



FOR IMMEDIATE RELEASE

VIRTUDENT TO PRESENT AT THIRD ANNUAL STARTUP BOSTON WEEK

Senior Leadership to Share Best Practices with Other Hub Innovators September 16 – 20

September 13, 2019, Boston, MA — In 2014, Virtudent, Inc. (www.virtudent.com), the leading provider of teledentistry services for employers, became the first commercial teledentistry practice in the United States. Now, the organization is sharing what they've learned since becoming an award-winning startup with other hub entrepreneurs, company leaders, innovators and industry experts next week at CIC as part of the 3rd annual Startup Boston Week. The event will gather thousands of individuals to partake in over 50 educational events happening throughout the city.

According to Mark Moreau, General Manager of CIC's Massachusetts campus, "Cambridge Innovation Center is pleased to host Virtudent along with over 50 events taking place at CIC Boston as part of Startup Boston Week from September 16 to 20. We foster innovation and build communities that help entrepreneurs find solutions to solve the world's problems. It's been great watching Virtudent grow within the Newton Innovation Center and I'm excited to see how they continue to evolve their services, making it easier for people to get the care they need so much more conveniently."

As part of the event, Virtudent thought leaders will direct sessions designed to broaden attendees' knowledge of customer success, support, product and design.

On September 17, 2019 from noon – 1:30 pm, Debbie Kenny, VP of Customer Success for Virtudent will moderate *To Automate or Not to Automate: Technical Automation vs. The Human Touch*. The session is designed to provide insight on when it's time for entrepreneurs to consider automating their success and support departments. Kenny will share her over 30 years of startup and technology experience to lead an enlightening panel discussion with other customer success and support leaders.

On September 19, 2019 from 1:45 – 3:15 pm, Sapna Tyagi, VP of Product for Virtudent will participate in a lightning talk session, *Evolution of a Product: How to Measure Response and Enable Success*, in which she will walk attendees through the earliest version of Virtudent's solution and important lessons learned throughout the product

development lifecycle. Tyagi oversees the product, engineering and business intelligence functions at Virtudent using her 20 years of experience working for Microsoft, TripAdvisor and Care.com.

The Virtudent offering brings the diagnostic and preventive services typically performed at a dentist's office – including a complete oral health exam, cleaning and X-rays – right to the patient's workplace. The service is designed to help patients stay healthier and promote preventive oral health by reducing barriers to care and the possibility of more costly and time-consuming procedures in the future. Since launching in 2014, the company's innovative business model has earned them a number of accolades, including as winners of the Harvard Innovation Labs President's Challenge, the Tufts 100K and MassChallenge.

"Over the past five years, we've grown rapidly from our origins in Boston, bringing oral health care to thousands of patients throughout New England, as well as in New Jersey, New York, Texas, and Washington - many of whom have never been to the dentist. This impact we are having on the lives of so many would not be possible if it weren't for the support and mentorship we've received from the Boston startup ecosystem," said Hitesh Tolani, DMD, founder of Virtudent who was recently named a Global Good Fund Fellow. "With social responsibility and giving back being a key part of our mission, we welcome the opportunity to have key members of our leadership team give back and share their expertise with others."

Both sessions will take place at CIC in Boston, which is located at 50 Milk Street, 20th Floor, Lighthouse West. To register or for more information, go to <http://startupbos.org/>.

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About Virtudent

Founded in 2014 and headquartered in Boston, Virtudent is a teledentistry practice committed to improving overall health and well-being by providing easy access to high-quality, prevention-focused dental care in the workplace. Through partnerships with hundreds of top employers, including Dunkin' Brands, Microsoft, TJX Companies and Wayfair, they have saved their clients tens of thousands of employee work hours. Their business model brings together experienced dentists, highly-trained hygienists and a unique portable dentistry kit in a convenient setting to address often overlooked oral health. For more information, visit www.virtudent.com.

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