

MaxAssist® Announces Partnership with Wisdom® to Help Dental Practices Capture More Revenue

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MaxAssist, a patient engagement and productivity platform built by dental professionals, announced a strategic partnership with Wisdom, a leading provider of innovative outsourced dental billing services. Together, the two companies will deliver a more complete solution for dental practices, helping teams not only uncover opportunities within their practice management systems but also ensure they get paid for the work they do.

This partnership brings together two companies with a shared origin story: both founded from real experiences inside dental practices, where inefficiencies in scheduling, follow-up, and billing were costing teams time, energy, and revenue.

MaxAssist helps practices identify and act on missed opportunities—like unscheduled treatment, overdue hygiene, and last-minute openings—while Wisdom ensures that practices collect what they've earned through insurance verification, billing, and revenue cycle management.

"MaxAssist was built to solve a very specific problem: helping practices take action on the opportunities already inside their PM systems," said Jeff Barsotti, CEO of MaxAssist. *"Partnering with Wisdom allows us to stay focused on what we do best, while connecting our customers with a trusted team built to help them capture the revenue they've already generated."*

Wisdom was created after its founders witnessed firsthand the financial and emotional strain inefficient billing placed on dental practices. Today, Wisdom acts as an extension of the practice team, providing U.S.-based billing experts—backed by cutting-edge AI technology—who handle everything from insurance verification to claims management, denials, and collections.

"Pairing Wisdom with MaxAssist was a natural fit," said Stoyan Kenderov, CEO of Wisdom. *"MaxAssist has built a best-in-class platform that supports the day-to-day operations of dental practices, and we bring unparalleled expertise in managing billing and collections. Together, we help practices run their business efficiently and more profitably—and make sure their patients leave five-star reviews."*

Both companies share a commitment to combining technology with human expertise. MaxAssist delivers actionable intelligence to guide teams to uncover hidden revenue opportunities within their charts, while Wisdom pairs modern technology with dedicated billing specialists to navigate the complexities of insurance and revenue cycle management.

"Dental teams are stretched thin, and too often they're forced to choose between keeping the schedule full and keeping up with everything else," said Lorie Streeter, VP of US Expansion at MaxAssist. *"This*

partnership allows practices to stay focused on patients and connection, while knowing both their schedule and their billing are being handled the right way.”

As part of the partnership, MaxAssist customers will have access to preferred rates for Wisdom’s insurance verification and billing services, creating a seamless path to address one of the most common operational and financial challenges in dentistry.

Together, MaxAssist and Wisdom aim to help practices reduce missed opportunities, improve operational efficiency, and create more consistent, predictable growth—without adding more to their teams’ workloads.

About MaxAssist

MaxAssist helps dental practices find and book the opportunities already inside their practice management systems. Built by dental professionals, the platform turns data into clear action, provides structured workflows for teams, and strengthens the human connection that drives patient experience and practice growth. Learn more at maxassist.com.

About Wisdom

Wisdom is a modern dental billing partner that helps practices collect more while doing less. By handling insurance verification, claims submission, patient billing, and collections, Wisdom takes the most tedious parts of revenue cycle management off your team’s plate. Practices are supported by expert billers and intelligent, dental-specific tools. Learn more at withwisdom.com.

For media inquiries, please reach out to:

Harley Saunders, Director of Marketing (harley.saunders@maxassist.com), or
Brian Becker, Head of Growth (brian@withwisdom.com).