



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 leadership 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 a leading orthodontic partnership network 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 Founder

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 who we 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
Founder & Strategic Advisor, 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.



"At this stage in my career, I was looking for a partnership that would not only provide me with security for the future, but also offer my team and myself a sense of community. We were looking for a community to collaborate and grow with, and we found that with Corus."

Dr. Elle Lyons
North Seattle Orthodontics,
Seattle, WA

Our unique partnership model

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



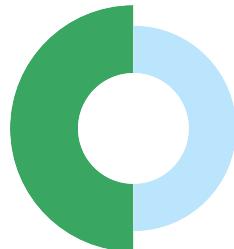
Orthodontists partner with Corus and participate in quarterly, practice-level cash profit sharing, receive a meaningful cash-component at the outset of the partnership, and benefit from network-wide share price growth from day one.



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 Leadership. 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 Founder to our Board of Directors, 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 day-to-day decisions of providing exceptional patient care
- Continued leadership of your team, making practice staffing decisions with support as needed
- Continued use of equipment and supplies that work best for you
- Maintenance of your local brand, community supports, and programming



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 Committees



Participation in Corus growth and value creation



Connect with us today.
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.

1,000+

Team Members
across North America

65+

Doctor-Partners

75+

Locations across 13 U.S.
States and 5 Canadian
Provinces

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



"Becoming a Corus partner offers the next generation of orthodontists reduced stress compared to solo ownership, greater financial reward than an associateship, and the collegiality of having more partners and, in time, friends. When a question arises, we now have the support of an entire network of solid, high achieving partners and management team who offer input and share resources."

Dr. Sharon Nguyen
STO Orthodontists, Toronto, ON



"I'm always pushing myself and my team for constant improvement, and Corus made a ton of sense to help me take my practice to new heights. We are learning from others while also sharing our best practices – and all of us are winning as a result! I am thrilled to belong to this network of best-in-class partners."

Dr. Michael Goldstein
Tru North Orthodontics, Woodbridge, ON



"Professional growth is very important to me. I want to stay ahead of the game, always be learning and trying new things so that I'm always at the cutting edge of patient care. I want to share my knowledge and learn from others, and the Corus network is the perfect way to do this. We can share in each other's successes and truly be in it together. I couldn't have imagined a better partnership."

Dr. Jen Crowe
Portland Orthodontic Group, Portland, OR

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. Ben Drane & Dr. Kim Christie

CDF Orthodontics,
Wallingford & Chesley, PA



“It’s important that we continue to grow, stay involved in our community, and provide an amazing place of employment. Corus gives us the support to do all of that without changing who we are. I hope doctor-owned partnerships like this become more prominent. They preserve the integrity of the profession.”

Dr. Ferdinand Sabelis
Sturbridge Orthodontics, Sturbridge, MA

“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 leadership of my practice and delivery of patient care.”

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



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