

Dental Advertising Agency Names Advisory Board and President
DentalTown & Dentistry Today

Seattle, WA. - New Patients, Inc. the advertising agency exclusively for dentists has announced its new advisory board. The board will consist of Howard Farran, DDS, MBA, MAGD, William Dorfman, DDS, Tom Orent, DDS and Rodger Kurthy, DMD. The board's duties will be to advise New Patients, Inc. executive officers on the current conditions and future trends in the dental marketplace.

"We're very fortunate to have an advisory board made up of some of the top leaders in the dental profession," said Howie Horrocks, New Patients Inc. Chairman and CEO. "They each bring a depth of experience and knowledge that will be very valuable to us as we expand our operations to become the leading full service advertising agency for dental professionals. If you want to know what's happening in dentistry, both now and in the future, these are the people to ask."

New Patients, Inc. also announced the hiring of Eddie Facey as President and Chief Financial Officer. Most recently Facey was CFO of Guggenheim Dental Supply of Hawthorne, CA.

Facey brings a wealth of financial and operational experience gained both in and out of the dental industry. At Guggenheim, he was a leading force in expanding the company's credit lines, defining and managing business processes and building brand identity. Prior to joining Guggenheim, Facey was either controller or CFO of businesses in the distribution, telecommunications and aerospace sectors. Facey also has five years experience with the international accounting firm of Cooper & Lybrand (now a part of Price Waterhouse Coopers.) Facey is a CPA and holds a B.S. degree from Hillsdale College (MI).

"I am extremely pleased to have Eddie on board", said Howie Horrocks. "Eddie's background in the dental industry, coupled with his experience in leading growing businesses makes him the perfect choice to run this company."