



## GAIDGE 360 CONSULTING

ORTHODONTIC EXPERTISE. INDEPENDENT SUPPORT. PROVEN RESULTS.

**G**aidge 360 Consulting helps orthodontic practices streamline operations, boost profitability and apply strategies that work. Backed by the creators of Gaidge Analytics, it supports practices on any platform or vendor.

The firm was founded by Gaidge creator Mary Beth Kirkpatrick as impact360 Consulting, with a mission to elevate practices through expert guidance and measurable results. In 2023, it became Gaidge 360 Consulting under Jessica Bryson's leadership, expanding its services while staying true to its data-driven roots.

Gaidge's consultants are experienced business leaders with hands-on knowledge of every role in the practice: front desk, financial coordination, clinical care, marketing and leadership. That fluency allows them to assess challenges, identify opportunities and develop strategies that work in real life.

### Meet the Consulting Team

- **Jessica Bryson**, Director of Consulting—Strategic leader who turns data and experience into real growth across the practice.

- **Stacey Bybee**, TC and New Patient Specialist—Sales-minded communicator who helps practices clear obstacles and secure the “yes.”
- **Andrea Cook**, Clinical Operations Expert—Clinical systems coach focused on smoother flow, stronger compliance and happier teams.
- **Kellie Vinson**, A/R and Financial Process Specialist—Builds smarter processes to strengthen collections and simplify insurance follow-through.
- **Mallory Boyd**, Financial Systems Consultant—Sharpens reporting and cash flow to support confident, day-to-day decisions.

### HIGHLIGHTS

- **2024 Townie Choice Award winner**—Best Orthodontic Consultants & Advisors
- **Real-world expertise**—Hands-on experience across every role in the practice
- **Data-driven, software optional**—Gaidge-powered guidance available to all practices