

Webinar Now Available On-Demand: ⚠️ Avoiding Accidents on the Road to Implant Mastery



United States | USD \$ ▾



About Us > **Smart On X**

About Us

All-on-X made easy. Smart solutions, not overcomplications.

We've heard the song on repeat: a dentist invests in a promising new All-on-X solution, only to find it introduces new problems into their workflow. Innovation should be about solving problems, not creating more.

At Smart On X, we don't implement technology for technology's sake. We build real solutions—ones that make dentistry more efficient, predictable, and—most importantly—deliver a better experience for patients.

That's the Smart On X way.



Who We Are

Meet Our Team

Our Beginning

Smart On X began in 2019 as Smart Denture Conversions, founded by Dr. Brandon Kofford with a clear vision: patients deserved better All-on-X outcomes, and dentists needed a simpler way to deliver them.

What started as a way to make denture conversions easier quickly grew into something bigger—a pathway to





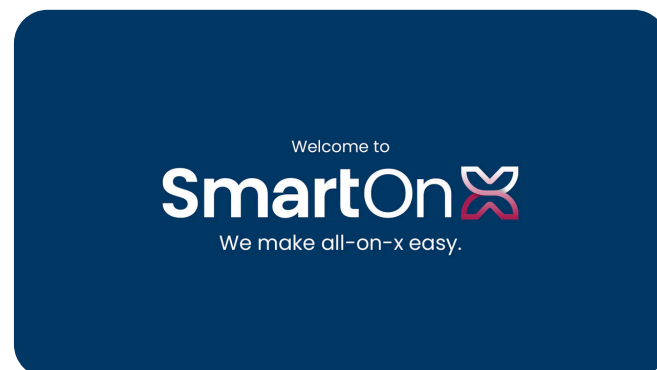
treatments that are faster, more predictable, and ultimately more comfortable for patients. By focusing on innovation that solves problems, not creates them, we've built solutions that improve workflows for providers and transform experiences for the people who matter most: their patients.

What We Do

From the start, we've believed innovation should remove barriers—not create them. That's why Smart On X is built around solutions that simplify the All-on-X process at every step.

For dentists, that means workflows that are faster, more predictable, and less stressful. For patients, it means treatment that's smoother, more comfortable, and delivers results they can trust.

Our focus is always the same: real innovation that makes All-on-X easier for everyone involved.



Our Values & Inspiration

At Smart On X, everything begins with the patient. We're inspired by the simple belief that innovation in dentistry should never be about technology for its own sake—it should be about giving people a

better experience and a better outcome.



That vision shapes our values:

- **Patient-first innovation:** Every solution we design starts with the patient's comfort, confidence, and long-term results.
- **Simplicity with purpose:** Technology should reduce friction, not add it. We measure success by how much easier and more predictable we make the All-on-X process.
- **Trust through excellence:** We stand behind solutions that give dentists confidence and patients peace of mind.

It's this blend of inspiration and principle that drives us to reimagine what's possible in dental care—solutions that empower providers and transform lives.



DR. BRANDON KOFFORD, DMD, MS, FACP Co-Founder & Advisor

Dr. Kofford is a 2008 graduate of Case Western Reserve University's School of Dental Medicine.

He completed his Prosthodontics residency with the United States Air Force (USAF) at Lackland Air Force Base, Wilford Hall Medical Center, Mackown Dental Clinic in 2011, as well as earning his master's degree in biology from the University of Texas Health Science Center at San Antonio.

He served 6 years with the USAF and achieved the rank of Major. He has been in private practice in Cary, North Carolina, since 2014. He is a partner in 7 dental practices and a full-service dental laboratory.

In 2018, Dr. Kofford and Charles Rudisill developed

the Smart Denture Conversions Separable Fastener technology, which was introduced to the market in 2019.



WILLIAM WOOD, CDT-TE

Director of Education

William Wood is the Director of Education at Smart On X, a leading medical device manufacturer transforming full-arch dentistry. In this role, he develops and delivers hands-on training programs that help dentists, lab technicians, and clinical teams master prosthetically driven All-on-X workflows.

A retired Chief Master Sergeant of the United States Air Force, William brings more than two decades of leadership in hospital operations, dental clinics, laboratories, and postgraduate residency programs. He is also a trusted advisor in medical device research and development, ensuring new solutions are both innovative and practical for real-world clinical teams.

Known as a bridge-builder between surgical, prosthetic, and technical disciplines, William equips practices with strategies that are compliant, efficient, and patient-centered. His mentorship emphasizes education, accountability, and innovation—helping teams deliver exceptional outcomes while adapting to the evolving demands of modern dentistry.

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