

Press Release

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Free Web-based Patient Education Software, CurveEd, released by Curve Dental, Inc.

Web-based patient education software includes 3D videos addressing all facets of dental care at no cost

OREM, UT—Curve Dental, developers of Web-based dental software, announced the release of CurveEd, free Web-based patient education software available to all dental professionals in August 2010. Accessed at www.curveed.com, the software includes more than 60 professional 3D videos and can be viewed on a PC, Mac, iPad, or iPhone.

“We make [dental software](#) a simple experience,” said Jim Pack, CEO of Curve Dental. “Many offices don't use patient education software because of high licensing costs combined with the heavy chore of installing, training, supporting, upgrading, and backing up of additional server-based software. CurveEd solves all those problems. It is free, and because it is web-based, CurveEd simplifies the experience for the dental professional; there's no installation, upgrade, or backup worries and the software is so easy to use there's no need for expensive training or support. Providing the service at no charge makes it even easier for the doctor, hygienist or dental assistant to put it to use to the benefit of the patient and the practice.”

CurveEd provides more than 60 different dental patient education videos in 3D in 11 different categories. Each video is professionally narrated, covering a wide range of topics from restorative procedures to cosmetic procedures to endodontics. Created by a team of dentists, every video is accurate with regard to anatomy and procedure, but is tempered

with a light narrative and artistic style. Patient education helps the dental professional build trust by providing their patients with an understanding of their current oral health condition and proposed treatment and outcomes.

CurveEd allows the dental team to show patient education videos within the practice or send a Web link to their patient via e-mail. When a video link is sent by e-mail, CurveEd tracks what video link was sent to which patient and whether or not the patient opened the e-mail and clicked on the link to the video. Detailed tracking can help the practice build a comprehensive patient history and show proper jurisprudence.

As a Web-based application, CurveEd can be used on a PC, Mac, iPad, iPhone and other similar mobile devices. To access the software, navigate to www.curveed.com and create a free account. Once you have created an account, you access the patient education library from any computer with Internet access and a browser. Registration requires little more than a name and e-mail address. Initial registration provides the practice with access to about one third of the library. By simply referring CurveEd to two colleagues the doctor or team member will have instant access to the entire library while giving other dental professionals the opportunity to utilize the free service in their practices.

“I’ve been asked many times if the software really is free,” said Mr. Pack. “It really is free, which is remarkable given the value it can provide to any practice. A better educated patient base increases treatment plan acceptance ratios, which increases a practice’s productivity. CurveEd’s mission is twofold: First to provide a valuable tool that can advance proper oral care and treatment and second, to give more doctors and staff a personal experience with Web-based dental software.”

About Curve Dental, Inc.

Founded in 2005, Curve Dental provides web-based [dental software](#) and related services to dental practices within the United States and Canada. The company is privately-held, headquartered in Orem, Utah with offices in Calgary, Canada and Dunedin, New Zealand. The company strives to make dental software less about computers and more about the user experience. Their creative thinking can be seen in the design of their software, that’s easy to use and Web-based. Dentists can call 888-910-4376 or visit www.curvedental.com for more information.

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