



Synergy Dental Partners—better known as “Synergy”—is a national group purchasing organization (GPO) co-founded in 2010 by Drs. Richard Offutt, and Mustafa Shah-Khan. The idea originated during the recession when the co-founders recognized that independent dental practices were struggling to remain profitable. “We thought, why not band together with other independent practices to leverage our combined purchasing power,” says Shah-Khan, and Synergy was born.

### The Concept

Synergy’s team works directly with dental suppliers to structure cost-savings agreements for its members. Synergy doesn’t sell supplies itself, it simply negotiates better deals from the companies that do sell them. Synergy’s co-founders also adhere to a simple formula: only work with vendors whose products they would use or recommend.

### Looking Forward

Synergy looks to continue to add new and unique partners to its portfolio, which give additional value to members. “Dental practitioners join Synergy because we give them the opportunity to purchase quality dental supplies from reputable suppliers at a lower rate,” said Shah-Khan. “We’re essentially giving our members a way to increase the profitability of their practices by offering them control of their overhead costs. Our focus will continue to be on helping them achieve those substantial savings.”

### How to Join

Membership is free and available to licensed dental practitioners, with no required contract. Visit [www.thesynergydentalpartners.com](http://www.thesynergydentalpartners.com) to join. ■