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November 19, 2024

RecallMax® Rebrands to MaxAssist®

Today, MaxAssist®, formerly known as RecallMax®, is thrilled to announce its official name change effective November 19, 2024. This rebrand reflects the company's growth from a recall management software provider to a comprehensive suite of products designed to support every facet of dental practice operations.

Since its founding in 2009, RecallMax® has been recognized as the most comprehensive recall management and optimization software in the industry, built on over 25 years of dental consultancy expertise. Today, the MaxAssist® name embodies a broader mission, going beyond recall management to support dental teams with an "onscreen personal assistant" that streamlines daily workflows and enhances patient engagement.

"Our new name, MaxAssist®, represents our commitment to serving as a true partner in the growth and success of dental practices," said Jeff Barsotti, CEO at MaxAssist. "While our name has changed, our dedication to helping practices thrive remains unwavering. We're here to support our clients not just with software, but with solutions that drive growth and productivity."

MaxAssist® is preparing for an exciting year ahead, with new product releases and integrations already underway. These advancements will continue to set the standard for patient engagement and practice efficiency, further supporting dental teams in providing outstanding patient care.

For questions about our rebranding, please reach out to Harley Saunders directly. We look forward to this next chapter as MaxAssist® and remain deeply committed to helping our clients grow and succeed.

About MaxAssist®

MaxAssist® provides innovative practice management solutions to enhance patient engagement and streamline operations for dental practices across North America. Building on its legacy as RecallMax®, MaxAssist® continues to empower dental teams with tools designed to improve productivity and patient outcomes.

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