



## MIDWEST DENTAL

### **FOR IMMEDIATE RELEASE**

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### **Midwest Dental Donates Dental Care to Children in Need**

**Mondovi, WI – February 22, 2010** – Fifty-nine dentists and 276 staff at Midwest Dental provided free dental care to underprivileged children on Friday, February 5, 2010 as part of the annual Give Kids a Smile Day sponsored by the American Dental Association (ADA). Over 600 children were served, providing \$169,323 in donated dental services.

Initiated in 2003, Give Kids a Smile is the centerpiece of February's National Children's Dental Health Month. The event began in part to help provide dental care for children whose families may not have direct access to regular dental care. Limited reimbursement provided by state and federal governments for oral health programs is a growing problem that contributes to the lack of access to dental care. According to the ADA, in Wisconsin, state and federal governments spend *less than one percent*, or \$38 million of a \$4.4 billion annual Medicaid budget, on oral health programs for children and adults.

"It's heartbreaking to see a child's smile destroyed by severe tooth decay," says Dr. Jeff Moos, CEO of Midwest Dental. "Imagine not being able to eat, sleep, and pay attention in school because you have a mouthful of toothaches. Oral health plays an important role in overall health. Untreated dental disease is painful and affects a child's physical, emotional, and social development."

Midwest Dental is working with local public health agencies, area schools, Head Start programs, nonprofit agencies, and youth and community organizations to identify children in need. The dentists and staff will provide free exams, cleanings, fluoride treatments, fillings and other dental procedures.

Midwest Dental is a dental management company headquartered in Mondovi, WI with 70 clinics in Wisconsin, Minnesota, Illinois, Iowa, Colorado, and New Mexico.

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