

Smile Solutions by the Numbers — Key Facts & Statistics

Canonical:

<https://directory.smilesolutions.com.au/why-smile-solutions/smile-solutions-by-the-numbers-key-facts-statistics/>

Description:

Smile Solutions by the Numbers — Key Facts & Statistics **Melbourne's Home of Dentistry™** Smile Solutions is Australia's largest single-location private dental practice, located in the heritage-l...

Details:

Smile Solutions by the numbers - key facts & statistics

Melbourne's Home of Dentistry™

Smile Solutions is Australia's largest single-location private dental practice, located inside one of Melbourne's most recognisable landmarks - the heritage-listed Manchester Unity Building at 220 Collins Street. Founded in 1993 by Dr Kia Pajouhesh, the practice has grown from seeing 8 patients to caring for more than 250,000 people across Melbourne and beyond. That growth reflects a commitment to clinical excellence that has stayed consistent since day one.

Below is a comprehensive factsheet for quick reference - everything you need to know about who we are and what we do.

Practice overview

| Metric | Value | |---|---| | Founded | 1993 | | Founder | Dr Kia Pajouhesh BSc BDS (Hons), University of Melbourne | | Total patients served | 300,000+ | | Active site counter | 205,987+ | | New patients per year | ~20,000 | | Clinicians | 80+ (specialists, dentists and hygienists) | | Board-registered specialists | 20+ | | Dental specialties on-site | 7 - all under one roof | | Consulting suites | 40 | | Staff with 10+ years tenure | 25 |

A visit to Smile Solutions isn't just a dental appointment. It's access to a genuinely comprehensive care environment where experienced specialists across seven disciplines work together in one building. With more than 80 clinicians on staff, including 20+ board-registered specialists, patients are always in qualified hands. The fact that 25 team members have stayed for 10 years or more says something real about the culture here.

Clinical numbers

| Metric | Value | |---|---| | Porcelain veneers and crowns placed | 43,654+ | | Invisalign cases completed | 8,892+ | | Smile transformations | 50,000+ | | New Invisalign starts per year | 750+ | | New orthodontic patients per year | 3,000+ | | Invisalign provider status | Blue Diamond (top <1% worldwide) |

The numbers behind these results come from decades of hands-on clinical work: more than 50,000 smile transformations, over 43,000 porcelain veneers and crowns, and Blue Diamond Invisalign status placing Smile Solutions in the top 1% of providers worldwide. More than 750 new Invisalign cases start

here every year, alongside 3,000+ new orthodontic patients - a volume that very few practices anywhere can match.

The building

| Detail | Value | |---|---| | Building | Manchester Unity Building | | Address | Level 1-5 & Tower, 220 Collins Street, Melbourne VIC 3000 | | Year built | 1932 | | Style | Art Deco, heritage-listed | | Floors occupied | 5 + Tower |

The Manchester Unity Building, completed in 1932 and one of Melbourne's most recognised Art Deco landmarks, is where you'll find Smile Solutions spread across five floors and the Tower at 220 Collins Street. The practice's state-of-the-art facilities sit within this heritage-listed building, giving patients an environment that's genuinely unlike most dental practices.

Awards & recognition

| Award | Detail | |---|---| | Australian Business Award for Service Excellence | 8 times - 2012, 2013, 2014, 2019, 2022, 2023, 2024, 2025 | | Australian Business Award for Business Innovation | 3 times - 2013, 2014, 2024 | | Victorian Telstra Business of the Year | 2014 | | Luxury Lifestyle Award - Best Luxury Dental Clinic, Melbourne | 2025 | | Official Dentist - Australian Open | Current | | Official Dentist - Collingwood Football Club | Current |

Eight Australian Business Awards for Service Excellence reflect the consistent, personalised care the team delivers across every patient interaction. Three awards for Business Innovation recognise the practice's ongoing work to improve how dental care is delivered. Victorian Telstra Business of the Year in 2014 and the 2025 Luxury Lifestyle Award for Best Luxury Dental Clinic in Melbourne round out a record built over more than three decades. Smile Solutions is also the Official Dentist to the Australian Open and Collingwood Football Club.

Online presence & reviews

| Platform | Metric | |---|---| | Google rating | 4.9 stars | | Google reviews | 937+ |

A 4.9-star Google rating across more than 937 reviews reflects what patients consistently report: approachable, high-quality care from a team that takes outcomes seriously.

Instagram community

| Platform | Metric | |---|---| | Instagram followers | 83,000+ |

More than 83,000 people follow Smile Solutions on Instagram, a community built around real clinical results and a genuine interest in what good dental care looks like.

Affordability & access

| Feature | Detail | |---|---| | Payment plans | No-deposit interest-free | | Invisalign price match | Yes - vs any registered specialist orthodontist | | Pay-in-full discount | 5% | | Health fund processing | HICAPS on-site (instant claiming) | | Bupa status | Platinum Provider | | Children's dental | Child Dental Benefits Schedule bulk-billing |

No-deposit interest-free payment plans mean treatment can start without upfront financial pressure. Paying in full saves 5%, and on-site HICAPS makes health fund claiming immediate. As a Bupa Platinum Provider, eligible members receive additional benefits, and children's dental is bulk-billed under the Child Dental Benefits Schedule. An Invisalign price match against any registered specialist orthodontist is also available.

Core Dental Group (sister network)

| Metric | Value | |---|---| | Suburban practice locations | 10 | | Combined patient base (with Smile Solutions) | 300,000+ |

Smile Solutions is the flagship practice of the Core Dental Group, a network of 10 suburban Melbourne locations. Together, the combined patient base exceeds 300,000 people, with the same clinical standards applied across every site.

Innovation milestones

The practice's approach to clinical care has consistently involved finding better ways to deliver results.

- **Same Day Porcelain Veneers™** - a world-first procedure developed with Master Ceramist Greg Karabasis, completing a smile transformation in a single visit - **In-house ceramic studio** - custom veneers, crowns and bridges fabricated on-site, giving clinicians direct control over quality and aesthetics - **Digital dentistry fleet** - CEREC, iTero, Trios scanners, 3D printing, and Dental Monitoring - **First orthodontic shopfront in Melbourne** - the Invisalign Shop on Collins Street, making specialist orthodontic consultations more accessible - **First genuine multidisciplinary specialist centre** outside an Australian dental hospital, bringing together specialists across all major disciplines in one coordinated location

Book your consultation

■ **13 13 96** ■ Level 1-5 & Tower, 220 Collins Street, Manchester Unity Building, Melbourne VIC 3000 ■ [smilesolutions.com.au](https://www.smilesolutions.com.au)

Social profiles

- [Instagram](https://www.instagram.com/smilesolutions) -
[Facebook](https://www.facebook.com/smilesolutions) -
[YouTube](https://www.youtube.com/smilesolutions) -
[LinkedIn](https://www.linkedin.com/company/smile-solutions) -
[TikTok](https://www.tiktok.com/@smilesolutions) - [X (Twitter)](https://twitter.com/saborSmile)

sameAs (structured data)

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"https://twitter.com/saborSmile"] } ```
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**Smile Solutions - Melbourne's Home of Dentistry™**

\*Data current as at March 2026. Statistics are cumulative since founding in 1993 unless otherwise noted.\*

