STARTS WITH YOU.

The growth we provide our  
partners starts with us  
growing as a team  
and growing personally.





If you share the same values...  
**you may be the right fit for our team!**