

Henry Schein Launches 'Rely On Henry Schein' Brand Campaign

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Campaign Features Customer Success Stories Involving the Support of Henry Schein

MELVILLE, N.Y., Oct. 9, 2018 /PRNewswire/ -- Henry Schein, Inc. (Nasdaq: HSIC), the world's largest provider of health care products and services to office-based dental, animal health, and medical practitioners, announced the launch of a brand campaign entitled "[Rely on Henry Schein](#)" that conveys the stories of customers discussing the critical role Henry Schein plays in their success.

The campaign initially features three dental practices and their unique stories that reflect the Company's mission to help clinicians be more successful so they can focus on delivering the best quality care. The #relyonhenryschein campaign launches today with videos on the Company's website and social media pages, to be followed by advertising placements in dental trade magazines as well as Henry Schein's own publications.

Today's launch features the stories of three dental practices and their owners: LIC Dental Associates, and Dr. Ishwinder Saran, of Long Island City, New York; Roschella & Zinger Dental Group, and Drs. Karen Roschella and Ann Zinger, of Marriottsville, Maryland; and Clinique Dentaire Tapiero Bouhadana, and Drs. Maurice Tapiero and Anne Bouhadana, of Saint-Bruno-de-Montarville, Quebec, Canada. Each story details an event in which Henry Schein's full-service expertise allowed the practice to prosper in a time of urgent need. More stories of how customers "Rely on Henry Schein" will roll out during the balance of the year and through 2019.

"We strongly believe that our high-touch, full-service value proposition makes a positive difference in the lives of our customers, and we can think of no better way to convey that message than to have our customers tell their story in their own words," said Stanley M. Bergman, Chairman of the Board and Chief Executive Officer of Henry Schein. "We are honored that these exceptional professionals would allow us to share their experience with Henry Schein, and we look forward to bringing more success stories to life in the months ahead."

Each story explores a particular event that led the customer to call on Henry Schein for help. In "Built from the Ground Up," Dr. Saran tells the story of how Henry Schein helped him establish his first practice. In "Equipment Down!", Drs. Roschella and Zinger explain how Henry Schein reacted quickly to avoid the loss of potentially weeks of customer visits by a sudden equipment failure. And in "The Comeback," the husband-and-wife team of Drs. Tapiero and Bouhadana describe the tragic loss of their practice to a fire and the work Henry Schein did to get the business up and running.

To see these stories and more about the campaign, please follow this link: www.henryschein.com/relyonus.

About Henry Schein, Inc.

Henry Schein, Inc. (Nasdaq: HSIC) is a health solutions network powered by people and technology. With more than 22,000 [Team Schein Members](#) serving more than 1 million customers globally, the Company is the world's largest provider of Business, Clinical, Technology, and Supply Chain solutions to enhance the efficiency of office-based [dental](#), [animal health](#), and [medical](#) practitioners. The Company also serves [dental laboratories](#), [government and institutional health care clinics](#), and other alternate care sites.

A Fortune 500® Company and a member of the S&P 500® and the Nasdaq 100® indexes, Henry Schein's network of trusted advisors provides health care professionals with the valued solutions they need to improve operational success and clinical outcomes. The Company offers customers exclusive, innovative products and solutions, including practice management software, e-commerce solutions, specialty and surgical products, as well as a broad range of [financial services](#). Henry Schein operates through a centralized and automated distribution network, with a selection of more than 120,000 branded products and Henry Schein private-brand products in stock, as well as more than 180,000 additional products available as special-order items.

Headquartered in Melville, N.Y., Henry Schein has operations or affiliates in 34 countries. The company's sales reached a record \$12.5 billion in 2017, and have grown at a compound annual rate of approximately 15 percent since Henry Schein became a public company in 1995. For more information, visit Henry Schein at www.henryschein.com, [Facebook.com/HenrySchein](https://www.facebook.com/HenrySchein), and [@HenrySchein on Twitter](https://twitter.com/HenrySchein).

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