

NJ Dentist David Blass DMD Launches New Website

NJ Dentist Dr. David Blass launches new website and becomes first dentist in New Jersey and only one of a few in the world to utilize blog

July 9, 2008 (FPRC) -- David Blass, DMD, a leading dentist in Teaneck, New Jersey announced today the launching of this new website, <http://www.davidblassemd.com>, as part of a new branding strategy. Dr. Blass is a leader in delivering first class dental services to patients in Teaneck, Bergen County and Northern New Jersey.

"We're committed to providing our patients with the most comforting and expert dental services," said Dr. David Blass. Services include family dentistry, cosmetic dentistry, teeth whitening, porcelain veneers, crowns among many more comprehensive services.

As part of a brand launch, Dr. Blass also becomes one of a handful of Dentists in the world to utilize Blogging as part of his integrated marketing strategy. As part of an integrated branding campaign strategy, Dr. Blass' practice developed a new name, Affiliated Family Dental Care, which is accompanied by a new logo and tagline, "The Excellence You Deserve, and The Gentle Care You Expect."

Dr. Blass' practice is located at 222 Cedar Lane, Suite 305, Teaneck, New Jersey. To learn more visit <http://www.davidblassemd.com>. His blog can be found at <http://www.davidblass.blogspot.com>.

The new campaign was developed by Verasoni Worldwide, a leading healthcare marketing and public relations firm. To Learn more, visit www.verasoni.com "Digital strategies are very important especially in healthcare. In Dr. Blass' case, the launch of a new brand and website should naturally include blog positioning for maximum exposure and market engagement," said Abe Kasbo CEO of Verasoni Worldwide.

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