

## Coast Dental Bringing More Smiles to Lakeland

**Coast Dental opens new practice in Lakeland. Free exam and X-rays offered to patients without dental benefits. Most dental insurance plans accepted.**

NORTH LAKE LAND, Fla. (July 9, 2010) – [Coast Dental](#), the Southeast’s leading provider of quality dental care, is celebrating the grand opening of its third dental practice in Lakeland. The opening marks Coast Dental’s 90<sup>th</sup> practice in Florida.

[Coast Dental North Lakeland](#) is conveniently located in the Plantation Square shopping center, next to Publix, at 5381 N. Socrum Loop Road.

You’re invited to tour the Coast Dental North Lakeland practice and meet the dentist at the official ribbon-cutting ceremony from 8:30 to 10 a.m. on July 13 with the Lakeland Chamber of Commerce. Guests can enter to win Sonicare toothbrushes and dental hygiene products at the event.

Dr. Miriam Simon provides a full range of comprehensive dental services at the North Lakeland practice. Dr. Simon helps patients get healthy and beautiful smiles by offering dental exams, cleanings, periodontal (gum) therapy, fillings, crowns, bridges, dentures, partials, teeth whitening, veneers, bonding, implant restorations, extractions and root canals.

Dr. Simon and all Coast Dental dentists also perform advanced oral cancer screening exams with [Identafi® 3000](#), the world’s first and only multispectral imaging device for detecting oral cancer, the sixth deadliest form of cancer, at its earliest and most curable stages.

### **Smile More and Save More**

More than one-third of adults have not seen a dentist within the past 12 months (U.S. Surgeon General report: “National Call to Action to Promote Oral Health”). To encourage people to get to the dentist and receive the dental care they need, Coast Dental offers patients access to exclusive programs that make dental care more affordable.

For a limited time, Coast Dental North Lakeland is offering a free exam and X-rays to new patients who do not have dental insurance. For additional offer [details](#), please contact the office at (863) 937-0190.

In addition to accepting most dental insurance plans, Coast Dental offers Smile Plus<sup>®</sup>, a discount dental plan, to patients who do not have dental insurance. Patients who join Smile Plus save an average of 30 percent to 60 percent annually on dental services. Until the end of the year, Coast Dental North Lakeland is offering a one-year Smile Plus membership for \$10, a \$65 savings. Contact the office for additional details. Coast Dental also offers [patient financing](#) and payment plans to qualified applicants.

Coast Dental North Lakeland is open from 8:30 a.m. to 5 p.m. Monday through Friday. Dental emergencies and walk-ins are welcome. More than 200 dental insurance plans are accepted. Call (863) 937-0190 for an appointment. Coast Dental also offers the convenience of scheduling online at [www.CoastDental.com/NorthLakeland](http://www.CoastDental.com/NorthLakeland).

To locate a Coast Dental Lakeland practice near you, visit [www.CoastDental.com/dentist](http://www.CoastDental.com/dentist).

### **About Dr. Miriam Simon**

Dr. Simon is an experienced dentist who has a special interest in cosmetic and implant dentistry. She earned two dental degrees from Tufts University School of Dentistry in Boston and Kasturba Dental College in Manipal, India. In dental school, she was part of a team that won a grant to care for complex cases involving patients with compromised immune systems and dental issues caused by drug abuse. In her free time, Dr. Simon gives back to the community by working with underprivileged people through local nonprofit organizations. She is affiliated with the American Academy of General Dentistry.

### **About Coast Dental**

Coast Dental is the Southeast's leading provider of quality dental care with 119 affiliated dental practices in Florida and Georgia. The dentists and hygienists are employees or independent contractors of Coast Dental, P.A., Coast Florida, P.A., or Coast Dental of Georgia, P.C. Coast Dental Services Inc. is a management company that provides comprehensive, non-clinical

business and administrative services to its owned and affiliated dental practices. For more information, visit [www.CoastDental.com](http://www.CoastDental.com).

**About Smile Plus®**

Smile Plus® is a discount dental plan, not a registered insurance plan. Smile Plus is accepted only at Coast Dental practices and cannot be used in combination with dental insurance or other discount dental plans. The offer for the reduced enrollment fee expires Dec. 31, 2010. Patients must receive treatment at the North Lakeland practice to be eligible. The discount applies only to the first year enrollment and is available only in the North Lakeland office. Smile Plus memberships expire one year from the date of enrollment. Smile Plus is a registered trademark of Coast Dental Services Inc.

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