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For Immediate Release:

**DENTSPLY GAC AND PRIDE INSTITUTE PARTNER TO  
OFFER AFFORDABLE, CUSTOMIZED PRACTICE MANAGEMENT SOLUTIONS**

**Bohemia, NY**—DENTSPLY GAC and Pride Institute have formalized a strategic partnership to provide a suite of practice management solutions tailored to the orthodontic market that bridges the gap often found between patient care and managing a small business. The programs are designed around Practice Management Solutions created by Pride Institute exclusively for the DENTSPLY GAC customer. These tools represent the most efficient way to create additional practice growth, balance and profit, and are customized to meet the unique needs of the orthodontist as a business owner and leader.

"Practice management isn't always a priority, but it's almost always profitable," said John Kringel, Director of Marketing DENTSPLY GAC. "This GAC and Pride Institute partnership, which was previewed at this year's AAO in May, offers a unique approach to practice management for any practice – small or large. Working together, we have made engaging with a consultant affordable and approachable and created a progression to get started with a variety of options to suit any practice need."

Orthodontists will find a comprehensive menu of practice management solutions from which to choose - ranging from an initial practice assessment with custom findings for immediate impact, to a full spectrum of proven business services provided by an industry leader in practice management consultation and education.

"It is clear in this economic climate that orthodontists need to work smarter than ever before," said Dr. Lou Shuman, an orthodontist and President of Pride Institute. "Pride and GAC have spent months putting together a customized practice management approach focusing on leadership and growth solutions that will do just that." In May, Pride announced the formation of an Orthodontic Division to emphasize its organizational focus on the specialty.

"With the formal announcement of this strategic partnership, DENTSPLY GAC is excited to be able to offer their customers access to the Pride Institute, an industry leader with over 30 years of proven knowledge and expertise in the field of Practice Management" said David Painter, Director of Sales DENTSPLY GAC. In addition to the strategic partnership, which provides for on-going development of additional practice management tools, education and individual practice management consultation, Pride becomes a Preferred Partner in DENTSPLY GAC's United Orthodontic Buying Group (UOBG). As a Preferred Partner to the UOBG, Pride is offering UOBG members preferential pricing and value adds including a complimentary Practice Opportunity Assessment.

Painter continues, "We are expanding our services into an area that reflects a true commitment to our customers in all of the facets that impact their practice, allowing them to provide quality treatment to their patients and improving their business so their practice thrives in all areas."

For more than 40 years, DENTSPLY GAC has been shaping the way orthodontics is practiced. From the state-of-the-art In-Ovation line of brackets, force-intuitive wires and highly efficient buccal tubes, to auxiliary appliances and innovative software programs, DENTSPLY GAC remains dedicated to maximizing results while enhancing patient comfort, aesthetics for overall satisfaction. For more information on DENTSPLY GAC and the Pride Institute partnership, please contact a DENTSPLY GAC representative by calling 800.645.5530.

**Part Art. Part Science. All Orthodontics.**

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