

Who We Are

This mission statement describes how Specialized Care Company operates. We hope it will help you to know us better.

The company was founded in 1991 by Carolyn Fetter who continues as the President and CEO. The business is currently based in Hampton, New Hampshire.

We market high quality dental products that meet the requirements of people with behavioral or motor coordination issues. We sell our products in the United States and internationally to dental professionals, home care providers, educators and directly to individuals with special healthcare needs.

Dental care for people with special needs has been a neglected market in the past. In filling this void, we understand that we have an important responsibility to our customers. Our products are tested in a realistic clinical environment. We listen to our customers so that we may continually improve our existing products and provide needed new ones.

Our success depends on a reciprocal relationship with the market we serve. We donate a portion of our earnings and our energy to benefit the special health care market.

To meet our market responsibilities, it is critical for us to attract and develop a special kind of employee. We seek to provide an environment where each person can meet his or her 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 that results from meeting the needs of the marketplace. Management understands the need to stay close to the tasks that 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 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. As a good corporate citizen, we pay our fair share of taxes.

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.