

FOR IMMEDIATE RELEASE

Hillcrest Dental Care, Inc.
788 South Street
Pittsfield, MA 01201

Hillcrest Dental Care Opens New Practice in North Adams

PITTSFIELD, Mass. July 17, 2013- Hillcrest Dental Care, Inc. (HDC) is opening a new satellite office this fall on the campus of North Adams Regional Hospital in order to meet the growing oral care needs in north Berkshire County. A non-profit subsidiary of Hillcrest Educational Foundation, HDC currently treats over 9,500 patients at their primary office at 788 South Street in Pittsfield. In recent years, they have seen a 116% increase in patients from north county and currently they are the largest provider of oral health care to MassHealth recipients in Western Massachusetts.

HDC is committed to delivering comprehensive, high quality and affordable care for the general public and special needs populations. The \$800,000 expansion project will also bring twelve professional jobs to the area, in addition to oral health education programs in local schools, community centers and at community events. The ongoing capital campaign, Expanding Berkshire Smiles, has received donations from Berkshire Bank Foundation, Golub Foundation, Hillcrest Hospital Foundation, Massachusetts Dental Society, MountainOne Financial Partners, TD Charitable Foundation, Walmart Foundation, William J. and Margery S. Barrett Fund and private sources. Additional financing is being arranged through TD Bank. HDC accepts all insurances and is licensed by the Department of Public Health.

Susan Durocher was hired as Operations Director and is overseeing the opening of the new office. Durocher said, "It's an absolute honor and exciting to be part of the Hillcrest team. They have earned a solid reputation of successfully addressing the needs of our communities over the years and opening this dental practice is another example of that". A North County native and graduate of Massachusetts College of Liberal Arts, Durocher has worked in the healthcare arena for many years, most recently as Interim Director for Northern Berkshire Healthcare Physician's Group. Currently she volunteers on the Board of Directors of the Williamstown Chamber of Commerce. Durocher and her husband Derek live in North Adams with their two children.

To schedule an appointment or for more information, please contact (413) 499-7924 ext 121, or sdurocher@hillcrestec.org. The principal office will remain at 788 South Street, Pittsfield, MA 01201, (413) 445-6680, or dental@hillcrestec.org.

About Hillcrest Dental Care

Hillcrest Dental Care is a comprehensive general, family dentistry practice providing preventative dentistry and compassionate, quality dental treatment to meet each patient's individual needs, in a caring environment. Hillcrest Dental Care was founded in 1985 to provide quality oral healthcare to the children of Hillcrest Educational Centers for whom access to oral healthcare was a major challenge, because of their special needs. Since its establishment, Hillcrest Dental Care has steadily expanded, opening its doors to anyone in search of top-quality oral healthcare and accepts all insurances. The practice has two locations. The first has eight treatment rooms, state-of-the-art equipment and is located at 788 South Street, Pittsfield, MA 01201. In 2013, a second location was opened in North Adams, MA at 77 Hospital Drive, Suite 102 with four treatment rooms. More information is available at www.hillcrestdentalcare.org. Visit our Facebook page under Hillcrest Dental Care.

About Hillcrest Educational Centers

A top Berkshire County employer Hillcrest Educational Centers is a private not-for-profit organization, providing therapeutic treatment and special education to children and adolescents with unique psychological and learning needs, in Berkshire County, Massachusetts and the Northeast. Campuses include a day student academy and three residential schools. They are also a resource for a broad range of psychological services, counseling and evaluations for individuals, families and schools in Berkshire County through Hillcrest Community Support Services. Hillcrest also operates Hillcrest Dental Care, Inc., a complete general family dentistry practice. Hillcrest Dental Care is the largest provider in Western Massachusetts of oral healthcare services to MassHealth recipients and special needs patients. In 2010, Hillcrest formalized an affiliation with Berkshire County Kids' Place and Violence Prevention Center, Inc., a fully accredited Children's Advocacy Center for child abuse victims and their non-offending family members. Visit our Facebook, YouTube and LinkedIn pages under Hillcrest Educational Centers.

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