

# Chiral Systems announced as Winners of Innovation of the Year 2015 at The Dental Industry Awards

## FOR IMMEDIATE RELEASE

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London - Nov 13, 2015 - Chiral Systems has been named winner of the **Innovation of the Year Award** at the inaugural FMC Dental Industry Awards, the only business awards recognising the progress, effort and enterprise of support service providers within the UK dental industry.

Judged independently by leading clinicians, renowned academics and household-name figures from the dental industry, the awards celebrate the outstanding achievements of people, teams and companies committed to developing their products and services to the highest level possible, thus serving as an example and inspiration to thousands of fellow professionals.

David Houston, Chairman and judge of the Awards explained that in the category for Innovation of the Year, the judges were looking for individuals and companies that have delivered an innovative product or service to the dental market over the course of the last 12 months, the reason why the innovation came about and how the market has reacted to their novel solutions.

Houston commented that the judging panel's choice of winner in this category '*provided impressive client testimonials and supporting evidence as proof of their powerful marketing strategy. They displayed innovation in thinking, production and marketing to accomplish an overall superb innovation*'.

Chiral Systems is an agile, responsive and disruptive tech company that has developed a cutting-edge software system for the dental industry. The system was born as a response to a market demand for a centralized platform that would cater for the next generation of clinical entrepreneurs, who are mobile, tech savvy and in search for a system that delivers on both, aspiration and function.

Initially designed for the high-end private practice, the system has now been certified for NHS reporting and Orthodontic Assessments and runs natively on Mac and Windows.

*'We are honoured to have won this prestigious award, judged by the industry's foremost experts in the field. This will help increase our visibility to the clinical world and speed up adoption of this innovative technology that optimises clinical and administrative workflows for better patient and provider outcomes'*, said Cristina Sabau, MD of Chiral Systems.

*'Our moto is not to imitate, but to innovate'*, she continued. *'Innovation is the lifeblood of any organisation and over the coming years of economic uncertainty and more regulatory demands, there has never been a more pressing time for healthcare software innovation'*

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