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Coast Dental Deploys Demandforce D3 Communications Platform

Platform launched in 115 practices to drive revenue and measure patient satisfaction

TAMPA, Florida and SAN FRANCISCO, Calif. – September 22, 2009 – Coast Dental and Demandforce today announced a multi-year agreement to roll out Demandforce D3, a web-based patient communications and reputational marketing software platform, to 115 Coast Dental practices in Florida and Georgia. Coast Dental, the leading dental provider in the Southeast, selected Demandforce after completing a successful 10-month pilot.

Coast Dental integrated the Demandforce D3 platform with practice management software to deliver targeted communications to patients via email and text messaging. The branded, customized messages help Coast reactivate lost patients, retain existing patients, reduce no-shows, measure patient satisfaction and establish an online reputation automatically. In addition to the D3 platform, Coast is utilizing Demandforce Enterprise to manage 115 individual office portals via a single user interface.

“Our pilot yielded impressive results,” said Thomas Marler, CEO of Coast Dental. “Demandforce’s multi-faceted platform has proven to be a much more effective means of communicating with our patients than any of the alternatives we have tried. The patient response has been overwhelmingly positive.” Adam Diasti, D.D.S., Coast’s president and dental director, noted some of the tangible results of the pilot. “The recare reminders brought patients back to our offices that we hadn’t seen in more than a year. Our scheduled patients responded very favorably to the electronic appointment reminders and appreciated the opportunity to provide real-time feedback on their office visits.”

“Demandforce is pleased to add Coast Dental as our largest enterprise customer. Working with the Coast implementation team, we were able to successfully deploy all 115 offices in less than 45 days from start to finish,” said Rick Berry, president of Demandforce. “We are committed to delivering value to large group practices and believe this partnership establishes Coast as the clear leader in online communications and patient satisfaction.”

The three-year agreement gives Coast Dental access to Demandforce’s full suite of products, including patient communications, reputational marketing, reporting and analytics.

About Coast Dental

Coast Dental is the leading provider of quality dental care in the Southeast with 115 dental centers in Florida and Georgia. Coast Dental Services, Inc. is a leading management company that provides comprehensive non-clinical business and administrative services to its affiliated dental practices. To learn more about Coast Dental, visit <http://www.CoastDental.com>.

About Demandforce

Founded in 2003, Demandforce is a leading Software-as-a-Service (SaaS) provider used by over 2500 businesses to create demand for their products and services. Demandforce’s flagship product, D3, connects Demandforce clients to over 10 million end consumers through a next-generation customer communication and online reputational management platform. The company, which was recently selected to the Inc. 500 list of fastest growing companies, has achieved 15 quarters of over 80% year-over-year quarterly growth and is led by a management team that has over a decade of experience developing and delivering web-based applications that drive real, tangible business value. Demandforce, Inc is headquartered in San Francisco, CA. To learn more about Demandforce, please visit <http://www.demandforce.com>.

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