

WHO WE ARE

Specialized Care Company's mission is to develop, manufacture and market dental products that answer the unique needs of the dentists, hygienists, health care providers, educators, caregivers and parents who provide care for young children and people with special health care needs.

In meeting these needs, we understand that we have an important responsibility to our customers. Our products are tested in a clinical environment by the type of person for whom the product is intended. We listen to our customers so that we may continually improve existing products and provide needed new products.

To meet our market responsibilities, it is critical for us to attract and develop a special kind of employee. We seek to provide the type of environment where each person can meet individual goals for personal and professional growth. We listen to our employees, and keep them involved in as many aspects of the company as possible. As we grow, we want every employee to share in the exhilaration and success that result from meeting the needs of the marketplace. Management understands the need to stay close to the tasks which keep the business functioning, and to stay personally in touch with the customers for whom we work.

Our vendors and bankers are critical to our success. We recognize our responsibility to treat them fairly, to communicate with them openly and to meet our obligations to them in a timely fashion.

We conduct our business in a way that causes no harm to the environment and, where possible, contributes to the betterment of the community in which we work. We pay our fair share of taxes and respond to any issues that may arise in the spirit of good corporate citizenry.

If we are faithful to these tenets, we will grow, our customers will benefit from the products we offer, and our shareholders will realize a fair return for their investment in our company.