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Text2Floss to announce program expansion at Greater New York Dental Meeting

Posted by Karen Scott under ASDOH, Events
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On Sunday, Dec. 1, 2013, A.T. Still University's Arizona School of Dentistry & Oral Health (ATSU-ASDOH) will announce the global expansion of Text2Floss – an innovative, mobile-based program promoting oral healthcare – at the 89th Annual Greater New York Dental Meeting.

In conjunction with ATSU-ASDOH, the American Dental Hygienists' Association will officially announce its commitment to the continued success of Text2Floss through its global expansion where Latin America will be highlighted. Through a live broadcast, the program's capabilities will be demonstrated by ATSU-ASDOH's Dean, Jack Dillenber, DDS, and program founder, Tony Hashemian, DDS, assistant dean of Global Oral Health.

Text2Floss is a free mobile information service and a not-for-profit initiative designed to raise the awareness of and promote oral health through text message technology backed by technological support from CellTrust Corporation.

Through a seven-day text message exchange, Text2Floss is available on a live platform at www.Text2Floss.com. Additionally, ATSU-ASDOH has started the development phases in a mobile app for the iPhone, which will forge a link between oral health and overall health.

"The widespread global use of cell phones combined with the popularity of text messaging makes Text2Floss a powerful and cost-effective medium for oral health messaging," said Dr. Hashemian. "Text2Floss has the potential to reach people globally."

The Greater NY Dental Meeting, in collaboration with the Pan American Health Organization, will broadcast the Text2Floss expansion in Spanish at www.freeman-cloud.com/text2floss2013. (Users must be equipped with the latest version of Adobe Flash Player to view the webcast.)

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