

## Press Release

FOR IMMEDIATE RELEASE

CONTACT:  
Omni Dental  
300 West Broadway  
Suite 30  
Council Bluffs, IA 51503

### **LOCAL DENTIST RECEIVES TOP-RATED EDUCATION AT THE PANKEY INSTITUTE**

Council Bluffs, IA – On February 29, 2008, David L. Jones, DDS, of Council Bluffs, IA completed the Continuum Level E2 class at The Pankey Institute for Advanced Dental Education in Key Biscayne, Florida. While in Key Biscayne, Dr. Jones took part in an interactive class designed to help dentists develop deeper relationships with patients and learn the most advanced dental techniques.

In this class, Dr. Jones learned how to create a satisfying new patient experience. A key part of this is applying the Pankey Philosophy, which is the first step in creating a practice that allows patients to become engaged in their own oral health. Dentists who apply this Philosophy tend to have practices that are more emotionally rewarding as they are better equipped to meet their patients' goals. Patients of these practitioners become lifelong devotees to the kind of comprehensive care they can find nowhere else.

Dr. Jones also learned how to comprehensively evaluate patients, how to show them that a beautiful smile is perceived as healthy and young, and that function and beauty are inseparable. Dr. Jones left this class feeling energized and ready to sculpt a practice that meets his and his patients' values. His achievement helps to make Omni Dental truly a wide-ranging practice capable of addressing all the patients' needs.

The Pankey Institute for Advanced Dental Education offers a comprehensive learning experience for dentists and other dental professionals. Its courses of study are recognized by leading dental associations and attract students from all over the world who want to provide their patients with top-quality, personalized care. Its state-of-the-science facility, curriculum, and renowned faculty make The Pankey Institute the premiere post-graduate experience in dentistry.

*Omni Dental*

*Omni Dental, tucked away in the heart of Council Bluffs, provides patients across Iowa and Nebraska with comprehensive, quality dental care by utilizing the latest advancements in technology and dentistry. Patients are comforted knowing their dental home is complete with a full team of dental professionals who ensure that each patient's goals are achieved.*