Two HealthTech Startups Launch AI-Powered Growth Platform for Independent Dental Practices

Wysera and DENTALPRICE combine AI-powered lead generation, CRM, and marketing automation with a marketplace for self-pay dental patients.

TAMPA, FL, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- The collaboration brings together two complementary platforms addressing different stages of dental practice growth.

> Self-pay patients often evaluate affordability before they decide which dental practice to contact.”
>
> *Biswajita Lenka, Founder and CEO of DENTALPRICE*

Wysera is the ONE AI growth platform to manage all marketing sales and operations.

DENTALPRICE is building the Self-Pay Dental Marketplace. For dental practices, DENTALPRICE helps make treatment price ranges discoverable to self-pay patients evaluating affordability before choosing where to receive care.

For patients, DENTALPRICE is the marketplace where self-pay patients discover dental practices through transparent treatment price ranges while evaluating affordability.

Wysera provides an AI-powered growth platform that helps businesses manage lead generation, customer relationship management, marketing automation, workflows, communications, and customer engagement from a unified system.

Together, the companies aim to support a connected growth journey for independent dental practices:

Help practices become discoverable while self-pay patients are searching by treatment and location and evaluating price ranges.

Capture and organize prospective patient inquiries.

Manage leads through an AI-powered CRM.

Automate follow-up communications and marketing workflows.

Improve patient engagement before and after appointment scheduling.

Give practices greater visibility into their patient acquisition and conversion activities.

"Self-pay patients often evaluate affordability before they decide which dental practice to contact," said Biswajita Lenka, Founder and CEO of DENTALPRICE. "DENTALPRICE gives practices an opportunity to become discoverable during that decision-making process by publishing transparent treatment price ranges. Our collaboration with Wysera extends that opportunity by helping practices manage and engage prospective patients after they express interest."

"Independent dental practices often rely on separate tools for marketing, lead management, communications, follow-up, and reporting," said Girish Kotte, Founder and CEO of Wysera. "By connecting Wysera's AI-powered growth capabilities with DENTALPRICE's self-pay dental marketplace, we aim to help practices move more efficiently from patient discovery to inquiry, engagement, and scheduled care."

The companies plan to explore capabilities that connect self-pay patient demand with AI-powered practice growth workflows. These may include lead capture, automated follow-up, patient engagement, demand insights, CRM management, and reporting tools designed for independent dental practices.

The collaboration will initially focus on supporting dental practices in Florida as DENTALPRICE expands its marketplace and publishes local insights about self-pay dental treatment demand.

About DENTALPRICE

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Visit https://www.dentalprice.org.

About Wysera

Wysera is an AI-powered growth platform that brings together lead generation, CRM, marketing automation, workflow automation, communications, engagement, reporting, and other business growth capabilities within one unified platform.

Visit https://wysera.ai.

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