



FOR IMMEDIATE RELEASE

Melissa Turner Joins Cellerant Consulting Group

Washington, DC; April 6, 2020 – Cellerant Consulting Group is excited to announce that Melissa Turner, BASDH, RDHEP, EFDA is joining the company as its Chief Hygiene Officer.

Turner is the creator of I Heart Mobile Dentistry, a Facebook group supporting clinicians who practice mobile dentistry, and co-founder of both the National Mobile Dentistry Conference and recently launched American Mobile Dentistry Alliance. She is also the executive moderator for the Dental Peeps Network, a dental social networking platform that provides education, employment, product information, job placement and shared expertise.

“Melissa brings a wealth of experience, knowledge, talent and enthusiasm to our work,” said Dr. Lou Shuman, CEO and founder of Cellerant Consulting Group. “As Cellerant does its best to support our clients—an increasing number of which are engaging the dental hygiene market—we are thrilled to have her perspective and skill amplify the service we provide.”

A valued thought leader and influencer within the dental industry, Melissa has practiced clinical dentistry across the country for the last 15 years; her expertise includes mobile dental care delivery, teledentistry, workplace wellness, dental therapy, as well as increasing the role and responsibility of the dental hygienist as part of the primary care team. A member of the Advisory Board for *RDH* magazine and regular contributor in trade publications, she currently advocates for ways to improve the provider and patient experience. She brings a track record of service within both developing and seasoned organizations, with a focus in program development and strategy.

“In all aspects of my work I am focused on empowering business leaders and dental practice owners to understand that effective leading and sustainable growth begins with individual



leadership,” said Turner. “As a dental hygienist, I also know how crucial the team is in making good leaders great. That is why I am thrilled to join the Cellerant team, bringing my gifts to the table so that we can help more exciting businesses reach the dental community.”

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About Cellerant Consulting Group

Founded and led by CEO Lou Shuman, DMD, CAGS Cellerant provides strategic dental market insights, clinical expertise, and implementation resources to accelerate growth for client dental companies. Cellerant services include product development, accelerated market awareness due to intimate relationships with the media community, new concept incubation, clinical product evaluation, manufacturing, seed funding, continuing education program development and CE sponsorship, 510k support, strategic branding and marketing, corporate social media, website development and online marketing resources, 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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