

# PRESS RELEASE



## CRA Foundation Announces Name Change, Expanded Goals

*Reorganization of Non-Profit Expands Research Capabilities and Educational Opportunities*

PROVO, Utah—December 19, 2007—CRA Foundation announced that it has changed its name to CR Foundation, effective January 1, 2008. The name was simplified from Clinical Research Associates to Clinicians Report to reflect an expanded vision and an increase in scope of the Foundation's research and educational services.

**This name change reflects an expanded direction for the Foundation. “We are increasing our research base by several thousand qualified professionals all over the world,” states Dr. Gordon Christensen, CR Foundation co-founder and Senior Consultant. “We are launching new ground-breaking programs that will significantly increase communication among dental professionals.” CR will be initiating a new Dentist Project Directors program, a Cyber Evaluator reporting program, and a new reporting process allowing thousands of clinicians to report their experiences with products they have purchased. These new programs will enhance the efforts of the current team of in-house basic scientists and over 400 in-office evaluators. These combined efforts will provide fast, broad, in-depth research and clinical observations of significance to both dentists and their patients.**

“CRA was created to give dentists an unbiased, research-based dental product review,” says Dr. Rella P. Christensen, co-founder. Rella Christensen pioneered the concept of working with large groups of practicing dentists in coordinated, long-term research projects. These projects will continue under her direction.

CR Foundation will be making additional changes to the internal structure of the company. The most visible change will be in the redesign and new name of the monthly newsletter. The CRA Foundation Newsletter will be titled the *Gordon J. Christensen Clinicians Report* in honor of our founder's vision for the future needs of dentistry.

Dr. Gordon Christensen states, “CR Foundation remains the only non-profit, private, dental product evaluating group working with all types of products and dedicated to serving dental practitioners throughout the world. There is a real need in the dental industry for unbiased product evaluations, a need that we have been serving for more than 30 years, and a need we will continue to serve for years to come.”

### **About CR Foundation**

CRA (now CR) was founded in 1976 by clinicians who believed practitioners could confirm efficacy and clinical usefulness of new products. With this purpose in mind, CR was organized as a unique volunteer effort where clinicians worldwide unite their expertise for the sole purpose of testing all types of dental products and disseminating results to colleagues throughout the world. Each year, CR tests in excess of 650 different product brands, performing about 20,000 field evaluations. CR tests all types of dental products, including materials, devices, and equipment, plus techniques. Currently, the CR Newsletter *Gordon J. Christensen Clinicians Report* is published monthly in ten languages and has a readership exceeding 100,000. The *Gordon J. Christensen Dental Hygiene Clinicians Report* is published six times a year.

CR Foundation’s International Institute is located in Provo, Utah. Each year, CR provides 13 ADA CERP certified continuing education courses in the U.S. and supports several more internationally. These courses are the most highly attended of any self-sponsored program.

For more information, please visit our website at [www.cranews.org](http://www.cranews.org).

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