



Who we are,  
why we exist,  
and what you  
can expect  
from our  
partnership  
model.



# Our Story.

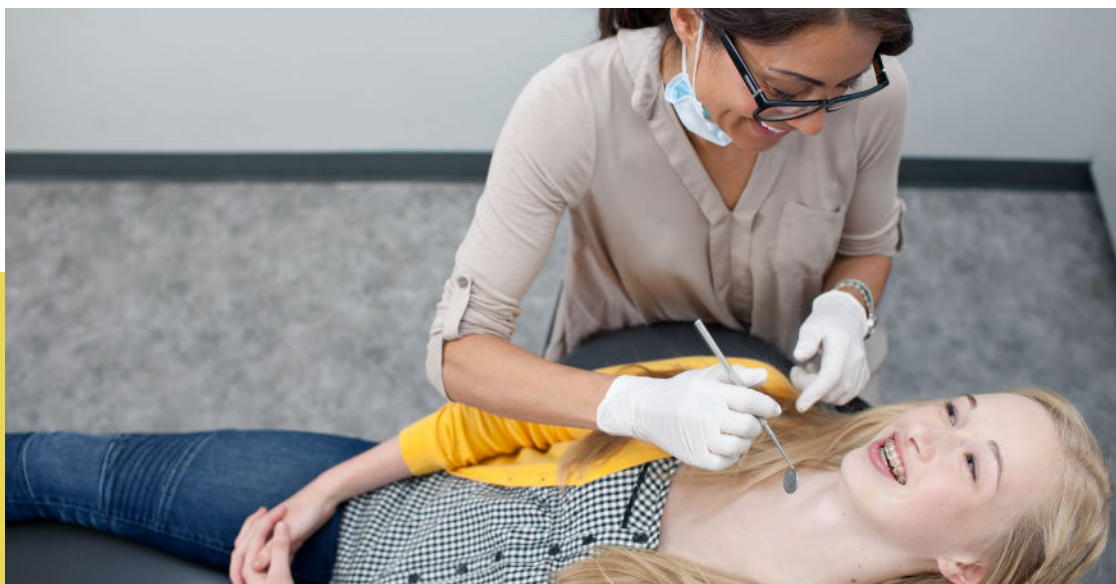
Corus Orthodontists was founded in 2019 by a group of 18 orthodontists across North America who wanted to give doctors in our field an alternative to the traditional DSO/OSO model.

Led by Dr. Paul Helpard, our founders came together around a simple, shared vision. They wanted to create a better solution that allowed them to focus on their craft and their patients while freeing themselves of the many HR, accounting, marketing, and IT tasks involved in their practices.

But they didn't want to have to "sell out" to a DSO/OSO just to access this kind of help. They wanted to "buy in" and build something better, together. They wanted a model that allowed them to maintain their clinical autonomy and ensure that patient records stayed in the hands of the treating doctor. They wanted to ensure that their primary focus was the patient

experience and evolving the specialty, not just maximizing the bottom line. They wanted a model that allowed new grads to have a path to ownership and the same opportunities for financial success they had when they started in practice. And, finally, they wanted to share in the collective and ongoing financial success of their practices and the group as a whole. So they united together to form Corus.

Today, Corus is one of the fastest-growing orthodontist partnership networks in North America. Our network is owned and operated by doctor-partners who share a deeply collaborative spirit, an unwavering ambition to provide the world's best patient care, and an innate growth mindset. We created Corus to be the place where doctors like ourselves can maximize our potential and improve the quality of patient care by coming together as true partners.



We believe  
that those  
who go  
together,  
go further.

We're on a mission to be the network where  
orthodontists and their teams truly share in  
each other's success.





# A note from our CEO.

Thanks for your interest in being a part of what we're building here at Corus. It has always been my belief that the secret to an organization's success is an extremely strong culture and shared value system among the members of its team. And so while I'm certainly proud of the incredible growth we've experienced here at Corus, what I'm most proud of is the culture and values that have taken root within our network. We wrote out our values to help doctors like you understand the things that we hold dear as a group, and to help us stay true to who we are and want to be. If you share our values, we can virtually guarantee that you'll feel right at home on our team, and we can't wait to get to know you better.

**Dr. Paul Helpard**

CEO, Corus Orthodontists

# Our Values.

## Supporting each other.

Lifting each other up and helping each other thrive.

## Pushing for greatness.

Constantly improving and striving for higher levels of achievement and success.

## Doing the right thing.

Acting with integrity and never, ever compromising on quality care.

## Being open and transparent.

Sharing, speaking candidly, and being honest with one another.

## Building community.

Maintaining strong connections between our teammates, our patients, and the communities we serve.



“We recognized that Corus has an authentic desire to preserve and evolve the specialty of orthodontics and to bring the team together to lift each other up. We wanted to be a part of that. Everyone in the network has their own strengths and if we put them together, we can do some amazing things!”

**Dr. Paola Leone,**  
*LVO Orthodontics, Seattle, WA*

# Our unique partnership model.

At the heart of our network is the concept of **buying in** versus **selling out**.



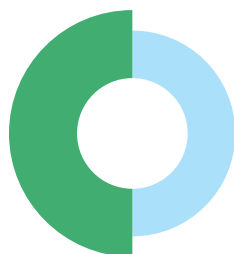
Orthodontists partner with Corus through a cash + stock transaction, become shareholders in the company, and start participating in equity growth with Corus from day one.



Orthodontists then gain access to business management and operational support related to the ongoing management of their practice. These supports include clinical operations, marketing, HR, accounting, IT, team training and development, and transition planning.



New and younger doctors are welcomed to Corus on their path to becoming future partners and shareholders, receiving ongoing mentorship. Likewise, established doctors receive thoughtful support through transition planning. Corus is truly for doctors at every career stage.



As Corus grows through partnerships, its earnings grow as well, driving increased share value and superior long-term financial outcomes for all partner shareholders.

# The Corus Advantage.

## **True Partnership.**

At Corus, doctors are partners and shareholders who literally invest in each other and are genuinely interested in the quality and long-term success of the network itself. As our network grows, so too does the individual equity of each of our partners.

## **Clinical Autonomy. Operational Excellence.**

Our doctor-partners maintain control over their patient experience and records, practice branding, and professional craft while tapping into the full operating power and capabilities of our network's home office.

## **Ortho-led.**

From our CEO to the majority of our board, practicing orthodontists are involved in every aspect of Corus' business. Which means you're not just joining a network; you're helping to shape a network that is uncompromising in its focus on providing patients with the high-quality care they deserve.

## **Community.**

Joining Corus is like joining a family. Our doctor-partners and their team members help each other regularly. The mentorship and opportunity we provide new associates is unparalleled. Because like any family, the group thrives when the individuals within it thrive.

# What to expect:

Our partners unlock benefits for themselves, their team members, and their communities.

## Advantages you can count on.

- Continued ownership of patient records and relationships
- Continued use of equipment and supplies that work best for you
- Continued day-to-day decisions of running your business and providing exceptional patient care
- Maintenance of your local brand, community supports, and programming
- Continued leadership of team, making practice staffing decisions with support as needed





# Plus a new world of benefits from the Corus network:



Access to centralized supports in HR, Marketing, Operations, IT, Accounting, and Training



Community - share best practices and learn from others



Mentorship for new doctors



Access to preferred vendor programs and pricing



Operations strategy, coaching, and performance reporting



Thoughtful succession and transition planning



Access to comprehensive benefits program for team members and families



Active participation in strategic planning for Corus through doctor subcommittees



Participation in Corus growth and value creation



**Connect with us today.**

[www.corusortho.com/connect](http://www.corusortho.com/connect)

# The company you'll keep.

At Corus, we're empowering orthodontists at all career stages to maximize their personal and professional potential by working with, learning from, and investing in some of the best and brightest orthodontic practices across North America. On top of that, our growing team of partners love being in business with one another. The camaraderie experienced within our network is unlike anything we've seen or heard of elsewhere.

**We have  
strong  
momentum  
across North  
America.**

**65+**

Doctor-Partners

**1,000+**

Team Members Across  
North America

**55+**

Practices in  
75+ Locations

# What our partners are saying.



“I discovered Corus and realized it was exactly what I was looking for: an organization that was started by an orthodontist and that truly cares for the orthodontic specialty as much as I do. Corus is completely aligned with my goals of delivering quality patient care and elevating and strengthening our staff.”

**Dr. Alex Waldman,**  
*Waldman Orthodontics, Beverly Hills, CA*

“This partnership has given me renewed purpose that will leave a lasting legacy on the specialty. And, my local team members now have a greater opportunity for professional growth, development, and network connection than they did as part of my private practice.”

**Dr. Anil Idiculla,**  
*i-Orthodontics, Denver, CO*



“To participate in the growth as a shareholder and provider is both exciting and soothing. I no longer worry about the future of my practice or about my financial future. I find myself on better footing than I have ever been before with the extensive foundation of experience that Corus brings. And, I feel good knowing that my practice will be in good hands when the time comes to transition.”

**Dr. Sonia Palleck,**  
*Palleck Orthodontics, Woodstock, ON*

“I saw joining Corus as an opportunity to ‘double down’ rather than ‘sell out’. We are true partners who are invested in each other and have a strong desire to grow together. Being a part of Corus enabled me to have the support that I needed to grow both professionally and financially, while retaining autonomy of my practice and delivery of patient care.”

**Dr. Tracey Hendler,**  
*Forest Hill Orthodontics, Toronto, ON*



# Are we the right fit?

We take a rigorous approach to finding the right partners for our partnership network. We look for partners who share our values and want to continue to shape a bright future for our specialty.

## We are right for:

- ◉ The orthodontist who wants to buy in to being part of something bigger and share in the success of the network.
- ◉ The orthodontist with a growth mindset who is passionate about preserving and growing the vitality of their community practice.
- ◉ The orthodontist who cares deeply about putting patients first and wants to stay at the forefront of their craft.
- ◉ The orthodontist who wants to actively share with and learn from their peers.
- ◉ The orthodontist who wants to focus on practice leadership while being supported with operational supports in HR, Marketing, Accounting, and Operations.
- ◉ The orthodontist who wants to help train and nurture the next generation of orthodontic leaders.







***Dr. Mark Hanson & Dr. Melanie Hammerbeck***  
*Engage Orthodontics, Green Bay, WI*



“We looked at other options, they weren’t quite the right fit and didn’t align with our practices’ culture. We wanted to be true to who we were, and we also felt a responsibility to preserve the specialty.”

***Dr. Mark Hanson***

*Engage Orthodontics, Green Bay, WI*

“I truly believe in a solid work-life balance. Family is very important to me and as a Corus orthodontist I know my work-life balance will stay in check, while still being able to maintain equity/ownership and have clinical autonomy.”

***Dr. Melanie Hammerbeck***

*Engage Orthodontics, Green Bay, WI*



Find out  
if Corus  
is your  
calling.



Connect with us today.  
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