

Press Release

For Immediate Release



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Curve Dental Named as Key Contributor to One of the Fifty Greatest Game Changers in Dentistry

Survey of dental professionals ranks practice management software as the 5th greatest game changer in dentistry

OREM, UT—In a survey of its readers, *DentalTown Magazine*, reported in its January 2011 issue that computerization and practice management software was ranked high among readers for its impact upon dentistry, ranking fifth on a list of the top 50 reported game changers. Specifically, the magazine credited traditional software as well as Web-based Curve Dental as having made the dental practice more aware of every aspect of the practice, opening the eyes of the dentist to the business of dentistry.

“We are pleased to have been specifically mentioned by *DentalTown Magazine* for making a positive impact within the dental profession,” said Jim Pack, CEO of Curve Dental, Inc. “To be grouped among other well-known and respected brands in the dental software market is indicative of how dentists are looking to the Web as a more flexible, more convenient platform to manage their practice.”

“Our purpose in conducting the survey was to identify the most influential changes to dentistry,” said Dr. Thomas Giacobbi, Editorial Director of *DentalTown Magazine*. “Our readers were asked one simple question: In your opinion, what person, event, story, technology, product or service do you think has been the biggest ‘game changer’ in all of dentistry?”

The magazine reported that computerization of the dental practice has been one of the best things to happen in dentistry, that dental practices are running more efficiently and have easier access to their information than ever before. Readers attributed improvements in care and communication to computerization, saying dental software has helped improve patient relationships, allows dentists to provide better clinical care and has increased efficiencies within the dental practice, allowing the typical dentist to see more patients in one day than ever before.

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.

About DentalTown Magazine

DentalTown Magazine is published monthly by Farran Media and has a circulation of 125,000 readers. Based in Phoenix, Arizona, the magazine's mission is to connect dentists via an interactive, on-line community, provide a voice for every dentist to share information, and publish a magazine that reflects this on-line activity. The magazine's forum is located at www.dentaltown.com.

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