



Podcasts New Patient Education Tool for Madison Dental Group

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(**Madison**) January 15, 2007—Dental Health Associates of Madison is among the first dental offices in the nation to offer podcasts as a way to help patients better understand dental procedures.

“Patients really have similar questions regarding dental conditions and procedures, so it made sense to offer easily downloadable audio interviews with our dentists, which can be accessed at any time,” said Brett Veerman, DDS, of Dental Health Associates.

Podcasting is a relatively new technology that is growing in popularity and is an ideal vehicle for effective communication through a website. “We’ve been amazed at the diverse applications there are for this technology,” said John Patchett, Principal at Enlightened Vision, LLC. “Their use is limited only by your imagination, and podcasts can be very helpful for many types of professional groups and businesses,” he added.

The Dental Health Associates podcasts were co-produced by Enlightened Vision, LLC, and Busalacchi Communications, LLC. To hear them, click on the Dental Health Associates of Madison website at: <http://www.dentalhealthofmadison.com/podcasts>.

Enlightened Vision LLC (<http://www.enlightenedvision.com>) was created in part to develop innovative, web-based communications, including podcasts – focusing initially on professional groups, businesses, and college sports. It was founded by John E. Patchett, JD, former CEO of the Wisconsin Medical Society and senior staffer at the American Medical Association and the Florida Medical Association. Patchett also has experience in commercial and public broadcasting. (608.576.7979, or info@enlightenedvision.com).

Steve Busalacchi, a former reporter for Wisconsin Public Radio, started his own health communications-consulting firm in 2006, after doing public relations association work for nine years.