

News Release

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PATIENTFYI INTRODUCES "AWARD OF EXCELLENCE" TO HONOR DENTISTS PRIZED BY THEIR PATIENTS

Groundbreaking Collaboration Between Dentists And Patients Empowers Consumers To Learn Valuable Information From Other Patients That Recently Received The Same Service

July 1st, 2009 — PatientFYI (www.patientfyi.com), the innovative new patient referral search engine accessed on WebMD and other major sources of online healthcare information, today announced creation of the PatientFYI Award of Excellence which will recognize dentists whose patients have identified them as providing excellent services within the areas of Treatment Results, Practice Capabilities and Patient Communications.

"Our mission is to empower patients with the knowledge, and comfort, that when they walk into the dental practice of an Award of Excellence Recipient – they'll know they've made the right choice," said Jason Szczuka, President of PatientFYI.

This information will be a powerful tool for the 83% of patients that want to use such a designation as their deciding factor when choosing a new dentist – and the 56% of them that will even pay more to see a dentist they know has been recognized by their patients as an superior performer, according to a recent survey conducted by Opinion Research Corporation.

PatientFYI's service-specific Referral Structure was developed collaboratively by dentists and patients as a means of identifying the comprehensive information that today's patients expect when looking for a dentist, and then maximizing the value of that information by presenting it in a manner that makes it easy for patients to understand and act on.

"While others are beginning to scratch the surface of using the Internet to provide information that patients can utilize, their approaches have been narrow and one-sided – which too often pits doctors and patients against each other", said Szczuka. "PatientFYI's collaborative approach is a comprehensive and balanced format that empowers patients to quickly find the specific dentists that offer the superior services and strengths they are looking for based on a variety of factors, including the perspective of fellow patients."

Beginning this October, the PatientFYI Award of Excellence will be presented each quarter to dentists who achieved a highly satisfied patient base, throughout the previous quarter, as reflected by Patient Experience Referrals submitted on www.PatientFYI.com. Recipients will be provided an award for permanent in-office display, a quarter-long license to use the PatientFYI Award of Excellence logo within their own marketing campaigns, as well as a link that can be posted on their own Web site.

"We're delighted to be able to recognize some of the top dentists in America through this innovative new award," said Szczuka. "A key aspect of PatientFYI is 'patients helping patients' by writing about their own experiences with their dentists, and those dentists who really stand out in the eyes – and words – of their patients deserve to be recognized.

About PatientFYI

PatientFYI leverages the power of the Internet to advance the way people select the best healthcare provider to serve their needs, and provides a new way for providers to highlight their practice capabilities to potential patients. Through its comprehensive offerings, PatientFYI transforms how patients find healthcare professionals and doctors & patients build enduring relationships. By providing unprecedented information on healthcare providers' practice capabilities, service pricing and patient satisfaction, while fostering dialogue that strengthens the patient-professional bond, this uniquely deep resource empowers consumers to make more-informed decisions regarding healthcare providers. PatientFYI also gives healthcare professionals a cost-effective way to dramatically increase patient referrals and disseminate key information about their practice – specialty areas, technology, prices and more – while enhancing patient care through improved communication.

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