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Pacific Dental Services® Featured in *T+D* Magazine

~ Pacific Dental Services and President Steve Thorne adopt Coach Wooden's Philosophies ~

Irvine, CA (October 9, 2006) –Pacific Dental Service (PDS™) and President Steve Thorne were featured in the August 2006 edition of *Training & Development (T+D) Magazine*, an award-winning publication, for the successes of PDS through adopting legendary UCLA basketball Coach John Wooden's philosophies. Since the start of PDS in 1994 executives have used Coach Wooden's Pyramid of Success as their model for doing business. Along with this and the core values and belief statements, PDS has become the top dental services company on the West Coast.

The two reasons why Coach Wooden's Pyramid of Success is a central focus are employee development and patient satisfaction. The continued investment of training employees in their specific areas allows PDS to maintain the commitment of creating the Perfect Patient Experience™. The goal of the Perfect Patient Experience is to implement and execute consistent, high-quality patient-satisfying processes and procedures, and to deliver services and products with a personal touch tailored to every patient's unique needs.

For years, the award-winning *T+D* magazine led the evolution of the profession from training and development to workplace learning and performance to deliver the proven best practices. Since its start, *T+D* magazine has published the issues and ideas, the pains and passions of a growing profession. For almost six decades, the magazine has covered the idea of developing people and the systems in which they work to produce results.

For more information on PDS and the incorporation of Coach Wooden's Philosophies in its core values and beliefs please visit www.pacificdentalservices.com.

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