



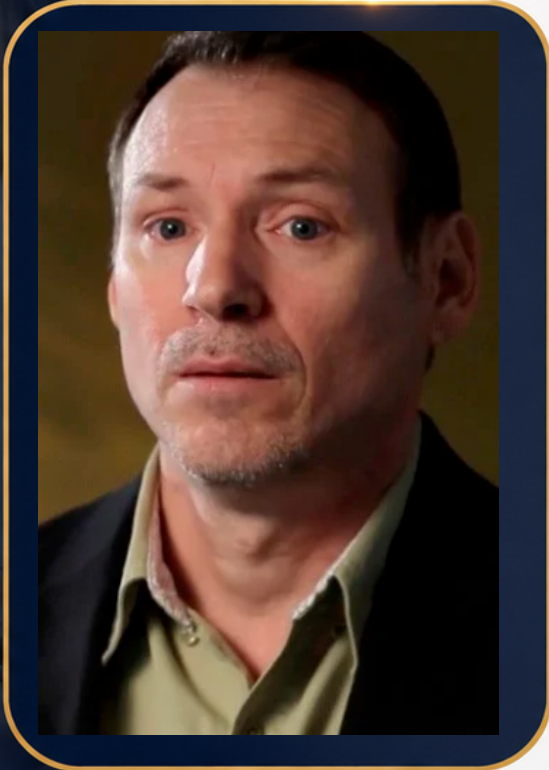
Smart Medical Ventures

SMV School Operating System

Business Prospectus

A unified platform for launching, licensing,
enrolling, training, and operating practice-based schools.

CURRICULUM • LICENSURE • MARKETING • OPERATIONS



From myself and on down, we've worn many hats: campus president, academic dean, admission representative, curriculum developer, compliance officer, and more. We know what it is like to successfully start, operate, and grow vocational school campuses. And that is why we enjoy using our experience and knowledge to continue to serve the industry and especially in the management and growth of our partner's schools.

As a national brand, we operate with complete transparency and as a fast-growing company, want to make money with our partner dentists, not off them.



ONE ECOSYSTEM.
ONE LAUNCH PATHWAY.
BETTER OUTCOMES.



Built by Operators

Real-world experience in launching and growing campuses.



Complete Transparency

Clear communication, ethical practices, and aligned incentives.



Growth Focused

Systems designed to attract, enroll, and graduate.



Partner First

We succeed when our partner schools succeed.



Future Ready

Modern programs. Strong compliance. Stronger outcomes.



The practice-owner problems

The dental assistant shortage is not just a hiring problem. It is a production problem.

1 When assistants are not practice-ready, doctors lose time, chairs slow down, handoffs break down, and the entire schedule feels harder to manage. Many practices have hired graduates or accepted externs from traditional programs and quickly realized the same thing: the student may have completed school, but they are not ready to support real clinical flow without months of additional training.

That leaves the practice doing the job the school should have done—turning your team into a training program while you are trying to see patients, protect production, and grow.

2 The average dental practice overhead typically ranges from **60% to 65%** of total collections. This percentage includes every single operating expense required to keep the doors open—such as staff salaries, supplies, rent, and lab fees—but completely excludes the doctor's own compensation and benefits.

3 Dentists enter the profession with one of the highest financial barriers in healthcare, often carrying dental school debt in the **\$280,000 to \$312,000** range before they ever buy or build a practice. When that debt is combined with rising overhead, equipment costs, payroll pressure, and the expense of practice ownership, the financial weight can become overwhelming. For many dentists, this burden is not just a business challenge; it is a major driver of career stress, production pressure, and burnout.



SMV reframes the problems: stop only competing for assistants — build the training pipeline & Increase revenues.

SMV: The School Operating System

A unified platform for launching, enrolling, licensing, training, and operating practice-based schools.

-  Clinical Ready™ Curriculum
-  Student Platform
-  Instructor Platform
-  Staff Training Platform
-  Demo Day™ Marketing

-  Speed-to-Lead Enrollment
-  Done-for-You State Licensure (Premium)
-  Externship Placement
-  Operations & Reporting



One ecosystem. One launch pathway. *Better outcomes.*

The SMV model

A practice-based school model designed for owners who already have the clinical environment.



No royalties

No per-student fees

School & LMS Platforms

30-hours Online didactic

- Didactic lectures delivered online
- No lecture classrooms needed
- No instructor prep-time

96 Hours Hands-On Labs abs

- Saturday classes during non-patient hours
- Delivered during non-patient hours
- Traditional graded or Clinical Ready

21 hours Clinical Blocks

- Practice-based clinical reinforcement
- Operatory readiness and chairside workflow

State licensure / California Affiliate

- Done-for-you (Premium Plan)
- State-specific templates (Standard Plan)
- Launch in 60-90 days (California Pathway)

School Operations Platforms

- Can be managed by an assistant
- SMV school management platform
- Staff training portal - school operations

School marketing management & enrollment

- Demo Day™ setup and training (on-site enrollments)
- Speed-to-lead follow-up structure for inquiries, calls, texts, and reminders
- Enrollment workflow support to move prospects from interest to application

Idle practice space becomes a profit-producing & controlled learning environment during non-patient hours.



How SMV compares

SMV is not a franchise, not a bonded guarantee model, and not a DIY template dump.

Dimension	SMV Platform	Franchise	Guarantee-based	DIY
Economics	No royalties / no student share. Ever.	Royalty + monthly	Revenue share / fine print	Your cost
Curriculum	Standard academic (Standard) or Clinical Ready™ (Premium)	Franchise curriculum	Generic w/ upsell	Build your own
State Licensure	State-specific template (Standard) or done-for-you Premium	Franchise-driven	Bundled	Self-managed
Marketing	Templates (Standard) Demo Day™ + speed-to-lead + marketing mgmt. (Premium)	Co-op fees	Bundled ads	DIY
Readiness	Grade average (Standard) Clinical Ready™ validation (Premium)	Grade average	Grade average	Varies



SMV focuses on the actual mechanics of launching and operating a school:

curriculum, licensure support, marketing systems, admissions, operations, and instructor delivery.



Smart Medical Ventures

Dental Assisting School Launch System

Launch a practice-based school with curriculum, licensure support, LMS partner setup, and marketing systems.



Standard



Premium



California



No royalties

No tuition share or per-student fees



Clinical Ready™

Practice-based skills validation



Demo Day™

Student marketing and enrollment system



One ecosystem. One launch pathway. Better outcomes.



smvclinical.com

OUR SCHOOL PLANS

Premium AND Standard

Two lower-entry ways to launch your dental assisting school with **SMV**.

Choose the level of support that fits your practice, your team, and your growth plan.



LICENSED.
COMPLIANT.
PRACTICE READY.



CLINICAL
TRAINING
THAT WORKS.



MARKETING
THAT FILLS
YOUR SCHOOL.



A SYSTEM
THAT DRIVES
REAL ROI.

Two paths: Standard or Premium

Both paths support a practice-based school model. The difference is how much implementation structure SMV provides.

Standard

unlimited students

Foundation + client-led implementation

- ✓ Curriculum, school documents, state licensure templates
- ✓ LMS curriculum build templates
- ✓ Your team handles more execution
- ✓ **\$7,500 activation + \$600/mo**

Premium

unlimited students **MOST POPULAR**

Acceleration + done-for-you implementation

- ✓ Clinical Ready™ Curriculum
- ✓ State licensure done-for-you
- ✓ Marketing management / Enrollments + Demo Day™ setup, training, & support
- ✓ **\$8,500 activation + \$750/mo**

Simple rule: Standard gives you the tools. Premium gives you the tools plus a done-for-you path.

Standard Plan: the organized startup foundation

For owners who want the curriculum, documents, templates, and roadmap — and whose team will handle more of the buildout.

Curriculum + LMS Foundation

- Traditional 12-week Dental Assisting curriculum
- Instructor and student resources
- Assessments and templates
- SMV LMS curriculum build templates
- Upload maps and course organization

Licensure + Compliance Templates

- State-specific licensure templates
- Catalog and enrollment agreement templates
- School policy and compliance documents
- Student records and admin forms

Marketing + Support Foundation

- Marketing templates and outreach copy
- Student inquiry templates
- Office hours / ticketed support
- Resource access and implementation roadmap

The following are not included in Standard unless separately purchased: full LMS buildout, done-for-you campus marketing, Clinical Ready™ upgrade, state/board fees, ad spend, legal advice, or third-party software fees.

Premium Plan: done-for-you launch pathway

For owners who want SMV to help structure the curriculum, licensure, LMS platforms, marketing, enrollment, and launch workflow.

Licensure + Compliance

- State licensure preparation and support
- Annual Compliance/License renewal assistance
- Catalog / application support
- Deficiency response support
- Pre-submission QA

Curriculum + Platforms

- Clinical Ready™ curriculum
- Student LMS
- Instructor training platform
- Staff training platform
- Curriculum loading and organization

Enrollment + Launch


- SMV Clinical Edge Academy Brand. Website creation & site page support
- Enrollment workflows
- Marketing management, Demo Day™ campaign support
- AI / speed-to-lead structure
- Client Success Manager
- California Dental Assisting Academy Affiliate Brand. Website creation & site page support

One contract. One process. One launch pathway. Premium integrates the pieces that would otherwise require separate vendors, scopes, and timelines.





SMV ROI & Break-Even Snapshot


Annual model based on Standard: 8 students per cohort x 4 cohorts per year (32 students annually) | Premium: 12 students per cohort x 4 cohorts per year (48 students annually)

Sample math based on \$4,500 tuition per student. For illustration only. Results vary by market.




Standard Path

 Annual Platform / Support Fee	\$7,200 / year
 Monthly Equivalent	\$600 / month
 Marketing Management	Self-managed or outside provider
 Typical Outside Marketing Mgmt Benchmark	\$24,000–\$48,000 / year + ad budget



Break-Even to Cover SMV Annual Fee


1.6 students / year







Annual Model at 32 Students


\$144,000 tuition revenue – \$7,200 annual fee
= **\$136,800 remaining**

Best for owners who want the curriculum, documents, templates, and roadmap while their team handles more of the setup.




Premium Path

 Annual Platform / Support Fee	\$9,000 / year
 Monthly Equivalent	\$750 / month
 SMV Marketing Management / Support	Included
 Required School Ad Budget	\$18,000 / year (\$1,500 / month)




Break-Even to Cover SMV Annual Fee

2.0 students / year



Break-Even to Cover Platform Fee + Ad Budget

6 students / year




Annual Model at 48 Students

\$216,000 tuition revenue – \$27,000 combined platform + ad budget = **\$189,000 remaining**


Best for owners who want a more guided implementation path, done-for-you state licensure support, and SMV-managed marketing structure.




No royalties




No per-student fees




Unlimited students annually in the student LMS



Premium includes SMV-managed marketing support at no extra management fee



At 32 Standard students and 48 Premium students per year, both paths show strong operating leverage



Premium Value Advantage:
avoids a typical outside marketing management fee of \$24,000–\$48,000 per year.



Smart Medical Ventures

State Licensure Package

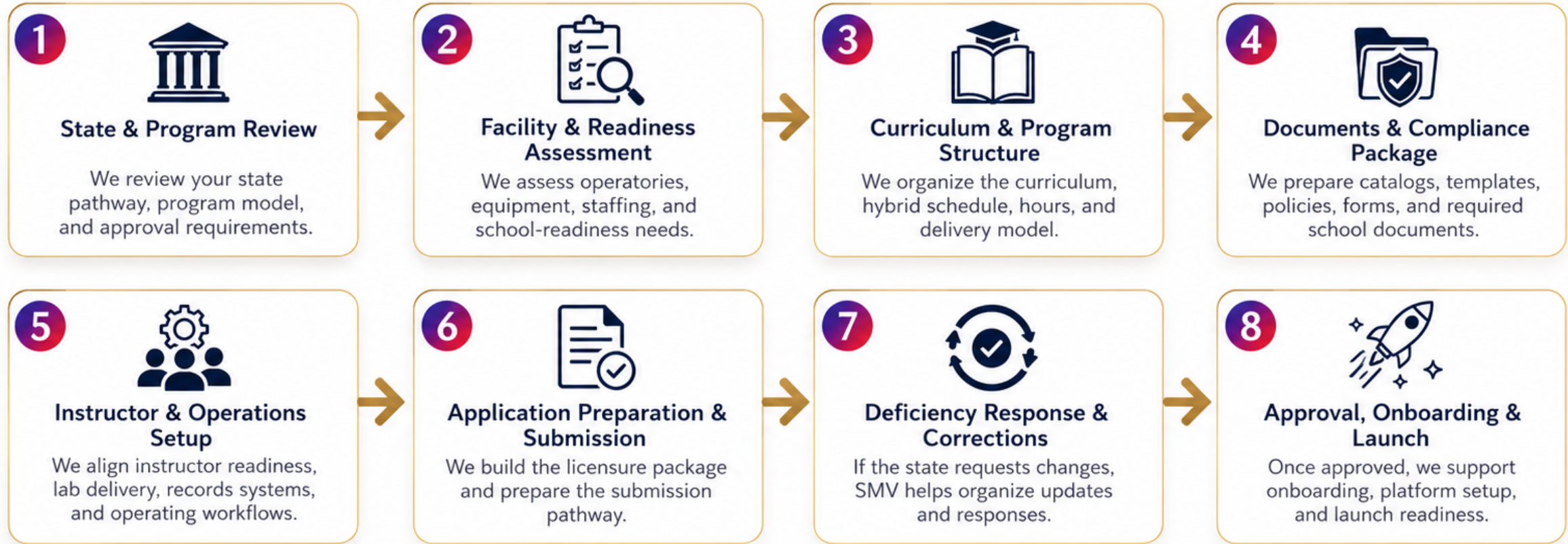
Practice-Based Dental Assisting School Launch

State-specific compliance, documentation, and filing guidance



How SMV Gets Your School Licensed & Approved

SMV's step-by-step school launch and approval pathway



Premium Path: Includes SMV's done-for-you state licensure and approval support.



One ecosystem. One launch pathway. Better outcomes.



Smart Medical Ventures

Clinical Ready™ Curriculum

Practice-Based Hybrid Dental Assisting Training System

Skills validation, hybrid delivery, and real operator readiness



Clinical Ready™ Hybrid Program

A 12-week practice-based hybrid model designed for real operatory readiness.

	60 Hours	Online Didactic	Self-paced modules with evidence-based learning and knowledge checks.
	80 Hours	Saturday Labs	Hands-on skill training with instructor-guided live practice.
	21 Hours	Clinical Blocks	Patient care experience in supervised practice settings.
	80 Hours	Externship	Practice-based training with mentored experience in live environments.
	5 Hours	CPR / BLS	BLS for HCP certification through the American Heart Association.

WHY IT PRODUCES BETTER STUDENTS

	Pass/Fail Skills Gates Demonstrate competence at every stage to advance.		Validated Before Externship Skills must be validated before entering real-world practice.		General Dentistry Focus Focus on essential procedures used in everyday practice.		9-Station Final Practical Comprehensive practical assessment across key clinical competencies.
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246 Total Hours



Hybrid Learning Model



Built for Practice Owners













One ecosystem. One launch pathway. *Better outcomes.*



Clinical Ready™ Graduate vs Traditional Curriculum Graduate

Why practices can feel the difference on day one.

Equivalent to
~8 months
of dental
assisting
experience

	 Clinical Ready™ Graduate	 Traditional Curriculum Graduate
 Skills progression	<input checked="" type="checkbox"/> Pass/fail skills gates	<input type="checkbox"/> Grade average / variable standards
 Before externship	<input checked="" type="checkbox"/> Validated before externship	<input type="checkbox"/> Readiness often assumed
 Chairside readiness	<input checked="" type="checkbox"/> Understands chairside flow, transfer timing, anticipation	<input type="checkbox"/> Often still learning workflow basics
 Infection control	<input checked="" type="checkbox"/> Reliable operatory turnover + contamination control	<input type="checkbox"/> May need closer coaching and reinforcement
 Radiography logic	<input checked="" type="checkbox"/> Accept/reject criteria + retake decision-making	<input type="checkbox"/> More variability in positioning and image judgment
 Documentation closure	<input checked="" type="checkbox"/> Charting and case closure discipline	<input type="checkbox"/> May require supervision to complete accurately
 Clinical confidence	<input checked="" type="checkbox"/> Repeated labs, clinic blocks, externship hardening	<input type="checkbox"/> Less repetition, less real-world hardening
 Practice impact	<input checked="" type="checkbox"/> Shorter onboarding and faster contribution	<input type="checkbox"/> Longer ramp-up before dependable contribution

Traditional curriculum outcomes vary by school and program design.

Clinical Ready™: performance-validated curriculum

Traditional curriculum teaches the subject. Clinical Ready™ validates the performance.



Students move forward when they can perform the skill correctly — not simply because they completed a lesson.

Pass / Fail

Skills gates, remediation, and re-attempts replace “close enough.”

Operatory-first

Built around chairside flow, isolation, materials, documentation, and readiness.

Instructor system


Hour-by-hour guides, scripts, activities, checklists, and validation tools.

Protected license

Owned by Clinical Edge; SMV is authorized to offer it to approved school partners.

Access is controlled through NDA, restricted-use terms, and territory protections where approved.

- Dashboard
- Welcome & Orientation
- Infection Control
- Instrument Identification
- Four-Handed Dentistry**
 - 4.1 Chairside Philosophy
 - 4.2 Positioning & Ergonomics**
 - 4.3 Effective Communication
 - 4.4 Transfer Techniques
 - 4.5 Anticipation & Efficiency
- Tray Setups
- Moisture Control & Isolation
- Dental Materials
- Radiography Basics
- Clinical Blocks
- Externship
- Skills Validation
- Final Practical
- Resources

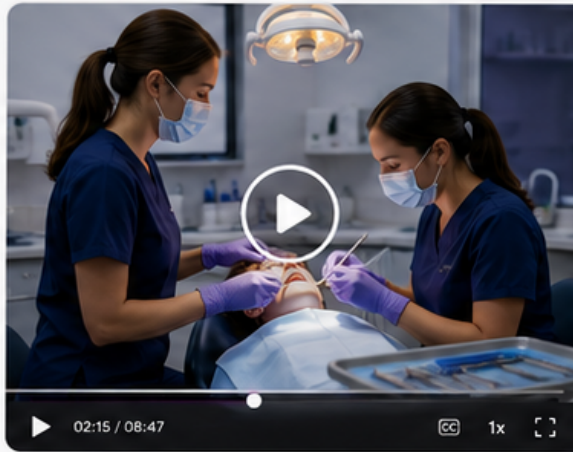
 **Need Help?**
Contact your instructor >

Welcome back, Sarah! 🌟
You're doing great. Keep going!

Four-Handed Dentistry > Module 4 > Lesson 2

Module 4: Four-Handed Dentistry & Chairside Flow


Learn how to work in perfect sync with your dentist to improve efficiency, patient comfort, and clinical outcomes.



4.2 Positioning & Ergonomics

Master optimal positioning for both assistant and dentist to reduce strain and improve clinical efficiency.

- Understand the operator's zone
- Assistant positioning fundamentals
- Ergonomic best practices
- Chair & patient positioning

 Duration: 8:47

Program Progress

68% Complete

34 of 50 Lessons


[View full progress →](#)

Module 4 Checklist


5 / 5 Lessons Completed

- 4.1 Chairside Philosophy 8:12
- 4.2 Positioning & Ergonomics 8:47**
- 4.3 Effective Communication 6:35
- 4.4 Transfer Techniques 7:59
- 4.5 Anticipation & Efficiency 9:20

[Download Module Guide](#)

 **Upcoming Lab**
Four-Handed Skills Lab
May 24, 2025 • 9:00 AM
[View full schedule →](#)

 **Overall Progress**
68% Complete
34 of 50 Lessons

 **Current Status**
On Track
Great job! You're ahead of schedule.

“ *Excellence is not a skill. It is an attitude.* – Ralph Marston



12-Week Clinical Ready™ Program

Weekly Course Outline

A structured 12-week hybrid program — online didactic theory + Saturday hands-on labs.



PHASE

01

WEEKS 1–6

WEEK
01

Operatory Foundations & Clinical Readiness

Role clarity, operatory zones, tray categories, basic instrument families, and professionalism. Pass/Fail Authorization Gate to enter Performance Labs.

WEEK
03

Instruments, Tray Systems & Chairside Flow I

Instrument recognition under flow, tray Bill of Materials + preflight, chair/stool positioning, baseline transfers. Pass/Fail DA103 Gate + in-clinic blocks begin.

WEEK
05

Infection Control Certification & Operatory Turnover Reliability

Infection Control certificate completion + operatory turnover system (zero-tolerance zoning). Pass/Fail DA105 Turnover Gate. Meets California Dental Board standards.

WEEK
02

Clinical Safety, Tooth Identification & Charting Readiness

Tooth numbering and surfaces, charting from dictation, PPE sequencing, clean/contaminated control points. Pass/Fail Authorization Gate.

WEEK
04

Four-Handed Dentistry & Isolation Fundamentals

Suction/retraction timing, ergonomics, isolation drift recognition, and contamination recovery behaviors. Pass/Fail DA104 Gate + clinic block hardening.

WEEK
06

Dental Materials, Procedural Timing & Defect Prevention

Mixing discipline, timing windows, defect recognition (voids/pulls/distortion), corrective action without provider rescue. Pass/Fail DA106 Gate + clinic block.



PHASE

02

WEEKS 7–12

WEEK
07

Radiology Certificate & 12-Hour Preclinical Manikin Lab

First-pass positioning (BW/PA), FMX/BW sequencing discipline, retake prevention, imaging infection control. Pass/Fail DA107 Gate. Live-patient exposures tracked separately.

WEEK
09

Restorative Assisting & Advanced Isolation Mastery

Moisture control endurance, anticipation discipline, contamination recognition/recovery, restorative flow reliability. Pass/Fail DA109 Gate + final clinic block.

WEEK
11

iTero Scanning, Digital Dentistry & Externship Reinforcement

iTero scan path discipline, scan defect recognition, rescan decision logic, infection control during scanning. Saturday hardening lab + externship continues.

WEEK
08

Radiographic Image Quality & Retake Decision-Making

Diagnostic vs. non-diagnostic, error identification, accept/reject decisions, retake logic and correction strategy. Pass/Fail DA108 Gate + clinic block.

WEEK
10

Crown & Bridge Assisting, Final Practical Validation & Externship Clearance

Crown/cementation staging, sequence discipline, cleanup verification + Intro to iTero scan awareness. Final Practical Validation to clear paid externship.

WEEK
12

Clinical Reinforcement Lab, Final Competency Audit & Externship Completion

Full-system simulation, chart closure discipline, completion audit + portfolio artifacts. Saturday hardening lab + externship completes.



Why Practices Benefit From Hiring Clinical Ready™ Graduates

Day-one usefulness that feels like approximately 8 months of dental assisting experience.

 **Clinical Ready™ = Approx. 8 Months of Dental Assisting Experience**

1



Faster Onboarding

Students arrive with stronger chairside flow, transfer timing, and operatory readiness.


2



Less Provider Rescue

Reduced need for constant correction, prompting, and workflow recovery during procedures.

3



Stronger Infection Control

Better contamination awareness, turnover discipline, and operatory reliability.

4



More Confident Team Contribution

Graduates have repeated labs, clinic blocks, and externship hardening behind them.

5



Better Patient Experience


Smoother visits, calmer handoffs, and more professional chairside support.

6



Quicker Production Support

Practices can integrate graduates faster and spend less time on basic retraining.

 **Shorter ramp-up** |  **More dependable support** |  **Better practice stability**

Experience equivalency is used as a positioning statement to communicate day-one readiness and is based on the Clinical Ready™ training model.



SMV
 SMART MEDICAL VENTURES
 BUILDING THE FUTURE OF HEALTHCARE EDUCATION

SMV Platforms

The School Operating System

Student LMS • Instructor Portal • Staff Portal • Admin Portal • Demo Day Portal



Purpose-built for
 medical & dental
 education



Secure. Compliant.
 Enterprise-ready.



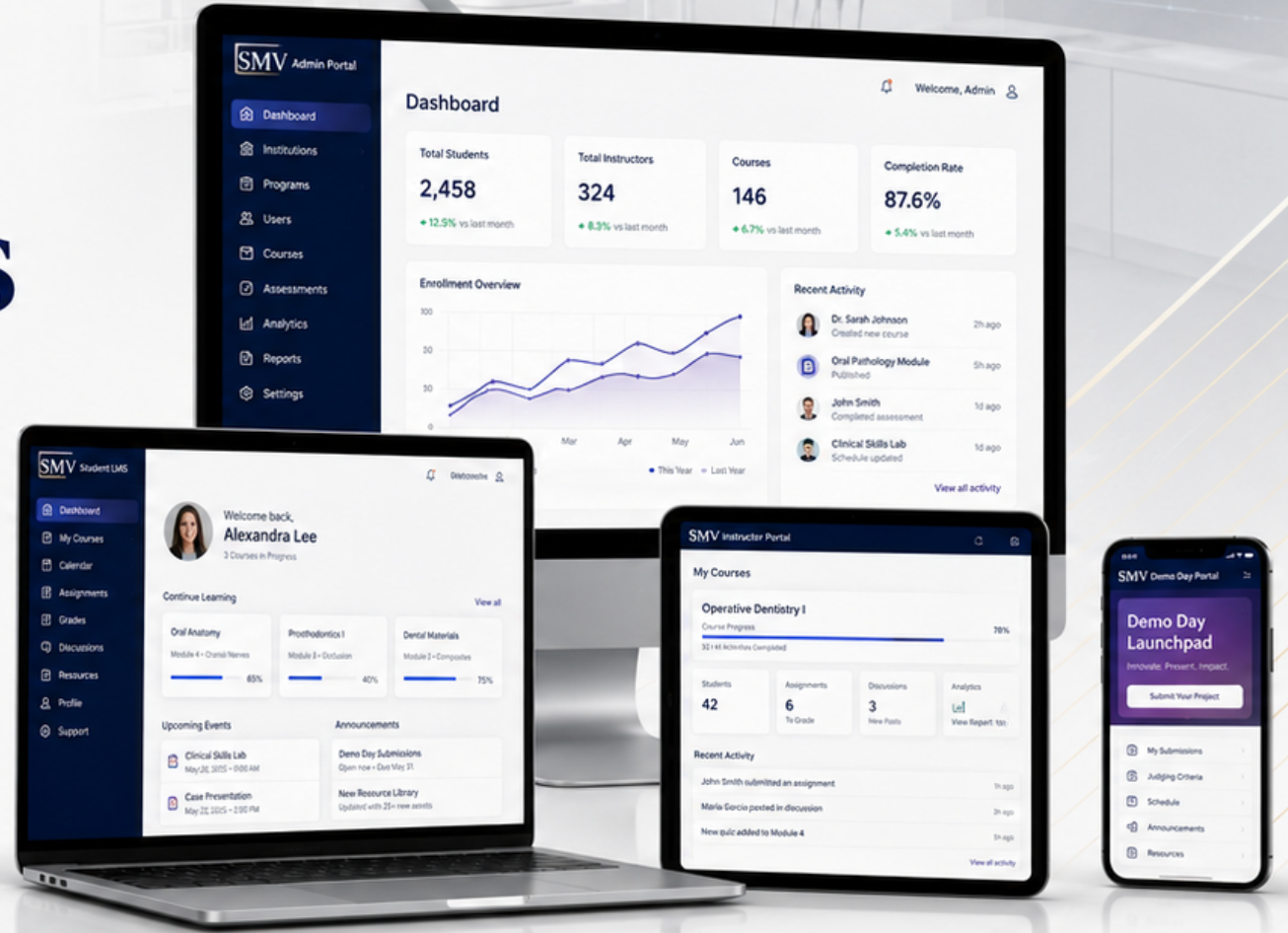
Integrated workflows.
 Measurable outcomes.



One ecosystem.
 Every stakeholder.



Launch. Scale.
 Transform.



Educate. Empower. Elevate.
Invest in the future of healthcare education.



One ecosystem. One launch pathway.



SMV

SMART MEDICAL VENTURES

BUILDING THE FUTURE OF HEALTHCARE EDUCATION

Student LMS

Clinical Ready™ Hybrid Student Experience



Self-Paced Didactic Modules

Engaging content designed for comprehension, retention, and real-world application.



Lab Preparation

Arrive ready. Preview procedures, review checklists, and watch technique demos.



Skills Validation Tracking

Track competencies, complete Skills Gates, and monitor readiness for clinic.



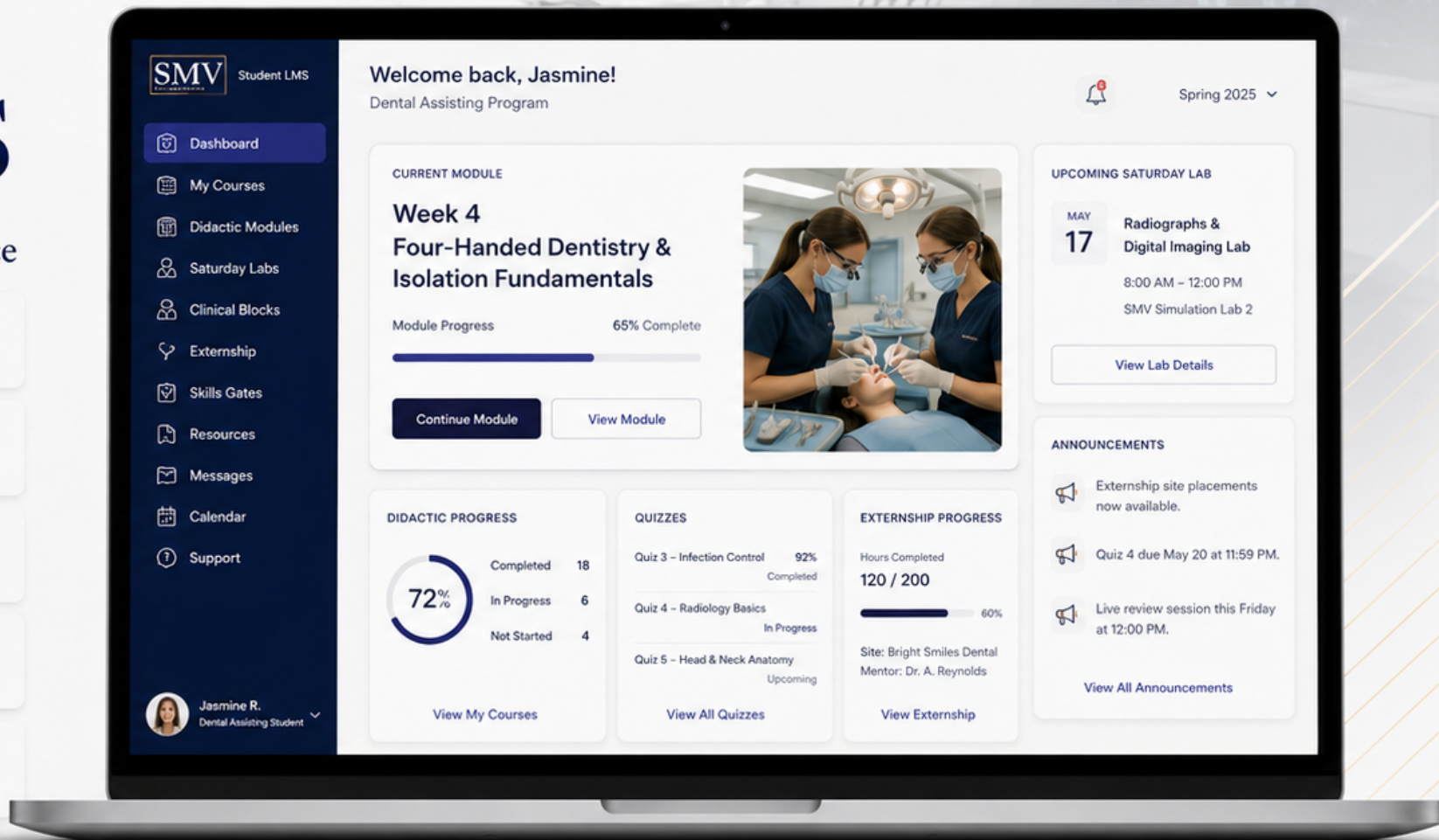
Schedule Visibility

See upcoming labs, clinicals, and deadlines all in one place.



Student Resource Access

Access guides, templates, job boards, and support—anytime, anywhere.



SMV


Educate. Empower. Elevate.
Invest in the future of healthcare education.



One ecosystem. One launch pathway.


 Dashboard

 Instructor Certification Course

 Hourly Lab Guides


 Validation Gates

 Student Progress

 Clinic Blocks

 Externship

 Resources


 Demo Day Setups




Standards today.
Confidence tomorrow.
Careers for life.

— Smart Medical Ventures

TODAY'S LAB

 **Week 4 • Hour 2**
Four-Handed Setup & Suction Mastery
10:00 AM – 11:00 AM

STUDENTS READY FOR GATE

 **8**
Across 3 Competencies
[View Students](#) →

CERTIFICATION PROGRESS






 **72%**
12 of 17 Lessons Complete
[Continue Course](#) →

UPCOMING CLINIC BLOCK




 **May 24 – May 31**
Oral Surgery Assisting
8 Students Assigned
[View Clinic Block](#) →

1 HOURLY LAB GUIDES [View All Lab Guides](#) →

Week 4: Four-Handed Dentistry & Isolation Fundamentals

TIME	NARRATION PROMPT	INSTRUCTOR ACTIVITIES	STUDENT DRILLS	MATERIALS NEEDED	SETUP CHECKLIST
10:00 – 10:15	Welcome & Why Four-Handed Matters	Introduce objectives, review safety & goals	Mirror & Instrument identification	Mirror, Explorer, Tray, PPE, Manikin	 Complete
10:15 – 10:30	Operator Positioning & Body Mechanics	Demonstrate posture, ergonomics, zones	Assistant positioning practice	Manikin, Stool, Overhead Light	 Complete
10:30 – 10:45	Suction Fundamentals (HVE & Saliva Ejector)	Demonstrate suction technique & tips	Suction isolation drills	HVE, Saliva Ejector, Tip Samples	 Complete
10:45 – 11:00	Four-Handed Flow Integration	Coach full sequence, provide feedback	Full sequence simulation	Full Setup, Chart Template	 In Progress
11:00 – 11:15	Debrief & Key Takeaways	Group discussion, Q&A, next steps	Self-assessment & reflection	Lab Guide, Reflection Form	 Pending


2 VALIDATION GATES [View All Gates](#) →






Gate ID	Status	Students
DA103 Infection Control & OSHA Compliance	 Passed Passed on May 17, 2024	20/22 91% Passed
DA104 Radiography Basics & Safety	 Ready for Review 8 Students Ready	16/22 73% Passed
DA105 Four-Handed Dentistry & Isolation	 Needs Remediation 5 Students Need Support	11/22 50% Passed

[View All Validation Gates](#) →

3 INSTRUCTOR CERTIFICATION COURSE [View Course](#) →

Overall Progress

 **72%**
12 of 17 Lessons Complete

1. Teaching the Clinical Ready Model  Complete	2. Running Saturday Labs  Complete	3. Gate Integrity Rules  Complete	4. Remediation Process  In Progress	5. Externship Oversight  Not Started
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RECENT ACTIVITY [View All Activity](#) →

-  8 students marked ready for DA104 gate 2h ago
-  DA103 gate passed by 3 students 4h ago
-  Week 4 Hour 1 guide completed 5h ago
-  Clinic Block May 24 – May 31 published 1d ago
-  New resource added: HVE Technique Video 2d ago



SMV
SMART MEDICAL VENTURES
BUILDING THE FUTURE OF HEALTHCARE EDUCATION

Staff Portal

Campus Team Training & Daily Operations

Equipping your team with the tools, resources, and visibility to deliver an exceptional student experience.



Staff onboarding

Centralized training and resources to get your team up to speed.



School operations support

Tools to manage students, schedules, sites, documents, and daily tasks.



Externship coordination

Streamline placements, track site approvals, and support student success.

SMV | Staff Portal Weston, FL Campus

Welcome back, **Campus Team**

Today's Tasks

- Review site readiness - Miami (High)
- Finalize externship placements (Medium)
- Upload student documents (Medium)
- Confirm clinic block schedule (Low)
- Prepare for Demo Day (High)

Staff Training Progress (78% Avg. Completion)

- 12 In Progress
- 30 Completed
- 6 Not Started

Upcoming Cohorts

- Dental Assisting - Cohort 24 (Start date: May 28, 2025, 18 Students)
- Dental Assisting - Cohort 25 (Start date: Jun 25, 2025, 21 Students)
- Hygiene - Cohort 16 (Start date: Jul 14, 2025, 24 Students)

Needed Documents

- Clinical Site Agreements (3 pending)
- Student Health Forms (7 pending)
- Instructor Credentials (2 expiring soon)
- Insurance Certificates (5 pending)

Site Readiness Checklist

- Miami Clinical Site (85%)
- Orlando Clinical Site (72%)
- Tampa Clinical Site (95%)
- West Palm Clinical Site (68%)

Resource Library

- Instructor Guides
- Policies & Procedures
- Clinical Protocols
- Marketing & Admissions Toolkit
- Forms & Templates

Class Rosters (View rosters)

Externship Placements (Manage placements)

Clinic Blocks (Manage schedule)

Demo Day Setup (Plan & prepare)



Setup checklists

Ensure every site, clinic, and event is launch-ready and compliant.



Operational consistency

Standardize processes across campuses for quality, compliance, and scalability.

SMV

Educate. Empower. Elevate.
Invest in the future of healthcare education.



One ecosystem. One launch pathway.



SMV
 SMART MEDICAL VENTURES
 BUILDING THE FUTURE OF HEALTHCARE EDUCATION

Demo Day Portal

RSVP, Event Setup & Same-Day Enrollment

Everything you need to plan, run, and follow up on a successful Demo Day—seamlessly.



RSVP COLLECTION

Custom RSVP forms, guest management, and real-time tracking.



EVENT READINESS

Checklist-driven setup for stations, supplies, presenters, and logistics.



GUIDED SETUP

Step-by-step guidance with templates, station maps, and best practices.



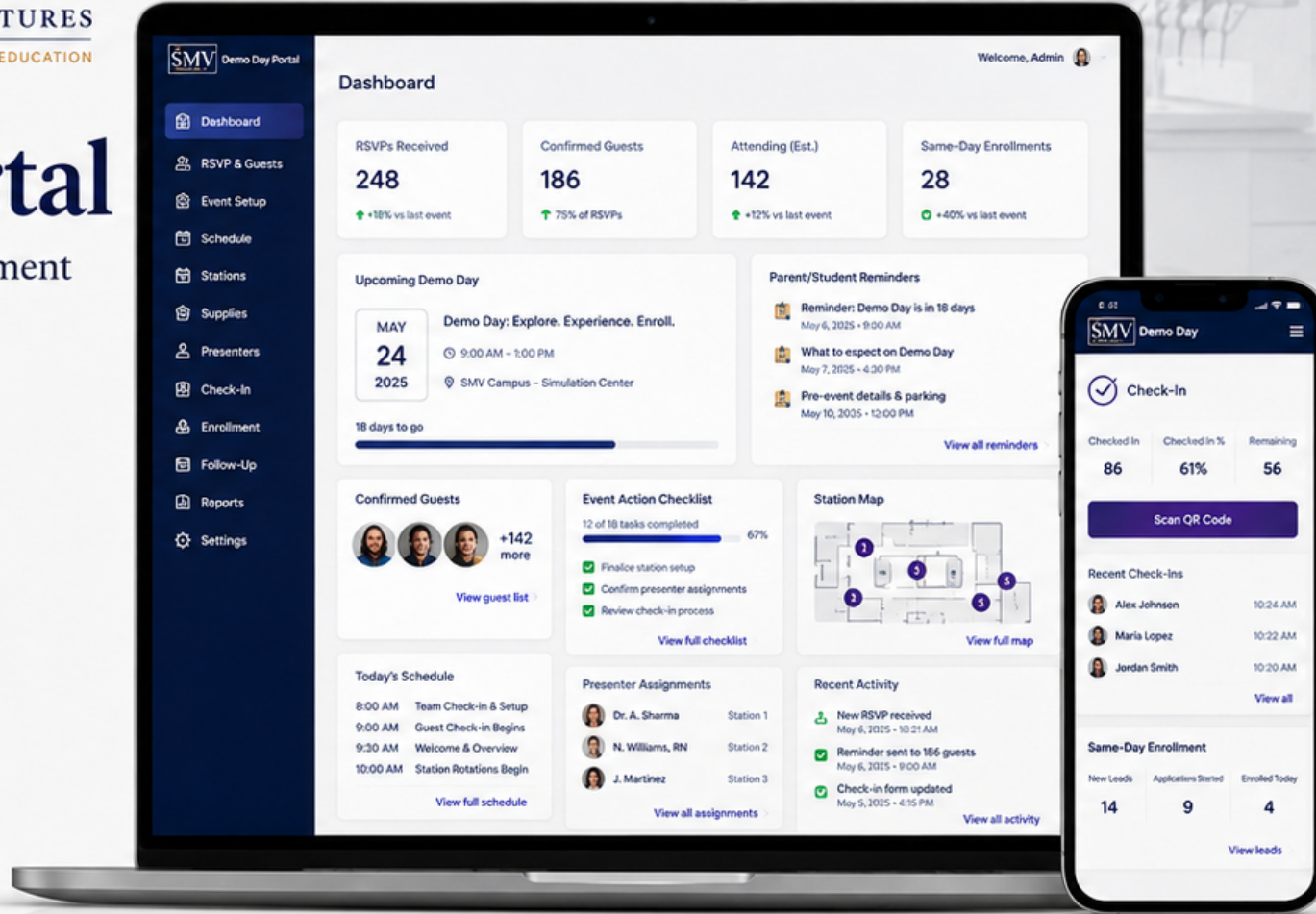
SAME-DAY ENROLLMENT SUPPORT

Capture interest, start applications, and enroll on the spot.



FOLLOW-UP AUTOMATION

Thank-you emails, reminders, and next steps—automatically.



RSVP COLLECTION

Custom forms, guest management, and real-time tracking.



EVENT READINESS

Checklists for stations, supplies, presenters, and logistics.



GUIDED SETUP

Templates, station maps, and best practice guidance.



SAME-DAY ENROLLMENT

Capture interest, start applications, and enroll on site.



FOLLOW-UP AUTOMATION

Thank-you emails, reminders, and next steps—automatically.

SMV

Educate. Empower. Elevate.
Invest in the future of healthcare education.



One ecosystem. One launch pathway.



SMV
ACADEMY
EDUCATE • CERTIFY • ELEVATE

SECTION V

California Pathway

Affiliate school launch + certification pathways

A faster, practice-based route to launching a California dental assisting school with **Clinical Ready™** curriculum, affiliate support, and managed certification approvals.



AFFILIATE
PARTNERSHIP



SCHOOL LAUNCH
SUPPORT



CERTIFICATION
PATHWAYS



ONGOING
SUCCESS



ONE ECOSYSTEM. ONE LAUNCH PATHWAY.

California Affiliate Program

Launch a school in as little as 60–90 days

The SMV Affiliate Program offers a faster, practice-based pathway to launch a dental assisting school in California—operating as an affiliate / branch campus under the SMV Academy structure. We provide the curriculum, systems, and support. You provide the practice and leadership.



FASTER TO LAUNCH

Launch in as little as 60–90 days vs. the traditional 18-month state licensure route.



AFFILIATE / BRANCH CAMPUS MODEL

Operate under the SMV Academy structure with proven policies and oversight.



PRACTICE-BASED MODEL

Leverage your existing operatories with online didactic delivery.



CENTRALIZED SUPPORT

We manage documents, compliance coordination, and implementation.



CLINICAL READY™ CURRICULUM

Industry-leading curriculum, platform, and onboarding support.



DEMO DAY™ LAUNCH SUPPORT

Marketing kits, enrollment strategy, and a proven launch playbook.



EDUCATING
COMPETENT
CONFIDENT
CLINICAL
PROFESSIONALS

The SMV Affiliate Launch Pathway

1



PRACTICE QUALIFICATION

Initial review to confirm alignment and readiness.

2



AFFILIATE ONBOARDING

Agreement, scope, and kickoff with your success team.

3



FACILITY + COMPLIANCE SETUP

Document collection, site readiness, and compliance planning.

4



INSTRUCTOR TRAINING + PLATFORM SETUP

Training, system access, and didactic platform configuration.

5



CALIFORNIA APPROVALS / LAUNCH PREPARATION

Compliance coordination, approvals support, and final readiness.

6



ENROLLMENT + SCHOOL LAUNCH

Go-live, enrollment activation, and ongoing support.

Why practices choose this path

- ✓ Faster speed to launch
- ✓ Lower operational friction
- ✓ Stronger competitive position
- ✓ Revenue diversification
- ✓ Workforce pipeline for your practice
- ✓ Integrated student + certification pathways



SMV
ACADEMY
EDUCATE • CERTIFY • ELEVATE



THE CALIFORNIA PATHWAY
A faster route to launch.
A stronger competitive advantage.

Five California Certification Pathways

More competitive programs. More student demand. More revenue opportunities.



- 1



Infection Control
- 2



Dental Radiography
- 3




Coronal Polishing
- 4




Pit & Fissure Sealants
- 5





CPR / BLS

- 


Infection Control and Dental Radiography are integrated into the **Clinical Ready™** curriculum, strengthening the core school program.
- 

Offering approved certificate pathways makes your school more competitive and helps enroll more students.

- 


Coronal Polishing, Pit & Fissure Sealants, and other approved short-format courses can also be marketed to existing dental assistants in the surrounding area as additional continuing training opportunities.
- 


This creates added revenue opportunities beyond the main school program.


- 


Managing the approvals through SMV saves time, reduces complexity, and keeps the process organized—so you can focus on students and growth.

WHY THIS MATTERS FOR GROWTH

- 

Attracts more students
- 

Builds stronger market differentiation
- 

Adds standalone course revenue
- 

Strengthens employer confidence



ONE ECOSYSTEM. ONE LAUNCH PATHWAY.



SECTION VI

DONE FOR YOU MARKETING Premium

We Market. You Enroll. They Succeed.

A done-for-you marketing solution built exclusively for Clinical Ready™ Academy partners—designed to attract more students, increase enrollments, and grow your school.



STRATEGIC MARKETING

Custom campaigns that attract and convert.



STUDENT GROWTH

Consistent leads and enrollments that grow your school.



DONE FOR YOU

We handle the marketing—so you can focus on teaching.



MEASURABLE RESULTS

Transparent reporting so you can see what's working.



Your Mission. Our Marketing.
Student Success. Together.

Done-for-You Marketing Campaigns

SMV markets the school, manages the funnel, and turns interest into enrollment.



Campaign strategy + ad setup

Targeted campaigns designed to attract and convert the right students.



Speed-to-lead follow-up

Automated, multi-touch follow-up ensures no lead is left behind.



Demo Day™ event promotion

End-to-end promotion to drive registrations and attendance.



Appointment + RSVP tracking

Track interest, appointments, RSVPs, and engagement in real time.



Same-day enrollment workflow

Streamlined process to enroll interested students on the spot.



Performance reporting

Real-time dashboards show what's working and where to optimize.

Why Demo Day™ works



Creates urgency



Shows the real practice environment



Improves conversion from lead to enrollment



Premium includes SMV-managed marketing support.

The school funds the ad budget.

DONE-FOR-YOU MARKETING & DEMO DAY™

Attract. Enroll. Empower.
We Do It With You, For You.

A complete marketing & outreach solution for Clinical Ready™ partner schools.

-  **MORE VISIBILITY**
Strategic marketing that builds awareness and drives interest.
-  **MORE ENROLLMENTS**
Proven funnels and systems that convert leads into students.
-  **MORE IMPACT**
Demo Day™ experiences that inspire and enroll.



DEMO DAY™

Open doors. Change lives.
Fill your classes.

We bring the audience.
You deliver the experience.
Together, we build the future of dental assisting.

OUR DONE-FOR-YOU MARKETING ENGINE

A full-funnel approach that brings students to your school and fills your program.



AWARENESS

Targeted digital ads, social media, SEO, and outreach build visibility and trust.



ENGAGEMENT

Lead generation campaigns, landing pages, and nurturing that turn interest into inquiries.



ENROLLMENT

Our enrollment team follows up, answers questions, and guides prospects to enrollment.



DEMO DAY™

High-impact events that showcase your program and drive on-the-spot interest.



RETENTION & SUCCESS

Ongoing support, communication, and engagement to keep students on track.

OUR ENROLLMENT SYSTEM

Proven. Personalized. Performance Driven.



ATTRACT

Multi-channel campaigns bring in qualified leads.



CAPTURE

High-converting forms and landing pages collect inquiries.



CONNECT

Our enrollment specialists follow up fast and build relationships.



CONVERT

We guide prospects to enroll and secure commitments.



GROW

Continuous optimization drives more enrollments.

DEMO DAY™ MARKETING

Showcase Your School. Inspire Your Future Students.

-  Custom Demo Day™ strategy and promotion
-  Targeted invites to local prospects
-  Social media & digital ad campaigns
-  Email, SMS & phone outreach
-  Event registration & follow-up system
-  On-site support & conversion coaching



ATTRACT FUTURE STUDENTS



SHOWCASE YOUR PROGRAM



FILL YOUR CLASSES FASTER



YOUR PARTNER. YOUR SUCCESS.

We're not just a vendor—we're your marketing team.







MORE LEADS. MORE ENROLLMENTS. MORE IMPACT.

Sample Demo Day™ Ad Creatives

Professionally designed, conversion-focused creatives to drive awareness, RSVPs, and enrollments.

With Premium, SMV provides done-for-you marketing that attracts the right audience and fills your Demo Day™ events.

-  **Campaign Creative**
High-performing ad designs that stop the scroll and start conversations.
-  **Messaging That Connects**
Clear, compelling copy tailored to future dental assistants and their decision influencers.
-  **Event Promotion**
Multi-channel promotion designed to drive RSVPs and event attendance.
-  **Conversion-Focused Enrollment Marketing**
Nurture, follow-up, and enrollment support that convert interest into action.



SMV+
SMART MEDICAL
VENTURES

Tour a Real Dental Practice.

Join Demo Day™.

- ✓ Go behind the scenes
- ✓ Meet the team
- ✓ See career opportunities
- ✓ Ask your questions

RESERVE YOUR SPOT

 Upcoming Demo Day™
Spots are limited.

SMV+ SMART MEDICAL VENTURES



  93 23 Comments 47 Shares



SMV+
SMART MEDICAL
VENTURES

Train for a Career in Dental Assisting— See It Live.

Join Demo Day™

-  Live training demos
-  Meet instructors
-  Explore state-approved programs
-  Learn about the career path ahead

RESERVE YOUR SPOT

Your future in healthcare starts here.

SMV+ SMART MEDICAL VENTURES

  124 31 Comments 58 Shares



SMV+
SMART MEDICAL
VENTURES

NEW

Hybrid Dental Assisting Program

RSVP for Demo Day™.

-  **In-Person + Online Learning**
Flexible. Supportive. Hands-On.
-  **Career-Focused Training**
Prepare for a high-demand career.
-  **Small Class Sizes**
Personalized attention. Real results.

RSVP NOW

 Upcoming Demo Day™
Limited spots available.

SMV+ SMART MEDICAL VENTURES

  156 42 Comments 71 Shares



Our marketing. Your mission. *More interest. More RSVPs. More enrollments.*

SPEED-TO-LEAD

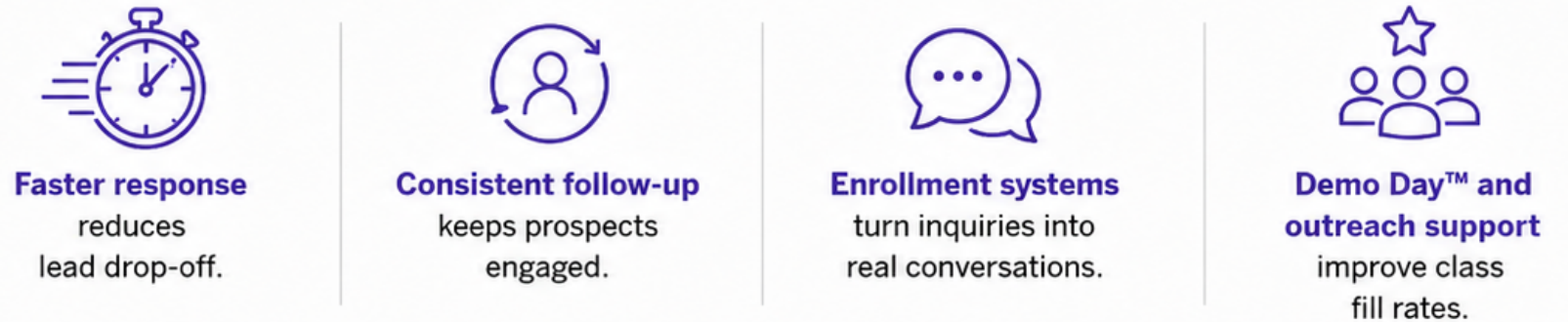
Why our enrollment system works

Inquiries lose value when response is delayed. SMV's enrollment system is built to respond, nurture, and convert—fast.

OUR ENROLLMENT FLOW



WHY IT WORKS



Most marketing companies generate leads. **SMV helps manage the lead-to-enrollment path.**



Faster follow-up



Better conversion



More enrolled students

Why SMV Premium Marketing Outperforms Traditional Marketing Agencies

Done-for-you student marketing, Demo Day™ enrollment strategy, and full enrollment systems — built specifically for dental assisting school growth.

	SMV Marketing Management Included	Outside Marketing Companies
MANAGEMENT FEE	✓ Included with SMV Premium	✗ \$2,000–\$3,000 monthly management fee
MARKETING APPROACH	✓ Built specifically for dental assisting school enrollment	✗ General marketing used for many businesses
DEMO DAY™	✓ Proprietary Demo Day™ system	✗ Not included
ENROLLMENT RESULTS	✓ Designed to drive strong on-site enrollments; Demo Day™ can produce about 60% new on-site enrollments	✗ No on-site enrollment event system
ADVERTISING CHANNELS	✓ Strong Google Ads + Meta campaigns	✗ General ad management
SPEED-TO-LEAD	✓ Integrated speed-to-lead follow-up	✗ Usually not included
ENROLLMENT SYSTEMS	✓ Built-in enrollment workflows and follow-up to enrollment	✗ Marketing only — no enrollment system
SCHOOL-SPECIFIC EXPERTISE	✓ Built for school launches and class-fill campaigns	✗ Not specialized in student enrollment systems
BREAK-EVEN MESSAGE	✓ As few as 6 students annually can cover the annual SMV school ad budget	✗ Break-even is much higher due to monthly agency fees

**MORE THAN ADS:
A COMPLETE
ENROLLMENT SYSTEM.**



SMV does not just *market*. SMV helps drive inquiry, *follow-up, Demo Day™ attendance, on-site enrollment, and class-fill momentum.*



STRATEGIC ADS



SPEED-TO-LEAD FOLLOW-UP



ENROLLMENT SYSTEMS



DEMO DAY™ EVENTS



CLASS-FILL GROWTH



SMART MEDICAL VENTURES
BUSINESS PROSPECTUS

Getting Started

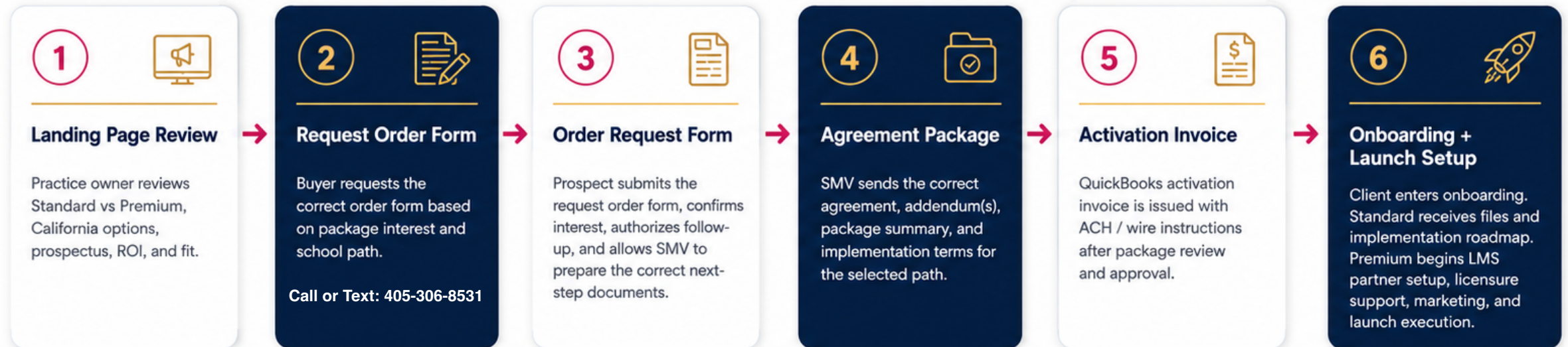
Your step-by-step path to launch with
Smart Medical Ventures

CALL OR TEXT: 405-306-8531



From Interest to Launch: The Operating Path

A clear step-by-step process from first interest to signed documents, activation, and launch readiness.



The order request form is not a payment form.

It gives SMV permission to contact the prospect, confirm the package fit, and send the correct agreement / addendum package. Payment and monthly ACH setup happen only after document review and activation invoice processing.



SMV simplifies the buying path so practice owners move from interest to launch with clarity, the correct documents, and the right implementation track.