



FOR IMMEDIATE RELEASE

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### **BR Capital Launches Fully Online Practice Management Tool, ICE Dental Systems**

*Calgary, Alberta – (09/28/09) –* BR Capital Limited Partnership (BR), a subsidiary of Essentialtalk, is pleased to announce the launch of ICE Dental Systems, the world's first fully online resource for both the clinical and administrative elements of practice management. The system will first be available for orthodontists and dental schools before expanding its market to all areas of dentistry in November, 2009.

“Numerous members of the dental profession have shown tremendous leadership in sharing their vision and expertise with us to develop ICE,” said Dr. Mark Genuis, president and chief executive officer of BR. “We are very excited to bring this system forward, and hope to make a significant and positive impact on the way the dental profession operates and provides care to patients on a day to day basis.”

ICE's web-based platform represents a new standard of efficiency and convenience for patients and practitioners alike. This comprehensive system eliminates the need for local network servers, while fulfilling the needs of a dental school or office with a single application. Dentists and students now have the ability to manage almost every aspect of practice with no more than a computer and Internet connection, at a fraction of the cost of local software systems.

“ICE Dental Systems is the future of practice management and dental education,” said Dr. Ron Redmond, who operates several orthodontic practices in Southern California. “Access to information from virtually anywhere provides the practitioner and student with knowledge at their fingertips.”

For the first time, patients can access their records, complete forms, and view high-quality presentations from the comfort of their own home. Their data is backed up in an encrypted location to ensure privacy; dentists no longer need to store patient information on local machines, reducing the risk of personal information being accessed even if a computer is lost or stolen. ICE also automatically installs upgrades to the system, cutting maintenance and update expenses for users.

Other features include online referrals, automated file creation, scheduling, charting, billing, imaging, treatment planning, cephalometric measurements, as well as patient education presentations and animations. In addition, a medical reference area, complete with content created and edited by medical professionals on an ongoing basis, connects directly with the database to provide doctors a one-click solution for common problems.

“The medical support area (MSA) in ICE is a powerful tool to support the assessment and provision of care for dental patients with different medical complexities,” said Dr. Michael Glick, professor of oral medicine at the Arizona School of Dentistry and Oral Health. “The seamless integration of the MSA into the patient management system is one of the features that makes ICE unique.”



The Arizona School of Dentistry and Oral Health at A.T. Still University will become the first dental school to fully implement ICE. The official launch is scheduled for October 26. BR will also be presenting the system at the American Dental Association Annual Session in Honolulu, HI from October 1-3.

**About BR:**

BR builds and delivers products that change the way e-Learning, training, education, and practice management are handled in the health industry. Founded in 2003, BR has been working closely with medical professionals from across North America to create online systems aimed at enhancing communication both clinical, business, and academic settings.

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*To learn more, please visit [www.icedentalsystems.com](http://www.icedentalsystems.com), or contact Braden Raskob-Smith directly by phone at (403) 537-9690, extension 230, or e-mail, at [braskob-smith@essentialtalk.com](mailto:braskob-smith@essentialtalk.com).*