

FOR IMMEDIATE RELEASE

June 22, 2012 (ANNAPOLIS) — For more than a quarter century, the Organization for Safety, Asepsis and Prevention has been raising awareness and advocating for infection prevention and patient and provider safety.

Their message is clear – dental safety is serious business. In its exciting new ad campaign, OSAP is serious about getting that message out. The ad campaign was unveiled at OSAP's annual symposium, "Connecting to Drive Compliance" June 21-23 in Atlanta.

"OSAP's mission is to advocate for the safe and infection-free delivery of oral healthcare," said Therese Long, OSAP executive director. "This new ad campaign offers a concerted effort to raise brand awareness and position OSAP as a leader in preventing the spread of infection in traditional dental settings and for emerging models of care."

The ad campaign features the OSAP icon emphasizing its branding while clearly stating the organization's key benefits to dentistry. The expertise offered from OSAP is the reason it serves in advisory roles to some of the world's most important public health organizations. It is a recognized resource with checklists, training programs and effective protocols to keep patients and the entire dental team safe.

OSAP is a community of dental practices, educators and consultants, dental companies and stakeholders with interest in trusted information, education and resources in the area of oral healthcare.

For more information about safe oral healthcare and OSAP's mission, visit <http://www.osap.org/>.

About OSAP

The Organization for Safety, Asepsis and Prevention is the world's leading membership association exclusively dedicated to preventing disease transmission and ensuring the safe delivery of oral healthcare for all. As a non-profit organization, OSAP helps dental practitioners close the gap between policy and practice. Its members include dental and other healthcare professionals, consultants, researchers and non-governmental organizations, manufacturing and distribution companies, policy makers and academia. For more information, visit www.OSAP.org.