



PRESS RELEASE

CARLSBAD, CA - With a focus on credibility and meaningful innovation, the Pride Institute's "Best of Class" Technology Award — now in its sixth year — continues to recognize products that demonstrate excellence in their category. In 2014, DDS Rescue from Liptak Dental is one of those lauded as "Best of Class."

"Our Mission was to provide a product and service that every dentist needs to protect their most valuable asset; their data", said Kenny Schwing, President/CEO, Liptak Dental. "The Liptak Team worked extensively to develop something different that is affordable and state-of-the-art, which could protect the dentists' data and get a dental office operating again quickly and efficiently. DDS Rescue was developed by people that have extensive experience in the dental industry; therefore, Liptak's management team understands the importance of keeping a dental office operating. When a disaster strikes, DDS Rescue can get an office running again in 30 minutes, *guaranteed!* After winning the Pride Institute's highest honor, 'Best in Class' Award for Technology in 2012, we all felt that we had accomplished our goal. Winning again in 2013 confirms our belief. Winning again for the third consecutive year is proof that our customers' data is protected properly and they are telling their colleagues about this great product and service. The Pride Institute is a prestigious institution that is respected worldwide. Being recognized the first time by the Pride Institute was exciting. Winning the award two years in a row is a great honor. Winning this third time in a row is extraordinary. Many thanks to Dr. Shuman and the Pride Institute's panel for developing the 'Best in Class' award and helping the dental community identify the standout products that are essential to the modern dental practice."

A panel, comprised of leading voices in dental technology, comes together each year to discuss, debate and decide what products merit recognition. All technology categories are considered, but if there is no clear differentiator that sets a product apart in its category, then no winner is selected. Each product honored as "Best of Class" features unique characteristics that differentiate it from the competition in a compelling way, and more importantly, creates value for the general dentist.

Organized by Dr. Lou Shuman, President of Pride Institute, the panel is committed to a selection method that is unbiased and rigorous. Throughout the course of the year, members of the panel review new and existing technologies in preparation for the vote. Panelists who receive compensation from dental companies are prevented from voting in that company's category. Over the years, the panel has developed a rapport that makes space for important conversations about value of different

innovations and how evolving categories become more or less valuable to the general dentist. The spirited debate that follows results in a variety of products — obscure and well-known, basic and aspirational — being honored.

The “Best of Class” founder, Lou Shuman, DMD, CAGS, stated that “The foundation for our success is, and has always been, our formula: technology leadership in dentistry, unbiased, and not for profit. The commitment of the distinguished panel and our partners at the American Dental Association help us maintain the integrity that creates true value.”

The panel consists of five dentists with significant knowledge of and experience in dental technology, including Dr. Shuman; John Flucke, DDS, writer, speaker and Chief Dental Editor for *Dental Products Report*; Paul Feuerstein, DMD, writer, speaker and Technology Editor for *Dentistry Today*; Marty Jablow, DMD, technology writer and consultant for Dr. BiCuspid; and Parag Kachalia, DDS, Vice-Chair of Preclinical Education, Research and Technology, University of Pacific School of Dentistry.

“Everyone on the panel is not only recognized as being an outstanding speaker and leader in the industry, but they are also actively seeing patients. When they say a product is worthwhile, it is because they see the value for the patient outcome and real-world impact,” said Dr. Shuman. “They are able to recognize the innovation that dentists need as well as push the envelope in what dentists should embrace as our profession progresses.”

The Pride Institute Best of Class Technology awards were launched in 2009 as a new concept to provide an unbiased, non-profit assessment of available technologies in the dental space. Through print and digital media coverage, the “Best of Class” message reaches the community of 150,000 dentists through multiple touch points—in print and online—educating them about the products. Honoree participation in the “Tech Expo” at the American Dental Association’s Annual Meeting offers face-to-face interaction with the companies as well as technology-centered education provided by members of the panel as well as the esteemed consultants of Pride Institute. Courses at last year’s 2013 meeting sold out. This year’s event will be held October 9-11 in San Antonio.