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**ORMCO CORPORATION'S DAMON® DOCTOR LOCATOR WINS SILVER WEB HEALTH AWARD<sup>SM</sup>**

*Health Information Resource Center Recognizes Best Digital Health Resources for Consumers and Health Professionals*

ORANGE, Calif. (July 15, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced that its [Damon® Doctor Locator](#) was selected as a Silver Award winner in the 15th annual [Web Health Awards<sup>SM</sup>](#) program, hosted by the Health Information Resource Center. The awards competition, held twice each year, recognizes the nation's highest-quality digital health resources for consumers and health professionals.

The winning Damon Doctor Locator allows orthodontic treatment seeking adults and teens to easily search for and locate a Damon® System provider in their area via the Web, Web-enabled devices, and Facebook. Advanced location detection technology presents precise search results without the need to input an address or postal zip code. For added convenience, search results and doctor content can be shared via email, Twitter, or Facebook using social sharing buttons.

"We've worked hard to integrate cutting-edge technology into the latest evolution of our Damon Doctor Locator and are honored to be selected as a winner in this year's winter/spring 2013 Web Health Awards competition," said Vicente Reynal, president of Ormco. "With a mission to meet the practice and appliance needs of today's leading orthodontists, we are seeing great success with the Damon Doctor Locator as an effective lead-generation tool for clinicians to continue building relationships with local adults and teens interested in treatment."

With ever-growing e-commerce trends and the use of mobile devices for daily activities beyond making phone calls, Ormco has optimized the Damon Doctor Locator for use with smartphones and Web-enabled

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devices. Driven by advanced Web technologies, the platform has a simple, intuitive design, with an enlarged map, animated features and a larger pool of displayed search results. Individuals looking for treatment can quickly and easily identify a number of expert Damon System providers within miles from their location. For doctors, the search tool is another tactic for reaching prospective patients and increasing practice leads.

"We congratulate the whole Ormco team for their winning entry. The Damon Doctor Locator was chosen from nearly 600 entries judged by a panel of distinguished experts in the digital health media field," said Chris Behrend, program director at the Web Health Awards.

With a two-round process, judging was conducted first by independent industry specific experts and then by a wide panel of leading technology executives. Winning submissions were selected based on the ability to attract and hold users' interest, significance to overall public health interests, and ability to elicit the appropriate action from users.

Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or [ormco@formulapr.com](mailto:ormco@formulapr.com). Connect on Facebook at [www.facebook.com/DamonSystemBraces](http://www.facebook.com/DamonSystemBraces), or Twitter at [@DamonBraces](https://twitter.com/DamonBraces).

#### **About Ormco**

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions to enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Titanium Orthos™ and Mini-Twin™ to self-ligating appliances with the Damon® System and active Prodigy™ SL. Ormco's Insignia™ Advanced Smile Design™ provides an all-inclusive solution with customized brackets, wires and placement trays for increased clinical efficiency. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit the [Ormco](#) website.

#### **About The Web Health Awards**

The Web Health Awards<sup>SM</sup> program is organized by the Health Information Resource Center<sup>SM</sup> (HIRC), a national clearinghouse for professionals who work in consumer health fields. Other well-known HIRC programs include the 20th annual National Health Information Awards<sup>SM</sup>, ([healthawards.com](http://healthawards.com)) which annually recognizes the nation's best consumer health programs and materials (for non-digital resources), and two national "Fitness Day" events: The 12th annual National Women's Health & Fitness Day® ([fitnessday.com/women](http://fitnessday.com/women)) and the 17th annual Family Health & Fitness Day USA® ([fitnessday.com/family](http://fitnessday.com/family)).

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