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National Dental Network Introduces the New Face of Philanthropy with its “Adopt a Dental School” Program

PLANO, TX, May 10, 2007—National Dental Network, a Dallas-based distance learning company, is redefining the meaning and methods of giving in dentistry through its **“Adopt a Dental School”** program.

The **“Adopt a Dental School”** program enables dental manufacturers to support future dental clinicians and leaders through a unique education grant. The grant enables dental faculty and students at adopted schools to receive live-patient, accredited instruction via satellite or streaming video directly from many of the world’s leading clinicians.

The live-patient programs provide training and education in many areas including restorative dentistry, esthetic dentistry, implant dentistry, occlusion, and full-mouth reconstruction. The programs also include live question-and-answer sessions, allowing faculty and students alike the opportunity to query the clinicians performing the procedures.

“Dental schools are doing an incredible job preparing students; and the resources required to capture and showcase live-patient clinical training over a variety of disciplines and topics are limited,” explains William Mays, CEO of National Dental Network. “The goal of the **“Adopt a Dental School”** program is to help enhance education and optimize learning through resource sharing and collaboration.”



Donors to the “Adopt a Dental School” program are called ‘partners’ and join with a contribution of \$7,500 per dental school. The donation is exclusive and pays for programming for 12 months. Scheduled programs for 2007-2008 include, but are not limited to:

September 14, 2007 - Dr. Michael Koczarski

Esthetic Dentistry with New Generation Composite Resins

November 9, 2007 - Las Vegas Institute Esthetic Team

High-end Esthetics

January 18, 2008 - Dr. Tom McGarry

Implants or Endodontics in the Esthetic Zone

March 21, 2008 - Dr. Cherilyn Sheets and Dr. Jacinthe Paquette

Title TBD

The grant is a two-way street where both the donor and the recipients can benefit.

“Many philanthropic leaders in the dental industry are entrepreneurial and want to see positive outcomes from the organizations or universities they fund,” explains David Porritt, President of the National Dental Network. “Contributions are seen as education investments, not merely as an open checkbook for a charitable cause,” he adds.

“It’s leveraged giving,” says Mays. “Donors want to benefit, while doing good.”

One donor, Heraeus, the German-based worldwide leader in dental esthetics, has adopted three dental schools: University of Florida; University of Louisville; University of Detroit and plans to adopt more. “We are pleased that we have the resources to help make a difference,” says Christopher Holden, President of Heraeus. “It’s not to make us



feel good. It's to help dental school students along in their careers," he adds.

"There is a tremendous willingness to give," says Mays. "Everyone in the industry is interconnected—from dental school faculty, to students, to lab techs, to dental manufacturers. The more we support one another, the more we impact quality of life within the industry—and with patients "

Manufacturers or individuals who wish to receive more information on the "Adopt a Dental School" program can contact Michael Taylor, Director of Program Affairs for National Dental Network, at **866.465.4164** or mtaylor@nationaldentalnetwork.com.

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Note to Editors

For logos and product shots, please contact National Dental Network's Marketing Communications Department at **866.465.4164**.

About National Dental Network

The National Dental Network is the market leader and preeminent name in distance-learning and broadcast production services for the dental industry. Founded in 1995, the company produces and broadcasts programs via DVD, satellite and the Internet. In 2006, NDN delivered several hundred thousand hours of accredited content. Today, more than 7,000 dentists receive its monthly DVD-based clinical and practice management series. For more information, call **866.465.4164** or visit www.nationaldentalnetwork.com.