



## DENTAL TECH INVESTMENT SPOTLIGHT: P&R DENTAL STRATEGIES

**P&R Dental Strategies, LLC** is an informatics company specializing in dental informatic solutions and dental claim review services. Headquartered in Hamilton, NJ, P&R Dental Strategies is the premier dental insights company delivering customized, actionable business intelligence powered by **DentaBase®**, their national, multi-payer claims database. **DentalMarketIQ®**, a data insight platform, helps dental suppliers increase sales, improve marketing effectiveness, and optimize spend by combining dental domain leadership, analytical expertise, and the industry’s largest dental database into one flexible technology platform.

Since New Capital Partners began our partnership with P&R Dental Strategies in 2014, we helped source and hire key management team members to add to the preexisting management team, including a CAO, CTO and VP Finance. While serving as the interim CEO, NCP’s Managing Director, Adam Cranford, led the search for P&R’s new CEO. NCP also assisted in the growth of new lines of business and worked alongside P&R to develop enterprise sales strategies and marketing campaigns for each line of business.



P&R has performed well in recent years. In 2018, DentaBase exceeded 2 billion records, and the company launched the **DentaQual® Leaders in Quality™ Dentist Recognition Program**, which recognizes the top dentists in the nation based on objective, data-driven insights. In 2019, P&R was named a Top 10 Insurance Analytics Solution Provider by *Insurance CIO Outlook*. P&R is a recognized leader in dental technology, hosting the annual Learning & Informatics Summit for dental thought leaders and industry innovators, and regularly publishing cutting-edge webinars.

NCP and P&R have enjoyed a strong partnership since 2014. **Paul T. Sheils**, CEO of P&R Dental Strategies, said, “New Capital Partners has been an excellent partner in our journey at P&R, providing strong financial support, expert strategic guidance, and highly useful management tools, training and support.”

## NCP INVESTMENT PROFILE FOR RCM COMPANIES

- Unmatched expertise in respective functional area
- Scalable, web-based technology
- Proprietary data assets
- Delivery of strong ROI and ease of implementation
- Positive macro trends
- Track record of revenue growth
- Scalable business model
- Capital for growth or liquidity
- > \$5 million in revenue

## EXPERTISE IN HEALTHCARE SERVICES AND TECHNOLOGY

New Capital Partners has built market-leading companies in the healthcare services and technology sectors by leveraging decades of operational and entrepreneurial experience and creating true partnerships with management teams to build great companies together.

## LET’S TALK

Please contact the individuals below if you know someone who may be interested in working with us or would like to learn more about how we partner with companies like yours. **Let’s grow a business together.**

**Adam Cranford** | 205-397-8411  
ddespot@newcapitalpartners.com

**Brooks McElveen** | 205-451-0468  
bmcelveen@newcapitalpartners.com