



**Family 1<sup>st</sup> Dental**

**FOR IMMEDIATE RELEASE**

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### **Family 1<sup>st</sup> Dental Welcomes Dr. Rachel Williams to the Clarinda Dental Office**

#### **Clarinda (June, 2010) –**

Family 1<sup>st</sup> Dental celebrates a year of being a part of the Clarinda community. We have enjoyed every minute of that time and look forward to the many exciting years ahead. Many changes have been made to the office and we are thoroughly excited to announce another change in the addition of Dr. Rachel Williams to our team.

Dr. Williams is a graduate of the University Of Nebraska Medical Center College Of Dentistry. She graduated from the University of Nebraska Lincoln for her undergraduate degree in biochemistry. In her leisure time, Rachel loves to run and is just beginning to learn the game of golf and hopes to add it to her list of hobbies. She is excited about becoming a part of the community and beginning her career in Clarinda.

When Rachel was asked why she went into dentistry she said, “I have always been interested in healthcare, but I like that dentistry allows me to focus on one area and see my patients every six months! Family 1<sup>st</sup> stood out to me because I grew up in both Iowa and Nebraska, so Family First Dental is located in the best two states (in my opinion). I am very impressed with the Family First Dental clinics and more importantly, the people I have worked with so far have been great.”

With the announcement of Dr. Williams coming to Clarinda, Family 1<sup>st</sup> also would like to announce that Dr. Gersten and Dr. Suga will be moving back to South Dakota to be closer to their family. The couples last day will be June 25<sup>th</sup>. They would like to thank the Clarinda community for all their support and the warm welcome they received when they chose to begin their careers here. It has meant a lot to the couple that the community welcomed them and made them feel at home. As hard as this decision was for them, they know it is the right choice for them to be closer to family. They wish the community and Family 1<sup>st</sup> the best in the future.

Family 1<sup>st</sup> Dental is proud to support Dr. Gertsen and Dr. Suga’s choice to move closer to their family. “That’s what we are all about... Family! It’s important to us and our communities that family comes first. We want to thank both doctors for their service to our office and to Clarinda and wish them the very best on this new adventure,” said Lisa Timmerman, CFO for Family 1<sup>st</sup> Dental Associates. Our goal is, and will continue to be, to bring your community quality affordable dentistry. Please join us in wishing Dr. Gertsen and Dr. Suga farewell, and in welcoming Dr. Rachel Williams to the Family 1<sup>st</sup> Dental family.”

At Family 1<sup>st</sup> Dental your family’s dental needs come first and they are committed to excellence in dentistry in even the smallest town. They focus on preventative care for the young and old alike. Family 1<sup>st</sup> Dental is skilled in reducing the business stress that many dentist and clinics face. They have made extensive renovations to the Clarinda office since partnering with the office last summer. The computer software has been updated allowing for electronic medical records. Four new treatment rooms have been added, and with the addition of digital x-rays, the office transformation has made a vast improvement in patient care.

“We cherish the patient's comfort and want them to feel safe and comfortable while they are receiving the best care possible,” said Dean Cyboron, CEO of Family 1<sup>st</sup> Dental Associates. “We also want them to feel secure in the knowable that Family 1<sup>st</sup> Dental is here for them and their dental needs. It’s our first priority to bring you skilled and caring dentists and we believe we have found a great fit in Dr. Williams!”

All Family 1<sup>st</sup> Dental offices accept many forms of insurance. They also offer patient financing plans that offer affordable rates for people who don’t have dental insurance. They are excited to provide you local dental care from the same friendly faces you are used to seeing in the office, as they welcome Dr. Williams!

Make sure to call or stop by to set up your next appointment or to simply come see the changes that Family 1<sup>st</sup> Dental is making in your dental office. If you have any questions, concerns or think you need to see a dentist, do not hesitate to call. They are always accepting new patients and cannot wait to see their long time patients as well.

Call Today to Schedule Your Next Appointment! New Patients are Welcome!  
Family 1<sup>st</sup> Dental of Clarinda – 104 East Washington - (712)-542-5196

. Family 1<sup>st</sup> Dental has 32 dental offices in Nebraska and Iowa. Other Iowa offices are located in Hawarden, Le Mars, Storm Lake, Sac City, Lake View, Lake City, and Sioux City.