

Going to the Dentist Just Got More Convenient in Spring Hill, Florida

Dr. Athanasius Morcos provides comprehensive dental services at the new Coast Dental Spring Hill East practice. Over 200 dental insurance plans accepted. New patient specials offered.



Spring Hill, FL (November 29, 2011) – Coast Dental is celebrating the grand opening of its second Hernando County practice. [Coast Dental Spring Hill East](#) opened today near Publix in the Barclay Crossing Plaza, [14381 Spring Hill Dr.](#) Office hours are Monday – Friday 8:30 a.m. to 5:00 p.m. The practice accepts more than 200 dental insurance plans and can usually accommodate dental emergencies the same day. For an appointment call (352) 556-0029 or visit www.CoastDental.com/SpringHillEast.

Athanasius Morcos, DMD, a general dentist, is providing comprehensive dental services to adults and children starting at age 12. He helps patients get beautiful and healthy smiles by offering dental exams and [cleanings](#), [dentures](#), [crowns and bridges](#), [dental implants and implant restorations](#), [professional whitening](#), traditional [veneers](#) and ultra-thin Lumineers®, Invisalign® and ClearCorrect™ [clear aligners](#), [bone grafting](#), [extractions](#), [periodontal \(gum\) disease](#) management and [root canal therapy](#) and retreatment. Dr. Morcos also offers nitrous oxide (laughing gas) to make dental visits more comfortable for patients who experience anxiety.

Advanced Technology

Dr. Morcos is introducing BriteOn!™ in-office professional whitening for only \$ 199. It leverages new technology that can get teeth up to 8 shades whiter in about 30 minutes with little to no discomfort. Dr. Morcos conducts [advanced oral cancer screening](#) exams using Identafi®, the world's first and only multispectral imaging device that can detect oral cancer at its earliest and most curable stages. Oral cancer is the sixth deadliest form of cancer and is on the rise, even among patients who don't have traditional risk factors.

New Patient Specials

Coast Dental Spring Hill East is offering a number of grand opening special offers to help patients get started on a regular program of good oral hygiene. Download the offers on the office's [website](#). New patients without dental benefits can take advantage of an offer for a free exam and x-rays and a free one-year membership in Coast Dental's [Smile Plus](#) discount dental plan. Dr. Morcos is also offering free Invisalign™ consultations as well as \$500 off Invisalign treatment through the end of

January 2012. Invisalign is an alternative to traditional braces. It uses a set of clear aligners that are slipped over teeth to reposition teeth. The aligners are removed for eating and brushing. [Patient financing](#) and payment plans are available to qualified applicants. Contact the office for complete details.

About Dr. Morcos

Dr. Athanasius Morcos has been practicing since 2001. He earned his dental degree at the University of Medicine & Dentistry of New Jersey in Newark, and earned undergraduate degrees in Biology and Psychology from Rutgers College in New Brunswick, NJ. In addition, Dr. Morcos completed laser training and associate fellowship certification with the World Clinical Laser Institute. After practicing in New Jersey for four years, he moved his family to Florida and joined Coast Dental in 2005.

Dr. Morcos is a member of the American Dental Association, Academy of General Dentistry, Florida Dental Association and the American Academy of Cosmetic Dentistry and is fluent in English and Arabic. He and his family perform extensive charitable work that involves providing dental care to low income individuals in the U.S. and overseas through his local church and the Doctors Without Borders program.

About Coast Dental

Coast Dental, P.A., with its professional associations, is one of the largest providers of general and specialty dental care in the U.S. with 183 affiliated dental practices in Florida, Georgia, California, Nevada and Texas. Coast Dental Services, Inc. is a privately-held practice management company that provides comprehensive, non-clinical business and administrative services to its affiliated dental practices. The company was founded by Dr. Adam Diasti and Dr. Derek Diasti and is headquartered in Tampa, Florida. For more information, visit www.CoastDental.com.

About Smile Plus®

Smile Plus® is Coast Dental's exclusive discount dental plan that is being offered free to new patients in the Spring Hill East practice until November 30, 2012. The free membership offer applies only to the first year enrollment. Patients who join Smile Plus save an average of 30 to 60 percent annually on dental services. Smile Plus is not a registered insurance plan. It is accepted only at Coast Dental practices and cannot be used in combination with dental insurance or other

discount dental plans. For more information, visit www.CoastDental.com/SpringHillEast/SmilePlus.

Trademarks & Disclaimers

Smile Plus is a registered trademark of Coast Dental Services, Inc. Identafi is a registered trademark of DentalEz Group. Lumineers is a registered trademark of Den-Mat Holdings LLC. Invisalign is a registered trademark of Align Technology, Inc., ClearCorrect is a registered trademark of ClearCorrect, Inc. BriteOn! is a registered trademark of DentistRx LLC. The dentists and hygienists are employees or independent contractors of Coast Florida P.A., or Coast Dental, P.A., (Adam Diasti, DDS, DN12490). Minimum fee only. Fee may vary with complexity of case. THE PATIENT AND ANY OTHER PERSON RESPONSIBLE FOR PAYMENT HAS A RIGHT TO REFUSE TO PAY, CANCEL PAYMENT, OR BE REIMBURSED FOR PAYMENT FOR ANY OTHER SERVICE, EXAMINATION, OR TREATMENT THAT IS PERFORMED AS A RESULT OF AND WITHIN 72 HOURS OF RESPONDING TO THE ADVERTISEMENT FOR THE FREE, DISCOUNTED FEE, OR REDUCED FEE SERVICE, EXAMINATION, OR TREATMENT.