

Tampa Bay Business Journal – March 30, 2006

Coast Dental said it would replace its traditional x-ray equipment in its 107 dental practices with a digital system from Kodak.

Specific financial terms were not disclosed, although Coast said in a release it was a "multi-million dollar" deal.

Coast said the Kodak RVG 6000 digital radiography system would be installed in a phased implementation. Three practices in — St. Petersburg, Clearwater and Tampa — are among the first in the company to use the new technology.

The Kodak system allows dentists to make complex diagnosis quickly and accurately, according to the Coast release. The agreement with Coast represents the first large-scale deployment of the RVG 600 system in the United States, Richard Hirschland, general manager of Kodak's Health Group, said in the release.

Coast Dental, based in Tampa, is a provider of dental care in the southeast United States with more than 100 owned or affiliated dental centers in Florida, Georgia, Virginia and Tennessee.