

**For Immediate Release**

**The Doctor Company Introduces the First Practice Management Software of its Kind.**

*February 2009, Sutton, Ontario...* Introducing the latest innovation in dental software! The Doctor Company is taking Dental Practice Management Systems to the next level with the release of its most intuitive program ever, LiveEDR!

Modern and sophisticated, LiveEDR lends itself easily with any dental software through bridging or direct integration. Built on the .NET framework using WPF (Windows Presentation Framework), LiveEDR possesses a robust data structure for optimized speed and utilizes hardware accelerated video cards for stellar visuals and effects. President of Research and Development, Dr. Andrew Abramowicz adds, "It is the evolution of our software and it is in the same easy to use and adaptable system our clients have become accustomed to."

LiveEDR offers the flexibility to work locally in a dental office, or over the internet.

"We have developed the most streamline, globally adaptive PMS powerhouse" says Abramowicz. "By introducing it into a professional dental market desperate for quality and performance we feel that its timing is perfect. With a sea of icons and numerous clicks to achieve anything from booking an appointment to creating a simple treatment plan we knew something had to change. We wanted to develop a PMS that could be visually restful and inherently simple to use and in doing so, have addressed the negative elements of legacy systems past and present."

***Perfectly evolved***

## **Background on The Doctor's Company**

**The Doctor Company** was formed in 1997 and is positioned out of Sutton, Ontario Canada. Unlike other dental software companies, The Doctor's Company is headed by Dentist and President of Research and Development, Dr. Andrew Abramowicz. It is his level of experience as a Dentist that has lead to the most advanced and accessible software currently on the market. Developed on the Windows platform, using Microsoft technology, The Doctor Company and its brand identity, LiveDDM provide expert software training, support and hardware sales across Canada.

### **Look for LiveEDR at these upcoming Events:**

- Chicago Dental Society Mid Winter Meeting in Chicago, Illinois 2009 Feb 27 - March 1/09
- Pacific Dental Conference in Vancouver B.C. March 5-6/09
- 33<sup>rd</sup> International Dental Conference in Cologne, Germany March 24-28/09
- Ontario Dental Association Spring Meeting in Toronto, Ontario April 30 – May 1/09
- JDQ in Montreal Quebec May 25-26/09

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