



NEWS RELEASE

**From: The Pankey Institute
for Advanced Dental Education
1 Crandon Boulevard
Key Biscayne, FL 33149**

**Seattle Study Club
635 Market Street
Kirkland, WA 98033**

**Contact: Deborah Bush
dbush@pankey.org
Phone: 305-428-5514**

**Greg Tice
greg@seattlestudyclub
Phone: 425-576-8000**

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The Pankey Institute and Seattle Study Club Announce Alliance Aligns two of the best-known and admired brands in continuing dental education

Key Biscayne, FL and Kirkland, WA – The Pankey Institute (www.pankey.org) and The Seattle Study Club (www.seattlestudyclub.com) today announce an alliance to support each other's missions and to advance the profession of dentistry. The alliance will build a new community of learning for clinical success as dentists and specialists collaboratively learn and grow together.

The Seattle Study Club (SSC) will exclusively endorse and encourage its members to attend Pankey Institute courses. SSC will feature Pankey-produced articles and case

studies in its journal and website. SSC will be the exclusive study club alliance partner for The Pankey Institute, which will introduce SSC to its constituents through its publications, website, and other communications. Pankey attendees will receive referrals to local SSC clubs and will be encouraged to join a local SSC club as part of their Pankey experience. Both entities are likely to collaborate on curriculum development for their respective programs.

“Our ultimate objective is to enable our members to develop the highest-level Interdisciplinary Comprehensive Care for their patients,” says Dr. Michael Cohen, founder of The Seattle Study Club. “We have entered into this alliance because the local nature of the study clubs offers important mentoring opportunities for Pankey Institute students as they advance through the Pankey Institute curriculum. And, the Pankey curriculum offers real value-added benefits for teams of interdisciplinary professionals working together to achieve the best results for their patients,” says Cohen.

According to Mr. Tony Trujillo, President and CEO of The Pankey Institute, “We are committed to providing our students with the best educational experience possible while at the Institute and when they return home, to their local Seattle Study Club. The Chairman of our Education Department, Dr. Irwin Becker, and I also believe strongly that providing SSC members with greater and on-going exposure to the Pankey Philosophy will be of great benefit to them personally and professionally. The Pankey Philosophy is congruent with the educational programs of the SSC and will be an important addition to the SSC curriculum.”

Dr. Barry Segal, Chair of The Board of Directors of the Pankey Institute, says “We

are very excited that this alliance will provide the dental profession with enhanced learning opportunities. SSC and Pankey, working together, will provide the dental profession with comprehensive learning both at home and at the Institute.”

Founded in 1972, The Pankey Institute is a nonprofit organization in Key Biscayne, Florida that promotes optimal oral health care through advanced continuing education for dentists (www.pankey.org). It was the first institute of its kind and remains among the most prestigious, attracting dentists from 42 nations to its educational programs. It is estimated that over 20,000 dentists and specialists have attended its courses and now serve millions of patients worldwide.

Founded in 1992, The Seattle Study Club consists of over 225 active specialists across the United States, Canada and Australia, all with their own affiliated study clubs. These doctors, the 6,500 members of their clubs, and the 35,000 affiliated staff members, are dedicated to the advancement of team treatment planning and total case management as the ultimate tool for achieving ideal comprehensive dental care. They have also committed themselves to excellence in their profession, and in the management of their practices.