

## **PreViser Announces New Software To Serve International Need For Assessing Disease Risk**

*Mount Vernon, WA. Feb. 2005--* In response to growing worldwide interest in its clinically-proven oral health technology, PreViser Corporation has launched new software for international users.

PreViser's patented and clinically validated periodontal risk/disease calculator — the only one in the industry — and its risk calculator for tooth decay are main features of the software. Collectively known as the Oral Health Information Suite™, these tools allow oral health care professionals to determine their patients' susceptibility to gum disease, tooth decay and tooth loss before they occur.

The enhanced 2.02 version is compatible with commonly used international computer operating systems, expanding the access to data needed by practitioners. The new release is even more user-friendly, with improved transmission speed, increased reliability and quicker downloading.

Besides the United States and Canada, 20 countries abroad are already benefiting from PreViser's disease risk and assessment tools. These include: Greece, Japan, Turkey, Germany, the United Kingdom, South Africa, Chile, Italy, New Zealand, Australia and Singapore.

"Risk is the third dimension of care, not just for oral health, but for overall health as well," said PreViser's Chief Executive Officer Carl Loeb. "New treatment approaches become clear as one understands disease risk."

Part of the demand for PreViser's software stems from its impact in helping to contain public dental and medical costs, especially in countries where the government subsidizes or pays for all those costs, he explained. When the "at risk" portions of a population are identified, resources can be effectively targeted, resulting in a more efficient use of public health care budgets, according to Loeb.

"This technological breakthrough will target health care dollars more effectively," he said. "It matches treatment to needs and accurately predicts oral disease risk."

PreViser's easy-to-use software, including risk calculators for tooth fractures and caries, also has important implications in the United States, Loeb continued. With dental and medical insurance costs continuing to rise, PreViser's tools offer an attractive method for helping to limit such expenses for companies and employees, while at the same time measurably improving oral health.

Practitioners who utilize the technology can also order brochures and access online tutorials to help educate their patients about the importance of preventive care.

"These revolutionary tools, as documented by research, have the ability to improve the health of millions of people worldwide," said Daisy Gallagher, CEO of Gallagher & Gallagher, Inc., the

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public affairs counselor/spokesperson for PreViser. “It is evident that PreViser is on the cutting-edge, just like its CEO Carl Loeb and its clinical founders, including Dr. Randy Nolf, Dr. John Martin and Dr. Roy Page. These respected professionals are leaders in their field. They continue to do an outstanding job in advancing this technology that is a vital indicator of future ailments,” Gallagher said.

Low birth weight babies have been linked to mothers with periodontal disease, according to research conducted by Margery Jeffcoat, dean of the University of Pennsylvania’s School of Dentistry. Additionally, the National Institutes of Health has recently established a direct linkage between the bacteria causing oral disease and that presumed responsible for many forms of cardiovascular disease. It is now believed that periodontal disease increases the blood levels of certain proteins that have been clearly linked to heart attacks, according to recent research conducted by Dr. Paul Ridker at Boston Brigham Women’s Hospital.

Articles in the Journal of American Dental Association (May 2002 and May 2003) have attested to the objectivity and accuracy of PreViser’s periodontal risk calculator. “The PRC (PreViser technology) has established a higher standard of practice for the management of periodontal disease,” commented Harvard University Professor Chester W. Douglass, DMD, Ph.D., in a 2004 issue of *The Colgate Oral Care Report*. “The happy outcome of their efforts is that it works,” Douglass noted.

Loeb referred to research conducted over a 30-year period in Sweden which concluded that when treatments are matched to individual patient health and disease risk, oral disease can be reduced by up to 98 percent, while significantly reducing costs. “PreViser’s Oral Health Information Suite™ leads to superior oral health results,” he said.

Visitors to PreViser’s booth at industry trade shows are learning firsthand about the software and computer tools that are changing the profession’s focus from treatment to prevention. In late January, the firm participated in the Yankee Dental Congress in Boston and the Seattle Study Club Symposium in Cancun, Mexico. Demonstrations of this latest technology will be provided at the upcoming Chicago Dental Society Mid-winter Meeting from Feb. 25-27.

New clinical users can take advantage of a 30-day complementary trial evaluation to see how effective PreViser’s software is. This applies to new international users, as well as new users in the United States and Canada.

The new software contained in the Oral Health Information Suite™ can be downloaded at no cost from PreViser’s Web site, [www.previser.com](http://www.previser.com). Information on research studies attesting to the validity of the firm’s tools is available from the site.

PreViser’s innovative technology was originally conceived by Dr. Randy Nolf, Dr. John Martin, Dr. Roy Page and colleagues nationwide and tested through research conducted at the University of Washington and in Boston. Based in Mount Vernon, Washington, the company specializes in patented Web-enabled support tools and treatment planning for dentists, dental hygienists and their patients.

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