MISSION STATEMENT

TroDent is the official publication of the Herman Ostrow School of Dentistry of USC. The magazine, which publishes twice a year, helps foster a sense of pride and community among Ostrow’s various constituencies—our alumni, faculty, donors and friends. Each issue has an average impression of 30,000 readers, many of whom are dental professionals running their own private dental practices across the globe.

The publication, first founded as the Alumni Clinic, has been in print since 1908. In the early 2000s, the magazine, now known as TroDent, took a decade-long hiatus, returning to print in November 2011.

TroDent’s mission is to entertain and inform its readership. As the veritable information clearinghouse for all things Ostrow, the TroDent features alumni profiles, school-related news and features to keep our alumni community plugged in to the institution that helped launch them into successful dental careers.

ABOUT THE HERMAN OSTROW SCHOOL OF DENTISTRY OF USC

- The Herman Ostrow School of Dentistry of USC is the second-largest of 65 accredited dental schools in the United States.
- Nearly 1 out of every 18 professionally-active dentists is an Ostrow alumnus.
- The Herman Ostrow School of Dentistry of USC has alumni living in all 50 states as well as 40 countries around the globe, increasing an advertisement’s potential reach.
- On average, dentists earn nearly $200,000 annually, according to the 2010 Survey of Dental Practice.