

## **Innovative Dental Education Initiative From Henry Schein, ADA And ADEA To Be Featured At ADA Annual Session In Hawaii**

October 1, 2009

**Groundbreaking project showcases emerging dental technology as it provides dental students and faculty with remote access to live-patient continuing education courses**

MELVILLE, N.Y., Oct. 1 /PRNewswire-FirstCall/ -- Henry Schein, Inc. (Nasdaq: HSIC), the largest distributor of healthcare products and services to office-based practitioners, is joining with the American Dental Association (ADA) and the American Dental Education Association (ADEA) to provide dental students and faculty with remote access to select live-patient continuing education courses held at the 2009, 2010, and 2011 ADA Annual Session and World Marketplace Exhibition. This groundbreaking education project, which kicks off at the 150th ADA Annual Session in Hawaii September 30 - October 4, will allow pre- and post-doctoral dental students and dental school faculty to view state-of-the-art clinical procedures that may not be typically available to them. Dental schools will be encouraged to show the presentations in the classrooms for groups of students, allowing the group to interact with each other and discuss the procedure.

"The ADA Annual Session has always been a showcase for technology that is advancing the practice of dentistry--technology that includes not only the revolutionary CAD-CAM, digital X-ray, intra-oral imaging and dental laser products on the exhibition floor, but also this state-of-the-art educational program, which enables dental students across the United States to benefit from demonstrations of procedures performed in Hawaii," said Tim Sullivan, President of Henry Schein Dental, the U.S. Dental division of Henry Schein. "Henry Schein Dental shares the ADA's and ADEA's commitment to enhancing dental education, and believes that this program will enhance the sharing of best practices throughout the dental community, which ultimately will benefit dental patients."

Dental students and faculty will be able to log-on and view the live-patient courses in the Education in the Round format, beginning with a 20-30 minute presentation by the lecturer that reviews the procedure and the patient's history. The procedure is then performed and images are displayed on large flat-screen monitors via inter-oral and hand-held cameras. The courses held at the ADA Annual Session will be shown in real time and remain accessible for 30 days post-event for viewing. The live Web site will allow viewers to interact in the course by asking questions of the presenters, which will be posted in real time and answered by the doctors. In addition, students can interact with each other by posting real-time blogs on the Web site.

"The ADA is excited to work with the ADEA on this unique opportunity, and appreciates the support of Henry Schein," said ADA Executive Director Kathleen O'Loughlin, D.M.D., M.P.H. "Effective collaborations such as this leverage our individual Association strengths to create greater value for current and future members."

The live webcast schedule for the 2009 Annual Session includes:

- Thursday, Oct. 1, 12:30-3:30 p.m. CST: "Create Success in Providing Periodontal Treatment" presented by Dr. Samuel Low
- Thursday, Oct. 1, 5:00-8:00 p.m. CST: "Crown Lengthening for Restorative Dentistry" presented by Dr. Jon Suzuki
- Friday, Oct. 2, 12:30-3:30 p.m. CST: "Implants for the Terminal Dentition: Yes, You Can Do It!" presented by Drs. Steve Ratcliff and Jorge Ramirez
- Friday, Oct. 2, 5:00-8:00 p.m. CST: "A Simplified Yet Accurate Impression Technique When Splinting Multiple Implants" presented by Drs. Lee Ann Brady and Peter Fay
- Saturday, Oct. 3, 12:30-3:30 p.m. CST: "TMD Treatment 2009: What Works, What Doesn't and Why" presented by Dr. Terry Tanaka
- Saturday, Oct. 3, 5:00-8:00 p.m. CST: "Solving Anterior Esthetic Restorative Challenges with Composite Resin" presented by Dr. Wynn Okuda

Dental students and faculty can connect to [www.ada365.org](http://www.ada365.org) at the days and times above to interact live with these courses and watch a clip from the 2008 meeting. The live courses offered are ADA Continuing Education Recognition Program-approved opportunities for dental professionals. The live Web feed does not qualify for educational credit for dental students.

### *About the American Dental Association*

Celebrating its 150th anniversary, the not-for-profit ADA is the nation's largest dental association, representing more than 157,000 dentist members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The monthly Journal of the American Dental Association (JADA) is the best-read scientific journal in dentistry. For more information about the ADA, visit the Association's Web site at [www.ada.org](http://www.ada.org).

### *About the American Dental Education Association*

The American Dental Education Association (ADEA) is the voice of dental education. Its members include all U.S. and Canadian dental schools and many allied and postdoctoral dental education programs, corporations, faculty, and students. The mission of ADEA is to lead individuals and

institutions of the dental education community to address contemporary issues influencing education, research, and the delivery of oral health care for the health of the public. ADEA's activities encompass a wide range of research, advocacy, faculty development, meetings, and communications like the esteemed Journal of Dental Education, as well as the dental school admissions services AADSAS and PASS. For more information, visit [www.adea.org](http://www.adea.org).

*About Henry Schein*

Henry Schein, a Fortune 500® company and a member of the NASDAQ 100® Index, is recognized for its excellent customer service and highly competitive prices. The Company's four business groups - Dental, Medical, International and Technology - serve more than 575,000 customers worldwide, including dental practitioners and laboratories, physician practices and animal health clinics, as well as government and other institutions. The Company operates through a centralized and automated distribution network, which provides customers in more than 200 countries with a comprehensive selection of more than 90,000 national and Henry Schein private-brand products in stock, as well as more than 100,000 additional products available as special-order items. Henry Schein also provides exclusive, innovative technology offerings for dental, medical and veterinary professionals, including value-added practice management software and electronic health record solutions.

Headquartered in Melville, N.Y., Henry Schein employs more than 12,500 people and has operations or affiliates in 23 countries. The Company's net sales reached a record \$6.4 billion in 2008. For more information, visit the Henry Schein Web site at [www.henryschein.com](http://www.henryschein.com).

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