



PACIFIC DENTAL SERVICES INCORPORATES ELECTRONIC DENTAL RECORDS IN ALL 195 AFFILIATE OFFICES

-- State-of-the-Art System Delivers the Highest Level of Care to Patients --

-- Ensures Privacy of Information and Back-up of Crucial Records --

IRVINE, Calif. (November 19, 2009) – [Pacific Dental Services \(PDS\)](#), one of the nation's leading dental service organizations and pioneers in the concept of Modern Dentistry, today announced that all 195 affiliated practices have migrated from paper charts to electronic dental records (EDRs). The technology is user-friendly because it mimics the way that providers have traditionally used paper charts. EDRs are fully integrated with existing practice management solutions, such as patient treatment plans, charges, insurance records, digital x-rays, appointments and billing. By incorporating EDRs, PDS affiliated owner doctors are now able to run their practices more efficiently while enhancing patient care.

"We are committed to providing dentists with state-of-the-art resources for their practices, and our affiliated dentists have seen a tremendous value in EDRs. Patients' records are more precise, can be located quickly, and are backed-up to minimize the impact of catastrophic events. Furthermore, our PDS network is secure so patients can be assured that their privacy will continue to be maintained," said Steve Thorne, Pacific Dental Services founder and president.

"Using EDRs has been such an advantage in running my practice. Ultimately, I was pleased that PDS offered my office the opportunity to make the transition to EDRs so that I can open a chart and study it from any workstation in my office. The time I would have spent locating my patients' charts can now be allocated to treating the patients themselves," said Lance Rygg, DDS. "Of course, the fact that EDRs are environmentally friendly, require less storage space, and are backed-up in the event of an emergency are also great benefits."

Pacific Dental Services allows dentists to concentrate on providing the highest levels of cost-effective patient care by providing business support services including human resources, marketing, daily operations, billing and collections, with ongoing educational training and strategic financial and practice development planning. The Company continues to grow, reporting a revenue growth of \$102M, increasing from \$178.8M in 2005 to \$280.8M in 2008. Additionally, 136 new offices have been opened between 2005 and today increasing the number of employees and affiliated dentists to more than 3,000.

About Pacific Dental Services

Founded in 1994, Pacific Dental Services (PDS) is one of the country's leading dental service organizations, providing state-of-the-art support services that allow dentists to concentrate on the highest levels of cost-effective patient care. PDS has pioneered the concept of Modern Dentistry - combining advances in the latest technology with best operational practices and procedures, highly skilled support staff and a commitment to ongoing training and education – to grow to more than 195 innovative, modern, affiliated dental offices in the western United States. Together with their affiliated owner dentists, they aim to become the provider of choice in all the markets that they serve.

For more information:

www.PacificDentalServices.com

Visit our blog: <http://www.pacificdentalservices.com/blog>

Follow us on Twitter: <http://twitter.pacden.com>

Fan us on Facebook: <http://facebook.pacden.com>

###

Contact: Susan Morgenbesser at 212.336.7504/ smorgenbesser@rxmosaic.com