

FOR IMMEDIATE RELEASE

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**Hawaii Dental Service Promotes Sherelee Saneishi-Kim to
Director of the HDS Foundation**

Hawaii Dental Service, the state's largest dental benefits provider, has promoted **Sherelee Saneishi-Kim** from Manager of Community Relations and Communications to Director of the HDS Foundation, the philanthropic arm of Hawaii Dental Service. She reports to **Mark Yamakawa**, HDS President and CEO.

In her new role, Saneishi-Kim guides the HDS board of directors, executive team and employees in managing strategic partnerships to improve the oral health of communities statewide. She is responsible for leading the HDS Foundation's philanthropic grant-making program to support programs of government agencies, healthcare providers, educational institutions, research organizations and corporations that align with the HDS mission of promoting oral health education, preventing dental disease, and improving access to dental care for underserved populations, including rural areas on the neighbor islands. In 2016, the HDS Foundation distributed more than \$1 million in grants to 11 nonprofit organizations on Oahu, Maui, Lanai, and Hawaii Island.

"The state's oral health challenges demand strategic partnerships to effectively move the needle in the oral health status of Hawai'i residents, from keiki to kūpuna. We're very pleased to be able to leverage Shere's extensive experience in philanthropic partnerships to further HDS's mission in our state," said Mark Yamakawa, HDS president and CEO. "Her insights and specialized knowledge of oral health are welcome assets for our leadership team."

"Oral health affects our entire body. The HDS Foundation is determined to improve oral health in our state, starting with our children," Saneishi-Kim said. "I'm looking forward to deepening our collaboration with our current and new partners to tackle the oral health concerns in our state."

Saneishi-Kim joined HDS in 2004 and has held the position of Manager of Community Relations and Communications for the past 14 years. In addition to being responsible for the HDS Foundation and community outreach and oral health education initiatives, she had been responsible for directing HDS's strategic internal and external communications. This included oversight of news releases, publications, collateral, websites, and social media targeted at nearly one million members, including Medicaid beneficiaries; the majority of the state's largest employer groups, including state and county government; and the state's largest network of participating providers, comprised of more than 95% of the state's licensed practicing dentists.

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Prior to joining HDS, Saneishi-Kim had BHP Hawaii from 1990 to 1998, starting as Public Relations Coordinator before being promoted to Community Relations Officer. The company was acquired by Tesoro Petroleum in 1998 and she was elevated to Community Relations Manager with Tesoro Hawaii, where she oversaw strategic philanthropy and the corporate charitable giving program. Saneishi-Kim also held public relations and marketing roles at Wahiawa General Hospital and Territorial Savings.

The Mililani resident received a bachelor of arts degree in journalism from the University of Hawaii-Mānoa, with an emphasis in marketing and public relations. She is a member of the Public Relations Society of America.

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About Hawaii Dental Service

HDS is the largest dental benefits provider in the state, serving one million members throughout Hawaii, Guam and Saipan. It has the largest network of dentists, with more than 95 percent of Hawaii's licensed, practicing dentists participating with HDS.

As a nonprofit founded in Hawaii in 1962, HDS is committed to making quality oral health care affordable and accessible. Employers who offer HDS dental plans to their employees represent Hawaii's diverse industries, companies, unions, associations, and nonprofit organizations. HDS also offers dental plans for individuals and families.

HDS has been a part of Delta Dental, the nation's largest and most experienced dental benefits company, since 1966. This affiliation gives members access to a nationwide network of participating dentists.

For more information, please visit www.HawaiiDentalService.com.