

## **Henry Schein and mBox Announce Integration of Automated Appointment Reminders into Dental Practice Management Software**

*Solution intended to reduce no-shows via automated text message (SMS), voice call, and email reminders to patients*

MELVILLE, N.Y.--(BUSINESS WIRE)-- Henry Schein, Inc. (NASDAQ: HSIC), the largest distributor of healthcare products and services to office-based practitioners in the combined North American and European markets, today announced that Henry Schein Practice Management Solutions and mBox USA, Inc., have entered into a partnership whereupon mBox' automated patient reminder system, named AutoRemind, is embedded in its practice management system.

“This is an exciting partnership that provides Henry Schein’s Specialty Software products -- including EndoVision, OMSVision, PerioVision, DentalVision and DentalVision EE -- with the most advanced automatic reminding capabilities on the market today. By integrating AutoRemind within Henry Schein’s Specialty Software products, dental clinics in the US will have the capability to seamlessly issue automatic reminders to their patients, directly from their Practice Management System, therefore enabling them to significantly reduce their no-show rates, increase revenues all this while reducing costs" said Bruce Lieberthal, Vice President of Product Management and Development at Henry Schein.

“mBox is proud to partner with Henry Schein and offer our flagship product, AutoRemind, to the US dental market,” says mBox CEO, Bo Nielsen, “and particularly due to the fact that the world’s largest dental company recognizes the quality of our product by integrating and offering it to their customers. The key to our product’s success is personalization of the delivery channel to the patient as well as the timing of the reminder. By tailoring the communication to different dental patient types and reminder needs (through all available communication channels such as voice calls, text message and e-mail) we enhance the clinics’ service quality and operational efficiency.”

### **About Henry Schein**

Henry Schein, a Fortune 500® company and a member of the NASDAQ 100® Index, is recognized for its excellent customer service and highly competitive prices. The Company's four business groups – Dental, Medical, International and Technology – serve more than 550,000 customers worldwide, including dental practitioners and laboratories, physician practices and animal health clinics, as well as government and other institutions.

The Company operates through a centralized and automated distribution network, which provides customers in more than 200 countries with a comprehensive selection of more than 90,000 national and Henry Schein private-brand products in stock, as well as more than 100,000 additional products available as special-order items.

Henry Schein also offers a wide range of innovative value-added practice solutions for healthcare professionals, such as Aruba®, the Company's electronic catalog and ordering system. Its leading practice-management software solutions have a user base of more than 52,000 practices, including DENTRIX®, Easy Dental®, Oasis® and EXACT® for dental practices, MicroMD® for physician practices, and AVImark® for animal health clinics.

Headquartered in Melville, N.Y., Henry Schein employs over 12,000 people and has operations or affiliates in 20 countries. The Company's net sales reached a record \$5.9 billion in 2007. For more information, visit the Henry Schein Web site at [www.henryschein.com](http://www.henryschein.com).

### **About mBox**

With its world headquarters located in the heart of Scandinavia's wireless valley, mBox specializes in delivering 'mobile applications in a box', with products that are both simple to implement and to use. mBox products are focused on reaching people anywhere, anytime via the fastest growing communication devices – mobile phones. [www.m-box.biz](http://www.m-box.biz);

mBox serves the healthcare industry in northern Europe with its local version of AutoRemind™ ([www.noticon.com](http://www.noticon.com)), which for the past 6 years has reminded patients of their appointments at their dentists, chiropractors, hospitals, general practitioners and more. mBox has an international approach in regards to its business approach and it now offers US customers its service under the brand name AutoRemind™ - [www.autoremind.us](http://www.autoremind.us).

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