

*For immediate release*

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**Awrel Offers Dentistry's First HIPAA-Compliant Texting Application at No Cost to Individuals**

*Free communication and collaboration tool improves business and clinical workflow while mitigating risk of HIPAA fines associated with texting via native Apple and Android environments*

**Boston – January 4, 2018** – Awrel, a leading provider of web, mobile and voice solutions for the dental market, announced that its Awrel Standard™ HIPAA-compliant texting application is now offered free to dental practitioners, patients and non-enterprise users in labs, dental supply and academic institutions. In addition to providing dentistry's first tool for HIPAA-compliant texting, Awrel's solution offers powerful capabilities to streamline clinical and business workflow in both mobile and desktop environments. This includes functionality for clinicians to exchange information, documents, and images (x-rays, CTs and other scans) securely in the cloud.

Starting today, the free full-featured version of Awrel Standard™ can be accessed at no cost at [www.awrel.com](http://www.awrel.com) and downloaded from Google Play and the App Store.

"In a world dependent on technology and workflow, dentists must keenly focus on managing time, information, and security," said Awrel Founder and CEO Arnold Rosen, DDS. "Texting is by far the most efficient platform for information sharing and collaboration."

A practicing prosthodontist, Rosen says he's observed dentists become increasingly frustrated with cumbersome, slow HIPAA-compliant email systems. As a result, many clinicians, labs, and company reps are sharing information via native mobile texting apps. "While this is quicker and easier, it is not HIPAA compliant," Rosen stated. "We specifically created the Awrel texting app to give dentists, patients, and industry partners, a secure environment for quicker, easier exchange of PHI and case collaboration."

According to Rosen, Awrel's goal is to remove barriers to the adoption of secure, HIPAA-compliant text messaging so it can become the go-to tool for collaboration and clinical case management. At the same time, the company will leverage the platform and introduce innovative business and treatment solutions to the industry. Awrel, for example, recently introduced advanced capabilities such as voice-assisted, guided data entry for ordering of implants, supplies and equipment as well as integrated capabilities for intelligent conversational experiences with voice assistants such as Amazon Echo and Google Home.

**About Awrel,**

Awrel, a dental software solution provider, offers dentistry's first free, HIPAA-compliant texting application with image, text and document exchange, individual and group messaging, collaborative workflow, and cloud-based data archiving. Dentists, labs, suppliers, solution providers, patients and others can use Awrel to streamline business process in mobile and desktop environments and can leverage powerful next-generation conversational user capabilities to voice-enable ordering of custom prostheses, supplies and equipment as well as transactional exchanges. Companies using Awrel can private-label their offerings, define unique workflows, and create company- and product-specific offerings. [www.awrel.com](http://www.awrel.com)