

One...Two...Three...

BRIGHTER WAY TODAY

2024

Transforming More Than Smiles



**DIANE & BRUCE HALLE
BRIGHTER WAY DENTAL CENTER**

230 S. 12th Ave.
Phoenix, AZ 85007

**THE BOB & RENEE PARSONS
CENTER FOR PEDIATRIC DENTISTRY**

3140 W. Buckeye Rd.
Phoenix, AZ 85009

**TOOTH BUS
BRIGHTER WAY/
UNITED HEALTHCARE
MOBILE DENTAL CENTER**

3140 W. Buckeye Rd.
Phoenix, AZ 85009



BRIGHTERWAY
INSTITUTE

FOUNDER'S MESSAGE

To My Dear Friends,

As we enter a new year, please know I am deeply thankful for each of you who play an integral role in Brighter Way. We treat the neediest in our community who live in poverty, remain homeless, and are veterans of our country. Their transformation is as far reaching as your generosity - I have the privilege of seeing this firsthand each day.

Why this year's theme of 1, 2, 3? The landscape of oral health care is rapidly changing. As a nonprofit provider, the ability to remain competitive in this industry is a challenging one. We have 3 distinctive dental centers defined by 3 unique models of care.

We Restore. We Educate. We Prevent.

ONE – Tooth Bus

Poverty restricts patient access to care. Through the ongoing support of UnitedHealthcare, Tooth Bus allows us to go to the patient where they need us most. Starting in 2025, UHC has facilitated a new assessment and educational program to provide screenings and oral health education to children in Isaac School District.

TWO – The Bob & Renee Parsons Center for Pediatric Dentistry

With our new name and signage in 2024, we proudly provided complete restoration to 5,912 pediatric patients. Our unique services include anesthesiology and orthodontics for children and teens with over 68% uninsured.

THREE – Diane & Bruce Halle Brighter Way Dental Center

The Thunderbirds Charities Institute for Implantology continues to grow with four Jacksonville University implantology residents and a new surgical suite. Exclusively serving low-income and homeless adults and veterans, in 2024 this center provided 31,039 complex surgical implant procedures to 3,302 patients with an estimated market value close to \$4 million.

I wish to thank all of you for your ongoing generous support and the unwavering commitment of the Brighter Way Board. Over 24 years, we have provided services to indigent patients valued at over \$262 million.

Sending my thanks and love to all of you.



Kris Volcheck, DDS, MBA
Founding CEO
Brighter Way Institute

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Past Chair

CEO, Novum Behavioral Health Systems

Terry Araman

Legislative Liaison for

Unified Arizona Veterans

*City of Phoenix Military/Veteran
Commissioner*

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*Pediatric Dentist at Pediatric Dental
Specialists, P.C.*

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Oral Health (retired)*

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Mega'Gen America*

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United Healthcare Community Plan

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Owner, FullContour Design Services

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President & CEO, Mettler Marketing LLC

**Gigi Veasey, LCSW, LISAC - Board Vice
Chair**

ARS & GNV Counseling Services

Kris Volcheck, MBA, DDS

Founding CEO, Brighter Way Institute

Corrie Worth – Community Volunteer

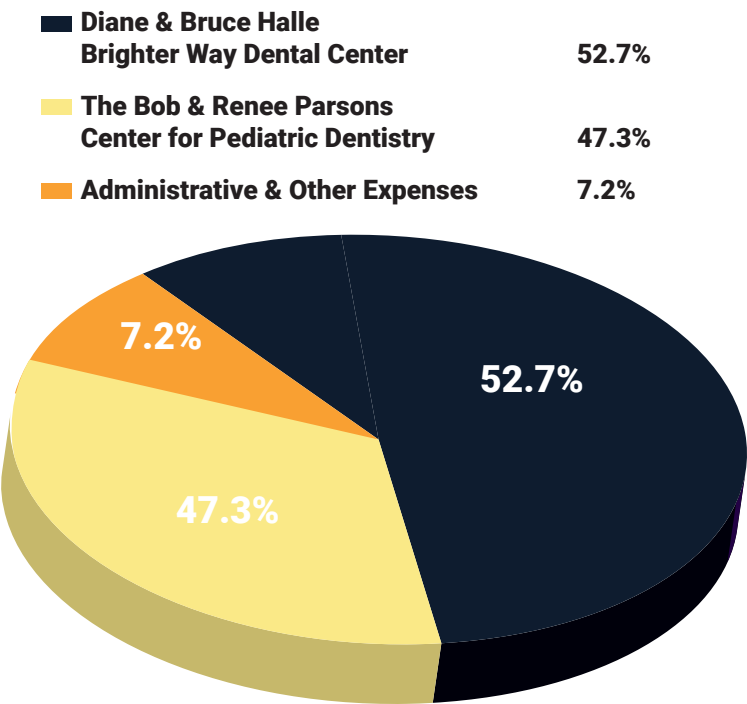
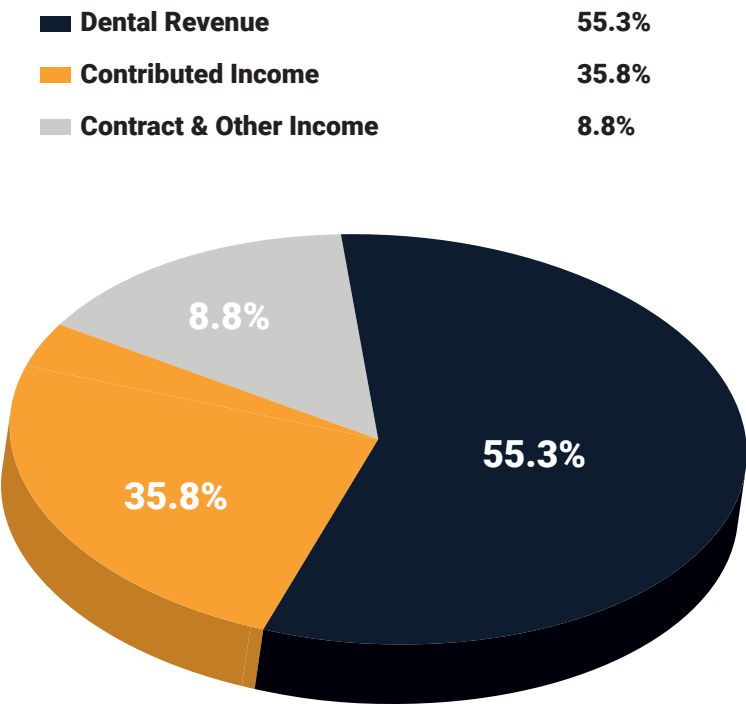
*With Gratitude to our Board! On behalf of Brighter Way patients, a special thanks to our
Board Members for their generous dedication of time, expertise, resources, and governance.*

PATIENT IMPACT & FINANCIALS

FINANCIAL SUMMARY

TOTAL REVENUE: \$5,105,151

TOTAL EXPENSES: \$4,380,452



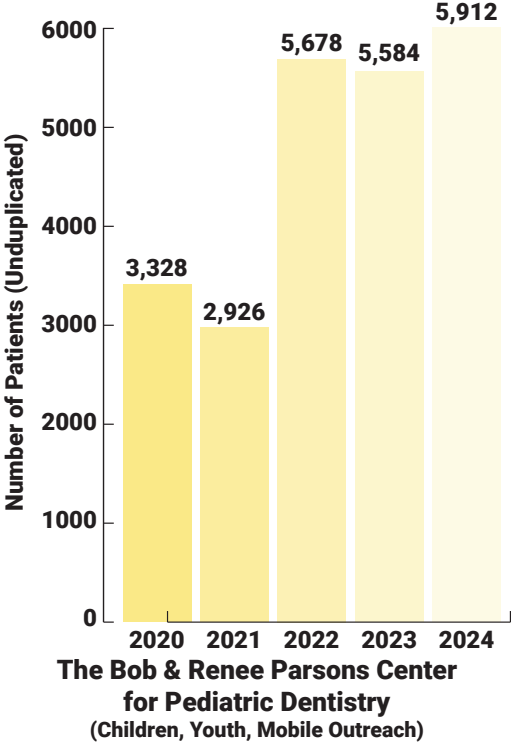
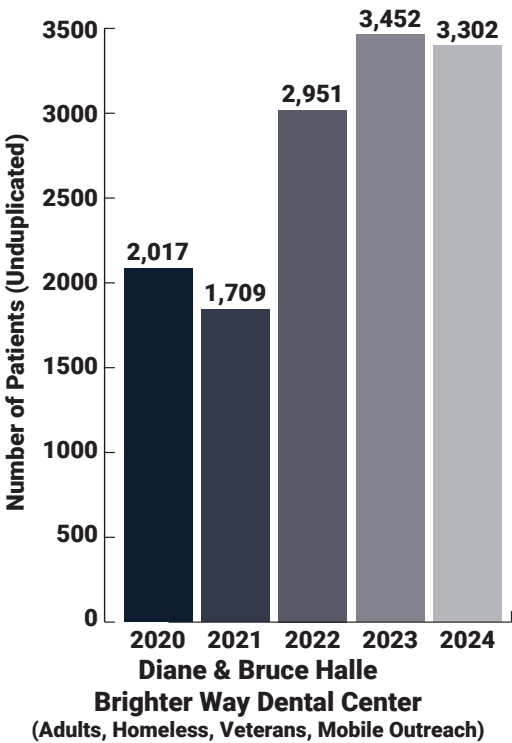
9,214
2024 TOTAL
UNIQUE
PATIENTS

2020 -2024 PATIENT IMPACT

81,310
2024 TOTAL
SERVICES
PROVIDED

Ed Portnoy Endowment For Implantology
It is an honor to pay tribute to our long-time Brighter Way Board Member, Edmund H. Portnoy, PhD. As our Honorary Founder of The Brighter Way Endowment, we are recognizing his everlasting spirit through the Ed Portnoy Endowment for Implantology.

2024 Endowment Donors
Colleen & David Cameron
Dr. Vicki Copeland
Susan Cordts
Dr. Urvi Davé
Emelie Gonzales
Dr. Sheila Harris
Jean Kalbacher
Melinda L. Kennedy
Samantha Maracle
Robert & Gunilla Portnoy
Joan Portnoy
Dr. Dana R. Scafaru
Craig Tribken
Gigi Veasey
Dr. Kris Volcheck



DENTAL CENTERS ONE, TWO, THREE....

TOOTH BUS – Goes To The Patient

3140 W. Buckeye Rd. • Phoenix, AZ 85009

Through UnitedHealthcare support, **Tooth Bus** travels to remote Medically Underserved Areas, Title I Schools, Boys & Girls Clubs, homeless encampments, and community health fairs. Tooth Bus is staffed by one dentist and one dental assistant. Tooth Bus educates. Services include oral health assessments, oral hygiene and nutrition education, and referrals for follow-up to a permanent Dental Home. In 2024, 3,897 patients received assessments, education, and referrals.



PEDIATRIC DENTISTRY

Provides Comprehensive & Emergency Care

3140 W. Buckeye Rd. • Phoenix, AZ 85009

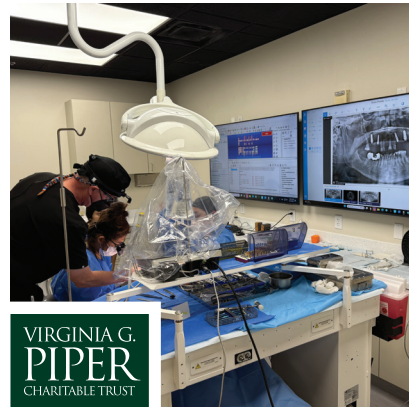
The Bob & Renee Parsons Center for Pediatric Dentistry provides comprehensive and preventive oral health care to under-served children in our community. Services include exams, x-rays, sealants, cleanings, and anesthetics for special needs children and more complex care. Thanks to The Bob & Renee Parsons Foundation and BHHS Legacy Foundation, services to children increase every year.



TRANSFORMATIONAL CARE TO ADULTS, HOMELESS & VETERANS

230 S. 12th Ave. • Phoenix, AZ 85007

In FY2024, the **Diane & Bruce Halle Brighter Way Dental Center** provided complex surgical implant care to low-income adults. An estimated 44% of patients were homeless and/or veterans and over 80% were uninsured. The Jacksonville University Program through Thunderbirds Charities Institute for Implantology, continued with four resident specialists. Through Virginia G. Piper Charitable Trust support, the center added a new state-of-the-art surgical suite for implant restoration.



BRIGHTERWAY
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brighterwaydental.org

Brighter Way Institute is a
501(c)(3) nonprofit organization.

Tax ID 81-1096448

Arizona Tax Credit QCO Number: 20880

Donations may be made at:
brighterwaydental.org/Donate/Giving-Opportunities