



FOR IMMEDIATE RELEASE

Best of Class Technology Award Winners Unveiled for 2016

Baltimore, MD; June 22, 2016 – Cellerant Consulting Group is proud to recognize 18 game changing technologies with the 2016 Cellerant “Best of Class” Technology Award (formerly known as The Pride Institute “Best of Class” Technology Award). “Being named Best of Class is a major tribute to the innovation of the winning companies and their products,” said Dr. Lou Shuman, CEO of Cellerant and founder of the Best of Class Technology Awards. “As important, is serving the dental community, by providing an unbiased resource for dental professionals to make informed product and technology investment decisions.”

The 2016 Cellerant Best of Class Technology Award Winners are:

- 3Shape TRIOS 3
- AMD LASERS LiteTouch
- AMD LASERS Picasso Plus
- Bien-Air iOptima/iChiropro
- DEXIS CariVu
- Doxa Ceramir C&B
- Henry Schein Dentrix Ascend
- HR for Health
- Kerr SonicFill 2
- LED Dental VELscope Vx with iPod touch
- MMG Fusion
- Orascoptic EyeZoom
- Orascoptic Spark
- Shofu EyeSpecial C-II
- Solutionreach
- Vatech Green CT 10x8
- WEO Media
- Zipwhip

“At a time when our selection panel has observed a slowdown in overall new product innovation from the dental industry, this year’s slate of winners really stands apart,” said Dr. Marty Jablow, one of Cellerant’s Chief Development Officers and a Best of Class Panel Member. In any given year the Best of Class panel may decline to elect a winner in a category where there is no clear technology leader. “We don’t recommend technologies arbitrarily to fit a preconceived number of winners or categories,” said Dr. Jablow. “To be designated as Best of Class, the products and the companies that provide them must truly make a difference to patient care and the dental practice,” added Dr. Shuman.

“Best of Class” Technology Award winners are showcased at the ADA annual meeting. Dental professionals have the unique opportunity to speak with each company and interact with the award-winning products at the Technology Expo in the Exhibit Hall. The Technology Expo also offers free continuing education taught by the leading experts in technology integration and social media. More information can be found online at ADA.org/meeting.



About The Cellerant Best of Class Technology Award

Since the inaugural presentation in 2009, the “Best of Class” Technology Awards have grown to occupy a unique space in dentistry, by creating awareness in the community of manufacturers that are driving the discussion as to how practices will operate now and in the future.

The selection process relies on an expert panel of dentists recognized as thought leaders and educators that includes Dr. Paul Feuerstein, Dr. John Flucke, Dr. Marty Jablow, Dr. Parag Kachalia and Dr. Lou Shuman. Over the course of each year, the panel members seek out and conduct research on potentially practice-changing technologies, with deliberations on nominees and final voting taking place in February. Panelists are precluded from voting in any category where they have consulting relationships. The entire selection process is conducted and managed on a not-for-profit basis.

For more information on the Cellerant Best of Class Awards and the 2016 Award Winners go to www.cellerantconsulting.com/BestofClass and www.cellerantconsulting.com/BestofClass2016.

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.

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