

1800dentist.com Launched:

Site to Match Patients with Dentists Across the Nation

The screenshot shows the 1800dentist.com website interface. At the top, there are navigation tabs for "find a dentist", "about us", and "for dentists". The main content area is a search form titled "Please enter your address below to find a pre-qualified dentist in your area". The form includes fields for "Address", "City", "State" (with a dropdown menu), and "Zip". Below these are "Dental Need" (with a dropdown menu set to "A Check Up and Cleaning") and "Age (if patient is under 17)" (with a dropdown menu set to "Child's Age"). There is also a "Payment Method" dropdown menu. At the bottom of the form are "Submit" and "Reset" buttons. To the right of the form is a small photo of a smiling woman in a blue shirt, with the text "Welcome to 1800dentist.com!" and a short paragraph: "1800 DENTIST is the most experienced patient-dentist matching service in the nation. We're the trusted resource for people - just like you - who want to find a qualified dentist."

In its continuing efforts to connect patients with dentists, 1-800-DENTIST®, the premier patient-dentist matching service, has launched www.1800dentist.com to provide consumers with yet another resource to connect with dentists in their neighborhoods.

Since 1986, millions of consumers have become familiar with the easy-to-remember 1-800-DENTIST phone number – in fact, over 1.2 million consumers call 1-800-DENTIST each year. Having a 1-800-DENTIST-branded Web site will allow the company to more fully promote its national brand and to leverage the integrity already associated with its patient-friendly service. 1-800-DENTIST members stand to benefit from this additional exposure to Web-savvy dental consumers—an untapped, upscale market that is ready for a market leader like 1-800-DENTIST to enter the landscape.

“1800dentist.com gives consumers who have seen the 1-800-DENTIST commercials yet another way to find one of our carefully screened dentists,” said Larry Twersky, president of 1-800-DENTIST. “Either over the phone or on the Web, consumers know that they can trust 1-800-DEN-

TIST to match them with dentists who not only uphold our high standards of care but also meet their dental health needs.”

1800dentist.com was designed to be as simple and as consumer-friendly as possible. Each visitor is guided through a step-by-step process which helps them find a doctor who is 1-800-DEN-

TIST-approved within their particular area and meets their specific needs (e.g. whitening, orthodontics, toothache, etc.). Consumers can also access comprehensive background information (e.g. years in practice, education, current licenses) on a recommended dentist and can make an appointment with the office of their choice.

In order to provide its member dentists with primarily fee-for-service patient referrals, 1800dentist.com also requires information from each potential patient regarding their intended method of payment. This process minimizes the amount of screening that individual members’ front offices must do before appointing each referral.

To further serve its members, 1-800-DENTIST provides an instant fax confirmation for each 1800dentist.com referral. And in order to ensure quality of service, each online referral is reviewed by a 1-800-DENTIST referral specialist *before* it is sent on to the appropriate member dentist.

The screening process all potential member dentists must undergo in order to qualify for

1-800-DENTIST membership can be more rigorous than they expected. So 1800dentist.com features an online pre-qualification questionnaire specifically designed to enable dentists interested in membership to quickly and easily determine their eligibility for the program.

“Every year, over one million consumers choose 1-800-DENTIST as their source to connect with a pre-screened dentist,” said Twersky. “The fact is that consumers trust us. But as a company, we know that we need to continue to earn that trust every day. So not just any dentist can become a member of 1-800-DENTIST. But for those who do qualify, the benefits are clear. Any dental practice could benefit from the stream of consumers who contact us after seeing our high-quality advertisements promoting dentistry on TV, in the Yellow Pages, and now on the Web at 1800dentist.com.”

Dentists interested in finding out more information on how 1-800-DENTIST can tailor a patient referral program specifically for their practice, or to request a membership application can contact the 1-800-DENTIST Membership Development team at **1-800-222-9633**.

About 1-800-DENTIST

1-800-DENTIST has thousands of members in 49 states and receives over 1.2 million calls each year from people in search of a dentist. 1-800-DENTIST is a privately owned company that maintains its headquarters in Los Angeles.

1-800-DENTIST®