

Millions Learn About The Chao Pinhole Surgical Technique® On TV

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The Chao Pinhole Surgical Technique® (PST), a revolutionary minimally invasive treatment for gum recession has been featured on hundreds of TV stations across the U.S., Canada and Europe since its launch in 2013, with millions of viewers learning that they no longer need to fear having conventional gum grafting surgery to correct receding gums. To date, PST has been viewed by an estimated national audience of 85 million viewers through local TV news, talk shows and national TV.

Also popularly known as Chao Pinhole Gum Rejuvenation™ and the Lunchtime Gum Lift™, PST is changing the way doctors around the world are treating gum recession and making it easier for patients to decide to have needed treatment for receding gums. The media recognizes the value of PST and has featured inventor Dr. John Chao on hundreds of news stories across the nation, first through a major story syndicated by Ivanhoe Medical news to over 240 network news programs in virtually every market in the U.S, with additional coverage in Canada. This extensive exposure was followed by a feature story on the award-winning national TV show "The Doctors" which has a reported average viewership of 2.8 million people per episode in the U.S., with additional viewers in Europe and elsewhere overseas. In Los Angeles, ABC News augmented the Ivanhoe news story with additional footage and the first viewing of a new animation comparing PST to conventional gum grafting. NBC News Los Angeles soon followed with another feature story, showing a woman's advanced gum recession corrected in under an hour. Dr. Chao then traveled to New York for a guest appearance on "The Dr. Steve Show".

From San Francisco to New York PST continues to make news with additional TV stories. During 2015 Dr. Chao appeared with certified PST doctors on local morning talk shows in markets including Santa Barbara, CA, Austin, TX, San Diego, CA, Las Vegas, NV, Phoenix, AZ and Miami, FL to name a few. In addition, Doctor's PR & Marketing, the PR agency of record for the Chao Pinhole Surgical Technique and the Chao Pinhole Academy has also placed several PST doctors in stories and interviews on local TV news and talk shows including ABC News in Philadelphia, PA, CBS News in Memphis, TN, ABC News in Raleigh, NC and ABC News in San Francisco and CBS News in New York City.

The media coverage continues into 2016 with upcoming national exposure to millions of additional viewers in a new story just produced by Ivanhoe Medial News at Dr. Chao's office in Alhambra, CA. Dr. Chao demonstrates how gum recession affects patients of all ages as he treats his 18 year-old patient "Chelsea" who had advanced gum recession at her young age. The story goes national in February 2016 and will be seen by an estimated additional 10 million viewers as stations across the country run the segment. Dr. Chao also taped an interview with NBC News in Palm Springs, CA which is scheduled to air on January 18 and 19, and much more media coverage is planned to

educate the public about the symptoms and risks of gum recession and its treatment. With over 1,100 doctors trained personally by Dr. Chao to date, PST is fast becoming the new “gold standard” for treating gum recession with a technique that is Quick, Easy and Instantly Pleasing.