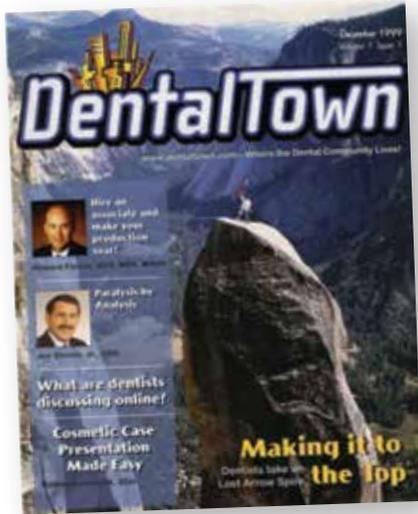


20 Years of

This month marks the 20th anniversary of Dentaltown. For most Townies, the idea of their favorite dental website (and maybe their favorite website, period) not existing at some point in time seems nonsensical—some things just seem eternal, prehistoric or at least bedrock. But there was a time when Dentaltown.com was merely a rough conceptual sketch in the mind of its founder, Dr. Howard Farran. To fully appreciate the foresight in creating Dentaltown.com, one might consider that in 1999, even Google was only in its beta stages, and the world had only seen fully commercialized internet for five years. In 1999, there were only 3 million websites, compared with more than 1.8 billion sites today.



1999—In **March**, Dentaltown.com launches, an idea that founder Dr. Howard Farran believed in so strongly that he borrowed against his practice, took out a second mortgage and risked going broke if the idea should fail. The Ideas of March came and went without incident, however, and Farran's idea of a virtual dental community where no dentist would ever have to practice alone gathered members and momentum. In **December** of the same year, Volume 1, Issue 1 of *DentalTown* magazine, formerly *The Farran Report*, was mailed to doctors all over the country.

< *The first issue of Dentaltown magazine, December 1999*



2000

2001

2002

May 2000—
Dentaltown
welcomes its
first 100 members

August 2001—
Dentaltown
surges to
1,000 members

September 2002—
Dentaltown reaches 10,000 members



Dentaltown's home page, circa 2002-2003

Dentaltown

Dentaltown.com existed before Wikipedia, PayPal, Wordpress, Facebook and Reddit, and from its start has stuck to its guns on one simple goal: that no dentist will ever have to practice solo again.

While Farran had the concept and the courage to launch the site “where the dental community lives,” it is thanks to the thousands upon thousands of its members that Dentaltown.com continues to thrive. The ever-evolving and growing face of Dentaltown.com, *Dentaltown* magazine and all of its related channels—podcasts, mobile apps, e-communications, live events like Townie Meeting—are made possible by its members, the Townies. *You*.

2003—Dentaltown creates the **Townie Choice Awards**, an annual awards spotlight driven by votes from its online community. Townies select their favorite products and



services within nearly every facet of the profession, from anesthetics to X-rays and all things in between. The TCAs become one of the most helpful guides for dentists new and seasoned on selecting products and services used by other Townies.



Jan. 20, 2005—

A Townie milestone!
The Dentaltown.com message boards reach **1 million posts**.

2005—
50,000 members, now the world's largest online dental community

2003

2003—The **first Townie Meeting** takes place at the Flamingo Las Vegas. Event founders and Townies Drs. Tarun Agarwal and Sameer Puri hatch a plan for Townies to finally come together en masse somewhere other than on the website's popular message boards. An instant success, the meeting becomes an annual tradition and migration of sorts, and one that brings



Townies face-to-face for a few days of unparalleled camaraderie. The “dental show unlike any other dental show” would later be taken over by Dentaltown, which expanded its geographical footprint by offering the event in different cities such as Orlando, Florida, and Scottsdale, Arizona.

2005

2005—For the first time on the website, Townies can **earn CE credits** through courses on Dentaltown.com. A modest collection of courses grows into an ever-changing and fresh selection and, by 2010, Townies are taking nearly 2,500 courses a year and selecting from more than 400 courses among 30+ categories, including new courses every month.



20 Years of Dentaltown

“ I met Howard at a meeting (I forget where) and he was the man signing dentists up for this new thing on the internet called Dentaltown. ... I thought, 'That's a helluva good idea!' It literally changed my practice. Gleaning the knowledge of so many great clinicians has given me and the practice incalculable value. I hope that what I share can help others as well. ”

Townie "davidpalmer," member since April 2000

**August
2008**–
Dentaltown
hits **100,000**
members

**Oct. 12,
2012**–
3,000,000
message board
posts



Dentaltown.com's 2012 home page

2008

2009

2012

2013

**March 4,
2009**–
2,000,000
message board
posts



Townie Meeting 2011

May 2013–

Dentaltown goes mobile. Fourteen years after launching a website, the most popular online dental community gets a **fully optimized mobile app**. Townies begin accessing all the features they came to love from the web on their smartphones. In its first month, a modest 290 downloaded the app. One month later, the total mobile users pushed past 1,500. Presently, more than 40,000 Townies hit up the app to view message boards, interact on the forums, take CE courses and more.



Townie Meeting 2014



September 2014–

Dentaltown founder Dr. Howard Farran begins his mission to create the largest collection of **free dental podcasts** on the planet. His first podcast, which aired Sept. 8, 2014, featured popular Townie Dr. Mike DiTolla. Farran and DiTolla talked about porcelain crowns, digital impression and their decades-long friendship. Over the next four-plus years, Farran would publish **more than 1,100 podcasts** featuring the biggest names in dentistry and covering every subject under the profession and more. *Dentistry Uncensored with Howard Farran* would become the most-listened-to dental podcast in history.

Sept. 12, 2015–
4,000,000
message board
posts



Dentaltown's 2015 home page

July 2015–
Dentaltown's
community
reaches **200,000**
members



2019—As Dentaltown's extensive channel of services continues to grow, this year marks the 20th anniversary of Dentaltown.com and *Dentaltown* magazine. The online message boards and the magazine share humble beginnings. From 100 users 20 years ago, there are now more than 245,000 registered users and 5 million message board posts on Dentaltown.com. Likewise, the magazine, which began as a 40-page black-and-white issue is now, on average, 100 pages or more (and in full color, of course). Arguably the most impressive growth, though, in a modern time that has seen the decline of print, comes in the form of the magazine's 131,000 readers—89 percent of whom are print subscribers!

dentaltown

real dentistry for real dentists

2014

2015

2018

2019

“ 20 years is a full generation ... and now we are a two-generation family on Dentaltown. Made sure our daughter signed up prior to beginning dental school and she's now a DMD just like her mother. ”

— Townie "Allen Jorgensen," a member since April 2005

March 29, 2018–

Dentaltown.com
hits **5 millionth message
board post**