

PRESS RELEASE

FOR IMMEDIATE RELEASE

DentalMarketIQ® Partners with Dental Trade Alliance to Produce Dental Market Insight Reports

DentalMarketIQ® will develop and maintain the most comprehensive database of national dental sales data to produce market insight reports

HAMILTON, NJ, January 29, 2019 /WebWire/ -- DentalMarketIQ®, a division of P&R Dental Strategies, LLC and the premier provider of sales targeting and marketing effectiveness insights for dental manufacturers and distributors, today announced that it has entered into an agreement with the Dental Trade Alliance (DTA) under which DentalMarketIQ will develop and maintain a comprehensive, state-of-the-art database of national dental equipment and merchandise sales data. DentalMarketIQ will use the database to create dental market insight reports exclusively for DTA members and will also conduct custom insight analyses for DTA members upon request.

Gary Price, President and CEO of the DTA stated, “We selected DentalMarketIQ because of P&R Dental Strategies’ stellar reputation as the premier data and analytics company in the dental industry. DentalMarketIQ is known and respected by many of our member companies who have benefited from DMIQ’s deep domain expertise, actionable insights and integrity.” For over 20 years, P&R Dental Strategies has leveraged its deep dental domain expertise and DentaBase®, the largest dental database with over 3 billion dental procedure records, to provide dental insurance payers with actionable, business intelligence and strategic insights. P&R Dental Strategies’ DentalMarketIQ division has become the leader in sales force effectiveness and market insights in the dental supplier market.

“We’re incredibly excited to be entering into this new partnership with the DTA,” said Paul T. Sheils, CEO of P&R Dental Strategies and DentalMarketIQ. “For over two decades, our team has been providing dental organizations with custom analyses and data-driven insights on all aspects of their operations. During that time, we’ve built the largest database of U.S. dental insurance claims, covering nearly every dentist in the country. We’re confident that our expertise in dental database architecture and analytics as well as the unparalleled dental domain expertise of our team will enable DentalMarketIQ to develop a world-class dental sales database and provide DTA members data-driven insights that will help them better understand their market.”

The development phase of the project is underway, and it is anticipated that the first Market Insight Reports will be made available later in 2019.

For more information about how to join the DTA Market Insight Reports project, please contact the Dental Trade Alliance at: +1.703.379.7755



For more information about DentalMarketIQ, our market insights services and data solutions for dental suppliers, visit dentalmarketiq.com.

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For business inquiries, please contact DentalMarketIQ Business Development at insights@dentalmarketiq.com

About DentalMarketIQ®

DentalMarketIQ® is a data insight platform and division of P&R Dental Strategies, LLC that helps dental suppliers increase sales, improve marketing effectiveness, and optimize spend. DentalMarketIQ combines dental domain leadership, analytical expertise and the industry's largest dental database into one flexible, cutting-edge technology platform.

Website: <http://www.dentalmarketiq.com/>

LinkedIn: <https://www.linkedin.com/company/dentalmarketiq>

Twitter: <https://twitter.com/DentalMarketIQ>

About The Dental Trade Alliance

The Dental Trade Alliance (DTA) is an association of companies that provide dental equipment, supplies, materials and services to dentists and other oral care professionals. Our member companies include distributors, dental laboratories and manufacturers, located in the United States, Canada and Mexico. By providing the best equipment, materials and services to dentists and oral care professionals, we are partners in improving the oral health of everyone.

Website: <https://www.dentaltradealliance.org>

Twitter: <https://twitter.com/DTANews>