



FOR IMMEDIATE RELEASE

**FORMER MASSACHUSETTS EYE AND EAR REGIONAL DIRECTOR
TO LEAD VIRTUDENT NEW ENGLAND REGION**

*Catherine Jonash Will Draw on Over a Decade of Healthcare Experience and
Education to Help Increase Access to Dental Care*

October 31, 2019, Boston, MA — Virtudent, Inc. (www.virtudent.com), the leading provider of teledentistry services for employers, today announced they have appointed Catherine Jonash as Vice President, General Manager for New England. She will be responsible for overseeing all aspects of Virtudent's operations in the region as well as increasing access to the company's high quality, preventive dental care by bringing it to more workplaces in the New England states.

"Working in healthcare over the last decade I've seen many areas where health disparities exist and one of the greatest gaps is in access to oral healthcare," said Jonash. "It's a silent epidemic that was identified long ago, but little is being done about it. I am excited to be able to provide such a high-quality, patient-centric service that meets more people where they are today and helps to improve their overall health."

Virtudent brings diagnostic and preventive services typically performed at a dentist's office, including a complete oral health exam, cleaning and X-rays, to the patient's workplace using a proprietary portable dental system. Experienced dentists and advisors from top dental schools including Boston University Dental School, Columbia Dental, Harvard School of Dental Medicine, Johns Hopkins and Tufts Dental School provide clinical oversight and review all Virtudent patient cases, assessments and X-rays. Virtudent's experienced, degreed dental hygienists and dentists are all licensed in the state they serve and receive rigorous training in Virtudent's proprietary solution and patient care techniques.

In New England, Virtudent operates in over 100 workplaces, including Dunkin' Brands, Microsoft and Wayfair.

At Massachusetts Eye and Ear, for six years, Jonash oversaw 20 outpatient clinics, ensuring the best possible care and patient experience. She has also worked for Boston Healthcare Associates and California Pacific Medical Center. She earned a Master's in Public Health from The Dartmouth Institute for Health Policy and Clinical Practice, a Master's in Business from Dartmouth College and Bachelor's in History from Princeton.

"Catherine's commitment to providing the best possible experience for our New England customers is second to none and we are incredibly excited to have her on our team," said Hitesh Tolani, DMD, founder of Virtudent.

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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 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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