

Media kit *example*

Example only: Fernhill Labs and its people are fictional, and every link, email address and phone number is a placeholder.

01 Overview

Fernhill Labs: scheduling software for independent dental practices.

Fernhill Labs builds scheduling and patient communication software for independent dental practices.

Founded in Austin, Texas in 2023 by Dana Okafor and Sam Reyes, the company works with more than 200 clinics across the United States. Its newest product, Chairside, refills cancelled appointments from a clinic's own waiting list.

02 Key facts

Founded: 2023

Headquarters: Austin, Texas

Founders: Dana Okafor (chief executive) and Sam Reyes (chief technology officer)

Team: 18 people (October 2026)

Customers: more than 200 dental clinics in 21 states (October 2026)

03 Story angles

1. Why independent dental clinics lose hours of chair time each week to same-day cancellations, and what pilot clinics did about it.
2. Building healthcare software with practice managers rather than for them: how Fernhill's first 14 clinics shaped Chairside.
3. A founder who left dentistry to fix its scheduling: Dana Okafor on what the front desk taught her.

04 People

Dana Okafor, co-founder and chief executive: a former dental practice manager who founded Fernhill Labs in 2023 after seven years running clinic front desks. Speaks on: independent healthcare businesses, patient access, founding a company without a technical background. Headshot: <media.fernhill.example/dana>

Sam Reyes, co-founder and chief technology officer: previously an engineer at two healthcare software companies. Speaks on: healthcare data, integrating with legacy systems. Headshot: <media.fernhill.example/sam>

05 Products or services

Chairside: offers cancelled appointments to the waiting list by text and books the first patient who accepts. \$149 a month per location.

Fernhill Reminders: appointment reminders by text and email. \$59 a month per location.

06 Recent news

12 November 2026: Fernhill Labs launches Chairside: fernhill.example/press/chairside

3 March 2026: Fernhill Labs passes 200 clinics: fernhill.example/press/200-clinics

07 Coverage and awards

Austin Business Weekly (example), 14 March 2026: "The startup fixing the dentist's waiting list": austinbiz.example/fernhill

Texas Health Tech Awards (example), finalist, 2026

08 Brand assets

Logos (PNG and SVG, colour and white): media.fernhill.example/logos

Product screenshots: media.fernhill.example/chairside

Team and office photos: media.fernhill.example/team

Usage: free to use in coverage of Fernhill Labs; please do not alter the logo.

09 Media contact

Jordan Blake, communications lead, press@fernhill.example, +1 512 555 0142 (replies within one working day)

Free template from Blue Leopard Media: blueleopardmedia.com/tools/media-kit-template/