National Foundation of Dentistry for the Handicapped
Previews New Name and Brand at
ADA Annual Session

For over 35 years, the National Foundation of Dentistry for the Handicapped has transformed lives by providing access to comprehensive dental care to more than 100,000 Americans who are disabled, elderly or medically at-risk. Now the organization, an ADA charitable affiliate, is doing some transforming of its own.

On Saturday, October 9, at the ADA’s Opening General Session, NFDH previewed its new name and brand to attendees:

“The new brand will be launched in December,” according to Larry Coffee, founder and chief executive officer, “but we felt that there is no more appropriate venue than the ADA Annual Session to unveil our new identity to our key constituencies.”

Why is the organization adopting a new name and brand?

“We need a name that better represents the work we do nationally through our 15,000 volunteer dentists and 3,000 volunteer laboratories to support society’s most vulnerable individuals, said Fred Leviton, president. 2010 also is the 25th anniversary of Donated Dental Services (DDS), an important milestone for the nonprofit organization. Largely through the DDS program, Dental Lifeline Network has provided $181 million in dental care to 100,000 individuals in all 50 states.
“Our research showed that not all of our key audiences connected the NFDH name with our flagship DDS program and with DentaCheques, the annual coupon book that we produce in conjunction with the Dental Trade Association and its distributors and manufacturers, which dentists purchase to save up to thousands of dollars on dental products and equipment. DentaCheques is an important source of funding for our programs.”

Dental Lifeline Network is the umbrella name for the national organization and also will be incorporated into state program names. DDS and DentaCheques will retain their names and the mission of the organization and its programs will remain the same.

The new Dental Lifeline Network brand evolved after 18 months of research into perceptions of the organization among the dental profession’s national and local leadership, funders, volunteers, program coordinators in the various states and other staff members, government leaders and the dental trade.

“We anticipate that building our new brand awareness over time will enable us to serve more people in need by better leveraging our somewhat unique national/local model of service, enhance the value and impact of our work, expand our network of coordinators who connect volunteers with program participants and attract more resources and volunteers,” said Leviton.

Within the next few months, the Dental Lifeline Network name will be incorporated into the organization’s website and communications across the 50 states where patients are served.

Dental Lifeline Network invites DDS volunteers, dentists who are interested in volunteering and other friends of the organization to stop by the DDS 25th Anniversary Celebration Reception Sunday, 5:30 to 7 p.m., at the Orlando Hilton, Eleo Room, Lobby Level, and the DentaCheques booth, Exhibit #2550.

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**Dental Lifeline Network** is a national humanitarian dental organization providing access to comprehensive dental care for society’s most vulnerable individuals who are disabled, elderly or medically at-risk and have no other way to get help. By effectively harnessing the commitment of thousands of dentists, manufacturers, dental laboratories and local communities, Dental Lifeline Network transforms lives through the delivery of dignity-enhancing and life-sustaining dentistry services.