



## **Coast Dental New Tampa Set for January 8 Opening** *Dr. Oliver Roberts to Use Advanced Imaging Technology*

TAMPA, FL (January 3, 2007) – Coast Dental is opening its ninth office in Hillsborough County on January 8 in the New Tampa Center, 19048 Bruce B. Downs Blvd. near Cross Creek Blvd. The office will be open Monday through Friday from 8:30 a.m. – 5:00 p.m. For appointments call (813) 972-1201. Coast Dental has 21 offices in the Greater Tampa Bay area and is expanding. Patients are encouraged to visit the Coast Dental website at [www.coastdental.com](http://www.coastdental.com) for special offers.

Oliver Roberts, DMD, will provide general dentistry services at Coast Dental New Tampa. Dr. Roberts earned his dental degree at the University of Louisville in 1979. He transferred from the Coast Dental Wesley Chapel location where he practiced general dentistry for five years. That office remains open with general and cosmetic dentistry services provided by Diaa Ghabbour, DMD and Dale Nash, DDS.

Dr. Roberts offers general dentistry and a full range of preventive, restorative and cosmetic dentistry services including professional whitening services, porcelain veneers, crowns and bridges, complete and partial dentures, implants and breath management services.

He will use advanced imaging technology. Coast Dental New Tampa is among the first dental practices in the country to benefit from a multi-million dollar deal struck between Coast Dental and Kodak to place the Kodak RVG 6000 Digital Radiography System in Coast Dental offices. Only 15-20 percent of all dental practices in the country have converted to digital radiography.

The Kodak dental digital radiography system enables dentists to make even the most complex diagnoses quickly and accurately. The system acquires and displays images on a computer screen in seconds, minimizing the time dentists and patients must wait for results while exposing patients to less radiation.

### **Multiple Benefits for Patients and Dentists**

The Kodak system offers a number of benefits to patients and dentists:

- Enhances diagnosis. The full resolution images can be enlarged and manipulated on screen to highlight teeth, soft tissue, bone and enamel, helping dentists to see abnormalities more clearly than traditional film.
- Images are available instantly, eliminating film development and saving the time and costs associated with developing and storing film.
- Enhances patient understanding of problems and treatments. The patient is able to better visualize the problem and understand more easily the proposed treatment goals.
- Enables patients to visualize the end results of cosmetic procedures before making a commitment to invest.
- Eliminates bio-hazardous chemicals. Darkroom and developing chemicals are no longer needed, helping create a safer treatment environment for patients and dentists.
- X-ray exposure is diminished. With the digital imaging system, patients are exposed to 40-60 percent less radiation when compared with traditional x-rays using Ektaspeed film.

### **Pilot Program Cemented Choice**

Two offices in Clearwater and St. Petersburg participated in a pilot program initiated by Coast to evaluate the Kodak system.

“The pilot showed how the technology supports our goal of providing enhanced care to patients,” noted Adam Diasti, D.D.S., President of Coast P.A. “Our dentists gave the system high marks for the instant availability and clarity of the digital images. The ability to magnify and enhance images also impressed us. This feature will enable our dentists to achieve more accurate diagnoses going forward. Our patients were pleased, too, since they could view the images and take a more proactive role in the treatment planning process. The Kodak system will have a positive impact on patient care and our ability to attract dentists, hygienists and support staff to Coast, since they will be able to work with the latest, state-of-the-art equipment in dentistry today.”



### **Other Florida Locations**

The other Coast Dental locations in Florida now offering digital radiography are:

- **Coast Dental Hyde Park** (Tampa)
- **Coast Dental Clearwater**
- **Coast Dental Gandy** (St. Petersburg)
- **Coast Dental Metro West** (Orlando)
- **Coast Dental Port Charlotte**

### **Coast Dental's Unique Patient Programs**

Coast Dental has several clinical programs designed to help patients maintain good oral health. The Coast Comprehensive Care® program helps patients manage periodontal (gum) disease while ViziLite®, a non-invasive oral cancer screening tool, assists Dr. Roberts in simply and painlessly detecting oral abnormalities at their earliest and most curable stage.

Coast Dental offers innovative financial plans that enable patients to afford the dental care they need. Coast Dental Advantage® is a financial credit card with no annual fee, no-interest and low interest options, and monthly payments starting as low as \$25. Patients who do not have dental insurance can join Smile Plus®, an exclusive discount dental plan offering 30 to 60 percent savings on preventive and cosmetic services for a low annual fee.

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Note: Coast Dental Advantage, Smile Plus, Coast Comprehensive Care and ViziLite are registered trademarks.

### **About Coast Dental**

Coast Dental is a leading provider of quality dental care in the Southeast with 115 owned or affiliated dental centers in Florida, Georgia, and Virginia. Coast Dental Services, Inc. is a leading management company that provides comprehensive non-clinical business and administrative services to its affiliated dental practices. Dr. Roberts is employed by Coast Florida, P.A.

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