

Smile Doctors Deploys Yapi | DoctorLogic to Power Digital Patient Acquisition Across Nearly 600 Orthodontic Locations

Enterprise website platform strengthens local visibility, creates consistent conversion experiences, and supports continued growth across affiliated practices

BURBANK, CA, UNITED STATES, October 21, 2026 /EINPresswire.com/ -- [Yapi | DoctorLogic](#) today announced that [Smile Doctors](#) has deployed the DoctorLogic patient acquisition platform to power its digital presence across 591 affiliated orthodontic locations in 36 states, with the deployment expected to expand as Smile Doctors grows beyond 600 locations by year-end.



As the largest orthodontic-focused support organization in the United States, Smile Doctors operates at a scale that requires enterprise consistency, strong local market relevance, and a digital experience that reinforces the strength of the Smile Doctors brand. DoctorLogic provides the website technology, localized content, search optimization, reputation capabilities, and performance visibility needed to promote the Smile Doctors brand, support affiliated practices in their local communities, and help patients find the right care team and take the next step toward scheduling a consultation.

“Patient acquisition is central to how we help affiliated practices grow, but scale cannot come at the expense of local relevance,” said Jon Kaufman, chief marketing and

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Jon Kaufman, Chief Marketing and Strategy Officer, Smile Doctors

strategy officer at Smile Doctors. “Yapi | DoctorLogic gives us a platform that supports enterprise standards while allowing each practice to reflect its doctors, its community, and the patient experience it delivers. As patient discovery continues to evolve, including the growth of AI-driven

search, the platform helps us stay visible, relevant, and trusted in the moments when patients are evaluating their options.”

The Yapi | DoctorLogic platform addresses each stage of the digital patient journey: establishing a web presence, generating qualified leads, and converting them into consultations, patient bookings, and revenue. The offering includes:

Localized practice websites: Digital experiences that reflect each affiliated practice’s providers, services, markets, brand identity, and local community.

Search and AI visibility: Optimized content and site structure designed to help practices appear when prospective patients research orthodontic care through traditional search engines and emerging AI-driven discovery experiences.

Patient conversion: Clear digital pathways, calls to action, and scheduling prompts that help move patients from treatment research to consultation request.

Trust and patient proof: Reviews, reputation tools, and provider content that help prospective patients evaluate care teams and feel confident taking the next step.

Enterprise growth governance: Centralized tools and standards for brand consistency, content, compliance, performance, and local market execution across a large practice network.

These capabilities help Smile Doctors strengthen patient acquisition while maintaining a consistent brand experience across its affiliated practices.

“Smile Doctors and Yapi | DoctorLogic partnered to elevate the digital presence of practices across the Smile Doctors network with a clear focus on strengthening local visibility, helping more patients receive excellent care, and providing the modern technology infrastructure and reliability required for an organization of Smile Doctors’ scale,” said DJ Chhabra, president and CEO of Yapi | DoctorLogic. “We are honored to have been selected by Smile Doctors and to support the many Smile Doctors practices already live on our platform. We’re also excited to continue working with the Smile Doctors team to enhance our platform, capabilities, and services as their needs evolve.”

Together, Smile Doctors and Yapi | DoctorLogic are building a scalable digital foundation to support patient acquisition, local visibility, and growth across the Smile Doctors network. The partnership reflects a shared commitment to combine enterprise consistency with local relevance, helping affiliated practices connect with more patients and build trust in every market they serve.

About Smile Doctors

Smile Doctors is the largest orthodontic-focused support organization in the United States and one of the fastest-growing networks of leading orthodontists. The company now supports 591 locations in 36 states and expects to exceed 600 locations before year-end. Smile Doctors provides affiliated practices with tools, technology, and operational support that allow orthodontists and their teams to focus on patient care. Affiliated practices are independently owned and operated by licensed orthodontists. Learn more at www.smiledoctors.com.

About Yapi | DoctorLogic

Yapi | DoctorLogic is a Practice Growth Platform that helps practices and multi-location healthcare organizations improve patient acquisition, engagement, and revenue growth across the patient journey. The platform brings together patient acquisition, websites, SEO, AI search visibility, scheduling, forms, messaging, reminders, reviews, recall, treatment follow-up, payments, and performance insights to help practices get found, get booked, complete more care, and grow. Yapi | DoctorLogic supports practices of all sizes, from independent locations to multi-location groups and enterprise practice organizations. Learn more at www.yapiapp.com and www.doctorlogic.com.

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