

# Regain Control of Business and Accounting Processes During Rapid Growth

OFFOR Health, Inc., d/b/a SmileMD is a rapidly growing provider of dental sedation services for young patients. The company started in Ohio, expanded to Kentucky, and is aiming to reach new U.S. markets to fill a need for safe, on-site anesthesia services during the COVID-19 era. As the company grew, it became apparent they needed a robust solution to streamline their business and accounting processes. The solution was Oracle NetSuite ERP, which we skillfully implemented to simplify the complexities of their growing business.



## PROBLEM

Early in the company's history, SmileMD utilized multiple pieces of software for accounting, inventory management, purchasing, and Customer Relationship Management (CRM). No information was being shared across the software applications, creating a host of challenges during this initial start-up phase:

- **Lack of visibility exposed the company to wasted, missing, or damaged inventory.**
- **Could only estimate inventory usage and lacked insight into where everything was going.**
- **Fractured use of software created inefficient processes.**
- **Inability to pull data together prevented the company from supporting strategic planning for future growth.**

## SOLUTION

SmileMD completed a round of Series A funding in 2021 that was designed to accelerate growth. Their business and accounting capabilities needed to catch up. NetSuite won out against other solutions because of the platform's capabilities, the ability to scale as SmileMD grows, and cost efficiency through reasonable upfront costs and licensing fees. Our firm was recommended by NetSuite to execute the implementation because of our expertise supporting growth companies during this initial start-up phase. During implementation, we customized the NetSuite ERP platform to fit their needs:

- **Unified accounting and business data in one, centralized location.**
- **Set up a more detailed General Ledger to match their growing operating reality.**
- **Delivered immediate visibility to allow SmileMD to understand inventory usage.**
- **Enabled SmileMD to set up KPIs to track usage and cost by patient and location.**
- **Implemented the appropriate fixes without negatively impacting other aspects.**
- **Helped establish a foundation to support future growth into other U.S. regions.**



## RESULTS FOR SMILEMD:

- Gained visibility into inventory usage on a daily basis vs. sporadically before.
- Ability to optimize inventory after discovering that only half of inventory was being used.
- Stabilized key business and accounting processes vs. disconnected activity.
- Capable of tracking cash flow vs. not being able to see where money was flowing in and out of the company.
- Produced clear and transparent financial reports to position the company to obtain additional funding during the next stage of expansion.

*“We saw immediate results after implementing Oracle NetSuite ERP with the support of the Finlyte team. Real-time data visibility enabled us to track inventory in a way that we could not before, helping to eliminate wasteful spending. I appreciate the expertise of the Finlyte team utilizing their knowledge of business and accounting situations to present solutions, fix problems, and resolve challenges before we went live with NetSuite. Because of their excellent work helping us hit each milestone during the implementation project, we are continuing with Finlyte for post-go live support as we prepare to reach into new markets.”*

**Todd Kohl**  
VP Operations and Logistics