

## KIDZAAM MEDIA RELEASE

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### **FOR IMMEDIATE RELEASE**

#### **KIDZAAM DENTISTRY SURGES TO BANNER YEAR**

#### **KIDZAAM PEDIATRIC DENTISTRY EXPERIENCES DYNAMIC GROWTH**

Prescott, Arizona.....01.08 KidZaam's Pediatric Dentistry clinic at Prescott Valley, Arizona is growing at a significant record setting pace in the \$70 billion dollar dental industry. Pediatric Dentistry is one of the fastest growing medical specialties with annual revenues of \$19 billion Nationwide.

With operations in three locations, KidZaam consistently out performs dental industry standard benchmarks published by the American Dental Association. The ADA 2002 published a survey for gross revenue for a typical dental office at \$500,000 compared to KidZaam's annual average gross revenue of nearly \$2 million at Prescott Valley. According to the ADA survey the typical pediatric dentist has a 4% market penetration after about five years in business whereas KidZaam enjoys a 20% market share penetration in just 24 months.

KidZaam's streamlined approach provides profit margins of more than 32% versus the typical return of 21.5%.

To illustrate the dynamic franchise business potential for KidZaam, if 86 KidZaam locations were established; and if they all performed at the same level as the Prescott Valley location over a comparable period of time, total US sales would be about \$100M in the first year. At the end of two years total US sales would reach approximately \$350M.

KidZaam has been working closely with the State of Arizona in providing high quality dental care to underserved children in lower socio-economic status through the state's AHCCCS (Arizona Health Care Cost Containment System) program since 1993. Caring for all children is an ongoing commitment at all KidZaam locations including free treatment for some children each year. Dr. Higgins believes deeply in community involvement through entertainment health care presentations at schools and annual events open to the public at each KidZaam facility.

Dr. Al Higgins has created a new oral health delivery system and environment with his KidZaam Klubhouse concept. Disneyland's **Toon Town** is an obvious precursor to KidZaam's Klubhouse in Prescott Valley, Arizona. KidZaam was planned, designed and controlled to the smallest detail. KidZaam's Disney-like motif provides many positive and healthy environmental cues that effectively stimulate a positive response in attitude and behavior among children about regarding healthcare habits. KidZaam's holistic approach engages, empowers and energizes kids to develop a healthy and happy lifestyle at an early age.

Because of KidZaam's whimsical, exciting, entertaining and fun ambience 24% of its Prescott Valley clients drive more than 20 miles even though there are dentists closer to home. In addition, 25% of parents surveyed indicated KidZaam's comfort of their children was of greatest importance. One parent said, "My children actually look forward to trips to the dentist instead of dreading them." Forty-seven percent of clients surveyed in the Prescott Valley clinic said that the wild and whacky structure was what first drew them to KidZaam Dentistry™.

Pediatric healthcare in America has significant room for improvement as seen in the rise in childhood obesity, diabetes and especially dental decay. Dental decay is still one of the most common childhood diseases, it affects more than one fifth of American children aged 2-4, half of those aged 6-8 and nearly 60% of those by age 15. Nationwide, nearly 28% of children ages 2 to 5 have at least one cavity according to a federal survey covering 1999 to 2004.

KidZaam creator Dr. Al Higgins's vision has struck a strong cord with both parents and children when it comes to oral health and it is manifested by the dynamic growth of the Prescott Valley clinic over the first 18 months after opening. One KidZaam patient's mother stated "It makes you want to have a cavity to be able to come to KidZaam". KidZaam has changed how children relate to dental care by providing a Disney-esque ambience combined with what Dr. Higgins calls "Dentertainment™."

Dr Higgins has put in place an "A" team for KidZaam to assist him launch this concept into a nationally franchised program. Currently, the team includes the iFranchise Group, Displayworks, GGWE, Geostrategies, Inc. and TVA Capital Group.

The dynamics of change in the health care industry generated by the KidZaam approach not only addresses the urgent need for health care for children but also is transforming Pediatric Dentistry industry on many levels.

"It is because of this rapid growth potential that KidZaam is looking for a few select people with experience in franchising, real estate and healthcare delivery to join KidZaam in continuing the vision," says, Dr. Higgins.

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