

"Raptivity is a great product for creating e-learning interactions and games. There are some very clever interactions which can be made quickly and efficiently and the learners really find the interactions engaging and the games fun. I've always found Raptivity's customer support is very helpful."

Steve Lewis

## About 1-800-DENTIST

Since 1986, 1-800-DENTIST has been matching patients with the right dentists and advertising the importance of regular dental visits to millions of consumers nationwide.

## Challenge

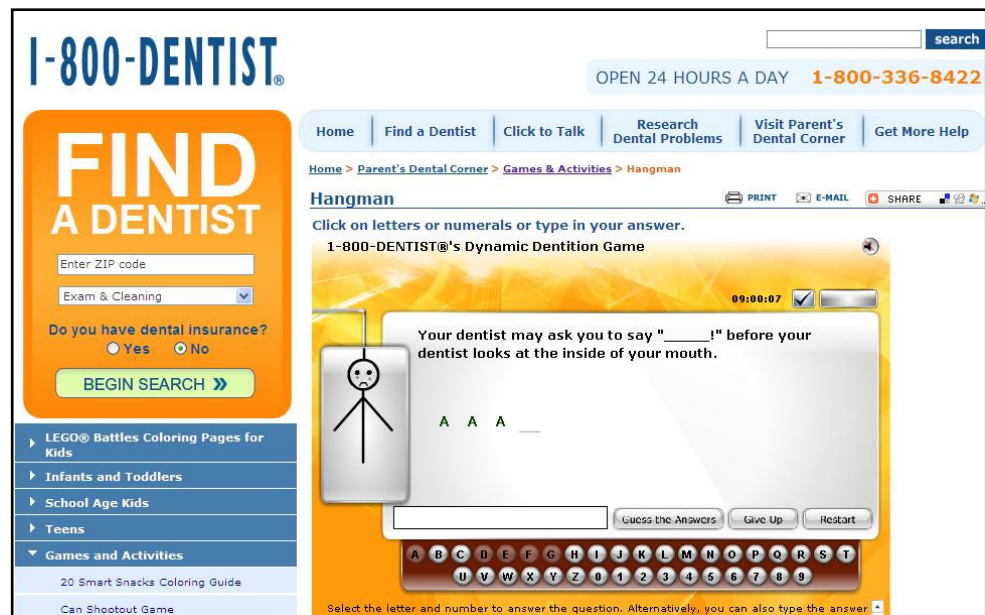
One of the sections on the 1-800-DENTIST website provides information about dental care, dental anatomy and dental health. They wanted to provide this educational information in such a way that kids and their parents read this to learn from it. They realized that plain listing of information on the website is not the effective way for people to learn. For example: Nobody will read and remember a plain list of dental terms on a page.

## Solution

In July 2007 1-800-DENTIST started using Raptivity to create fun games for their website. With Raptivity, they added a whole interactive element to the site.

With the introduction of games on the website, they got kids interested and involved in the learning material on the site. It has helped the 1-800-DENTIST organization get children interested in dentistry.

Steve, the user of Raptivity at 1-800-DENTIST, was thrilled to see the ease of use with which complex learning games and other such interactions can be created so quickly. "I can make adjustments and upload the changes easily", said Steve. "The interactions and games that are created look very professional and most importantly people enjoy learning this way," he added.



Raptivity Game on 1-800-DENTIST website