

MEDIA ADVISORY



FOR IMMEDIATE RELEASE
February 24, 2010

California Dental Association Foundation, State Sen. Alex Padilla and Verizon to Demonstrate Dental Telemedicine Technology on Feb. 26

***Innovative Pilot Project Funded by \$100,000 Verizon Grant Will Improve
Oral Health of Uninsured Patients in the San Fernando Valley Region***

LOS ANGELES – The California Dental Association Foundation on Friday (Feb. 26) will demonstrate a dental telemedicine pilot project that will expand access to dental services to San Fernando Valley uninsured patients who live in underserved areas.

WHAT: Demonstration of dental telemedicine pilot project serving San Fernando Valley low income residents

WHO: State Sen. Alex Padilla, 20th Senate District
Marianne Haver Hill, President/CEO, MEND -Meet Each Need with Dignity
Tim McCallion, Verizon West Region President
Paul Glassman, DDS, professor of dental practice, University of the Pacific, Arthur A. Dugoni School of Dentistry
Lindsey Robinson, DDS., chair, CDA Foundation Board of Directors

WHEN: **10 a.m., Friday, Feb. 26**

WHERE: **MEND**
10641 N. San Fernando Road
Pacoima, Calif. 91331

VISUALS: Demonstration of telemedicine technology allowing dentists to remotely examine patient's teeth and diagnosis their dental health.

Background: The California Dental Association Foundation -- in collaboration with the University of the Pacific, Arthur A. Dugoni School of Dentistry and the California Health Care Foundation, and \$100,000 in funding from Verizon -- is partnering with MEND on this four-year pilot project. It will expand and improve access to dental services by establishing a telecommunications link between community-based oral health professionals in underserved communities and dentists in traditional locations. These oral health professionals are dental hygienists and dental assistants who can perform additional duties – specifically, preventive and temporary restorative treatment -- without direct supervision of a dentist.

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