

Henry Schein's Dentrix Ascend® Receives 2016 Cellerant "Best of Class" Technology Award

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Industry-Leading Practice Management Software Recognized for Innovation and Excellence

MELVILLE, N.Y., Aug. 15, 2016 /PRNewswire/ -- [Henry Schein Practice Solutions](#) Inc., the U.S. practice solutions business of Henry Schein, Inc., today announced that its practice management software, [Dentrix Ascend®](#), was selected as one of the Cellerant Consulting Group's "Best of Class" Technology Award recipients. Since the inaugural presentation in 2009, the "Best of Class" Technology Award recognizes innovative, game-changing technology, services and devices in the dental industry.

A panel of five dentists recognized Dentrix Ascend for delivering comprehensive clinical tools, as well as front and back office automation tools, to help customers reduce up-front costs, and to make it easier for growing practices to expand to additional locations. Because Dentrix Ascend is cloud-based, dentists can access their practice data at any time, from any location, on any device, simplifying the management of multi-site practices and providing a central database and business reporting for the group.

"We are pleased that Dentrix Ascend was recognized by industry-leading experts as a best-of-class practice management solution and we remain committed to helping our customers succeed by providing products, services and solutions that meet the unique needs of a practice," said Kevin Bunker, President, Henry Schein North American Dental Practice Solutions. "With Dentrix Ascend, practitioners can manage their single or multi-site practice at any time from the device and location that is most convenient for them, without worry about software upgrades, backups, hardware maintenance or storage space, leaving more time for focus on providing quality patient care."

"Best of Class" honorees are chosen by a panel of leading professionals in dental technology who come together each year to discuss, debate and decide what products merit recognition. The panelists also discuss the importance of new innovations and how evolving categories become valuable to the general dentist. As a result, a variety of products are honored.

The panel consisted of five dentists with significant knowledge of, and experience in, dental technology, including Dr. Lou Shuman, president and CEO of Cellerant Consulting Group; Dr. John Flucke, writer, speaker, and technology editor for Dental Products Report; Dr. Paul Feuerstein, writer, speaker and technology editor for Dentistry Today; Dr. Marty Jablow, technology writer and consultant for Dr. Bicuspid; and Dr. Parag Kachalia, vice chair of Preclinical Education, Research and Technology, University of Pacific School of Dentistry.

About Henry Schein, Inc.

Henry Schein, Inc. (Nasdaq: HSIC) is the world's largest provider of health care products and services to office-based dental, animal health and medical practitioners. The Company also serves dental laboratories, government and institutional health care clinics, and other alternate care sites. A Fortune 500® Company and a member of the S&P 500® and the Nasdaq 100® indexes, Henry Schein employs more than 19,000 Team Schein Members and serves more than one million customers.

The Company offers a comprehensive selection of products and services, including value-added solutions for operating efficient practices and delivering high-quality care. Henry Schein operates through a centralized and automated distribution network, with a selection of more than 110,000 branded products and Henry Schein private-brand products in stock, as well as more than 150,000 additional products available as special-order items. The Company also offers its customers exclusive, innovative technology solutions, including practice management software and e-commerce solutions, as well as a broad range of financial services.

Headquartered in Melville, N.Y., Henry Schein has operations or affiliates in 33 countries. The Company's sales reached a record \$10.6 billion in 2015, and have grown at a compound annual rate of approximately 15 percent since Henry Schein became a public company in 1995. For more information, visit Henry Schein at www.henryschein.com, Facebook.com/HenrySchein and @HenrySchein on Twitter.

About Cellerant Consulting Group

Founded and led by CEO Dr. Lou Shuman, DMD, CAGS, Cellerant provides strategic dental market insights, clinical expertise, implementation resources and support to accelerate growth for client dental companies. Cellerant services include new concept incubation, clinical product evaluation, product development, continuing education program development and CE sponsorship, strategic branding and marketing, online marketing, lead generation and dental media relations management. As an orthodontist and former owner of a 10-doctor multi-specialty private group practice Dr. Shuman guides clients to develop offerings that connect with and engage dental customers on a relationship level that provides sustained differentiation. Cellerant operates under a unique model that merges leading voices in clinical product evaluation and strategic partner companies to provide a menu of services from one easily accessible network.

The "Best of Class" Technology awards were launched in 2009 as a new concept to provide an unbiased, non-profit assessment of available technologies in the dental space. Through print and digital media coverage, the "Best of Class" message reaches the community of 150,000 dentists through multiple touch points—in print and online—educating them about the products. Honoree participation in the "Tech Expo" at the American Dental Association's Annual Meeting offers face-to-face interaction with the companies as well as technology-centered education provided by members of the panel as well as the esteemed consultants of Pride Institute. Courses at last year's 2015 meeting sold out. This year's event will be held Oct. 20-23 in Denver, CO.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/henry-scheins-dentrix-ascend-receives-2016-cellerant-best-of-class-technology-award-300313108.html>

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