

**FOR IMMEDIATE RELEASE****Date:** May 6, 2016**Contact:** Michael Orozco  
Director of Marketing  
(808) 529-9228Nathan Hokama  
Strategic Communication Solutions  
(808) 226-7470**HDS Promotes Holly Shea to Professional Relations Manager  
and Names Joey Lee and Tracie Mukai Sales Managers**

Hawaii Dental Service (HDS), the state's largest dental benefits provider, has expanded its sales management team and is placing a stronger emphasis on building relationships with dentists within its provider network.

**Holly Shea** was promoted to professional relations manager, having been in the professional relations department at HDS for 14 years, handling all aspects of dentist credentialing and enrollment. She maintains open lines of communication with HDS participating dentists through office visits, training programs, and partnering in community service activities. She also recruits and supports dentists with HDS Medicaid services.

Shea also has experience working in various capacities for dental offices and as a trainer of practice management and imaging software for dentists. The Punchbowl resident earned a bachelor of arts degree in political science from the University of Hawaii at Manoa.

**Joey Lee** has been named sales manager, responsible for overseeing the HDS account executive team and managing HDS's largest accounts. She will identify new business opportunities, enhance broker relations, and produce high-quality services for the Hawaii market.

Prior to joining HDS, Lee had been client care manager with simplicityHR by ALTRES for more than seven years, overseeing the enrollment team and customer call center for the professional employment organization. She also served as an account executive with Experian Information, providing business-to-business credit reports and other services to more than 300 clients statewide for more than five years.

Lee also served as marketing coordinator with Hawaii State Federal Credit Union and community relations coordinator for the University of Hawaii School of Travel Industry Management. She began her career as a management trainee with Enterprise Rent-A-Car. The Kaneohe resident holds a bachelor of arts degree in journalism/public relations from the University of Hawaii at Manoa and an MBA from Chaminade University of Honolulu.

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**Tracie Mukai** was named manager, account sales and service, and will provide overall leadership for the HDS account representatives, focusing on small and mid-size businesses, and individual dental plans. She will also provide sales and service support to HDS sister company, Hawaii Client Services, a third-party administration consultancy that offers retirement and welfare plan design and compliance services.

Mukai has more than 25 years of experience in sales, customer service and management for a number of Hawaii companies, including Finance Factors, Ltd.; HONOLULU Magazine and most recently, Access, where she was responsible for new business development in Hawaii and in Southern California as well as national sales for federal government accounts.

She is a founding member of the Young Business Council, a local not-for-profit organization that promotes business and personal development of new leaders across various industries, and is a member of ARMA Hawaii Chapter, a local non-profit records and information management organization. The Mililani resident also serves as a coach and referee with American Youth Soccer Organization (AYSO) and continues to serve as their regional treasurer.

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### **About Hawaii Dental Service**

HDS is the largest dental benefits provider in the state, serving more than half a 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 more than 50 years ago, 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 Plans Association (DDPA), 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](http://www.HawaiiDentalService.com).