

Rockland Dentist Unveils Newly FDA Approved Oral Cancer Detection Technology



Dr. Marvin Fier Introduces the VELscope® System to patients

(August 22, 2007) Pomona, New York - Dr. Marvin A. Fier, renowned cosmetic and family dentist announced today the introduction of the earliest oral cancer screening technology available, the VELscope® System. This newly FDA approved technology provides dentists with a more thorough tool to prevent serious cancerous development through early detection. Fier is one of only a small number of dentists nationwide to offer this potentially life-saving technology to date.

Recently approved by the FDA, Velscope® was developed by the British Columbia Cancer Agency and Vancouver-based LED Dental Inc. It is a revolutionary hand-held device that provides trained dentists and hygienists with a new tool to aid in the early detection of oral cancer. The VELscope® examination is non-invasive, painless, and takes only a few minutes. The dentist shines a blue light into the mouth to cause it to fluoresce. This fluorescence helps to better visualize abnormal tissue, which may be, or may lead to, oral cancer. Dr. Fier explains "We have always performed a thorough cancer screening examination as suggested by the American Cancer Society. The VELscope® allows us to see underneath the surfaces where cancers develop before they can be seen with our eyes."

Over 34,000 people are diagnosed with oral cancer annually in the United States. With a mortality rate of over 50% at 5 years, one person every hour of every day dies of oral cancer in America. If detected early however, oral cancer is 90% survivable. Dr. Fier states, "We've always conducted a comprehensive annual oral cancer screening for all of our patients, but the VELscope® System allows us to see things we've been unable to see previously. By detecting potential problems earlier, we'll be providing our patients with the best oral health care currently available."

Dr. Fier is also one of only 10 dentists nationwide who is participating in a pilot project with the University of Louisville's Division of Radiology and Imaging Science. Fier recently installed another new system that creates better and faster x-rays, which are

also substantially safer for his patients as well as for his dental staff.

The new technology, called Tru-Align, reduces radiation by 70% while at the same time providing pinpoint accuracy. It automatically tells staff when an x-ray is exactly and correctly positioned. This consistently produces images diagnostically superior to those available from previous technologies.

These important benefits are achieved by replacing the traditional circular cone on x-ray systems with a patented rectangular one. The new unit reduces the "channel" for the x-ray beam, making it the same size as x-ray film so staff can produce highly accurate x-rays each and every time.

"This more precise equipment," stated Dr. Fier, "underlines our commitment to providing our patients with the best and safest healthcare possible."

Dr. Fier is a graduate of New York University College of Dentistry and maintains private practices in Pomona and Yonkers New York. He is a renowned lecturer both in the United States and internationally and a contributing editor for Dentistry Today and Reality and appears in the Cosmetic Dentists section of New Beauty magazine, a publication devoted to appearance- related procedures.

Dr. Fier has practiced dentistry in the New York metropolitan area for more than 30 years. To learn more about his cosmetic, family, and implant dentistry or the Velscope® System or Tru-Align visit www.SmileRockland.com or call (845) 354-4300. Dr. Fier's practice is located in Pomona at 972 Route 45 in the Pomona Professional Plaza