<table>
<thead>
<tr>
<th>Percent elected to receive fluoride treatment</th>
<th>Percent flagged as moderate or high risk for cavities, gum disease, or oral cancer</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>66</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Percent of patients referred for additional care</th>
<th>Hour away from the desk</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>1</td>
</tr>
</tbody>
</table>

**The Visit**

Virtudent was excited to visit a firm which prides itself on making employees happy. With material provided by the Virtudent team, Kel & Partners was able to generate lots of excitement from their employees. Almost 20% of the company signed up to receive their routine dental visit in the office. Of the patients seen at Kel & Partners, the average time since the last dental visit was almost 12 months. Additionally, 66% of patients were flagged as having moderate or high risk for cavities, gum disease, or oral cancer by a Previser™ risk assessment. Virtudent patients were away from their desk for only 1 hour, rather than the 4 hours or more typically required to visit a traditional dentist.

**The Impact**

Bringing the dental office to Kel & Partners allowed employees to receive high quality care and minimize time away from their desk. Partnering with Virtudent gave 43% of the workday back to the employees. Additionally, dental care provided by Virtudent represents a savings of 32% when compared to traditional dental care, representing significant cost savings for the employees of Kel & Partners. These cost savings will continue as preventive dental care has been shown to lower an individual’s risk for expensive and debilitating conditions later in life, such as cardiovascular disease or stroke. Kel & Partners aims to be different by prioritizing the happiness of their employees. Virtudent is excited to help make Kel & Partners an attractive place to work by offering a high quality, convenient benefit at absolutely no cost to the HR department.

“At Kel & Partners, we want to attract and retain top talent. Virtudent’s innovative model fits perfectly with our company culture of an “anti-agency.” This is exactly the kind of benefit a small firm like us was looking for to set ourselves apart from our competitors.”

-Ginny Pitcher
President

---

**Kel & Partners Case Study**

**Name:** Kel & Partners  
**Industry:** Public Relations  
**Location:** Boston, MA  
**Employees:** 40  
**Insurance:** Multiple

Kel & Partners is a public relations and social media agency that prides itself on being an “anti-agency.” Rather than a traditional agency, Kel & Partners strives to think outside the box in both their work with clients and the way they treat their employees. By making employee happiness a top priority, Kel & Partners has been able to attract and retain top talent, leading the firm to be recognized as a leading Public Relations firm in Massachusetts. Kel & Partners was excited to bring Virtudent to their office as a way to further differentiate their culture from other firms in the industry.