



NEWS RELEASE

FOR IMMEDIATE RELEASE

Date: April 25, 2023

Contact: Michael Orozco
Director of Marketing
(808) 529-9228
morozco@HawaiiDentalService.com

Nathan Hokama
Strategic Communication Solutions
(808) 226-7470
nhokama@scsolutions-hi.com



Joey Lee



Elaine Fujiwara

Hawaii Dental Service (HDS) Promotes Two to Key Sales, Marketing and Membership Services Positions

Honolulu, Hawaii — Hawaii Dental Service (HDS), the state’s leading dental benefits provider, has promoted two of its employees to key sales positions. Elaine Fujiwara has been named chief customer officer, a newly created position; and Joey Lee was promoted to director of sales, Fujiwara’s previous position.

“We’re so proud to be able to promote these two from within HDS and to give them opportunities to grow professionally,” said Dr. Diane Paloma, HDS president and CEO. “They have been instrumental in maintaining HDS’s leadership in the marketplace and will be key to joining me in leading HDS into the future.”

In her new role Fujiwara, who has been with HDS for more than 25 years, is responsible for the strategic direction of sales, marketing, membership services, and the mailroom. She is the newest member of the HDS executive leadership team, reporting to Dr. Diane Paloma, HDS president and CEO.

Fujiwara joined HDS as a senior account executive in 1996, was promoted to manager of marketing and sales in 2001, and was promoted again to director of sales and account management in 2015.



NEWS RELEASE

The Mililani resident earned bachelor of science degree in marketing from California State University, Long Beach. She is a board member of Aloha Medical Mission, Parents and Children Together, Retail Merchants of Hawaii, and the Hawaii Association of Health Underwriters.

Joey Lee has moved up to director of sales, Fujiwara's previous role. Lee joined HDS in 2015 as manager of sales and account management, responsible for overseeing the sales and account management representatives who serve commercial employer groups and partner with brokers.

The Kaneohe resident received a bachelor of arts degree in journalism from the University of Hawaii at Manoa and an MBA from Chaminade University of Honolulu.

#

About Hawaii Dental Service

Hawaii Dental Service (HDS) is the leading dental benefits provider in the state, serving over one million residents 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 insurance benefits provider, since 1966. This affiliation gives members access to a nationwide network of participating dentists.

For more information, visit HawaiiDentalService.com.