

China Meet the Challenge – Clinical Education during the Time of COVID-19

The last 8 weeks the world has been dealing with the outbreak of the coronavirus COVID-19. In China the virus has had an impact on the country in a way that no one could have anticipated; travel has been severely limited, and no public gatherings or meetings have been allowed and many business' including private and some government clinics have been closed. For Dentsply Sirona China this has meant product launches, sales and marketing initiatives and clinical education programs have been delayed but the team realised they needed to continue to support our customers and Dentsply Sirona business during this difficult time. The Clinical Education, CEREC Application and Marketing teams in China quickly identified that dental clinicians would be receptive to online training and within 7 days had built and launched a brand new online training system/program inclusive of LIVE online education and training videos for easy online access and learning. The Dentsply Sirona team in China started the first online LIVE course on February 9th and successfully carried out 46 LIVE - online courses in 20 days with the Applications team producing 21 videos for online learning.

根管治疗

PEKING UNIVERSITY SCHOOL OF STOMATOLOGY

加强对根尖段的机械预备

加强根管内的化学冲洗

- 2.5% NaClO 溶液冲洗
- 超声辅助活化

0.82	1.00	0.98	0.96	11mm
0.045	0.06	0.05	0.04	
0.415	0.45	0.53	0.60	3mm
0.07	0.07	0.06	0.05	
0.205	0.250	0.350	0.450	0mm

This online learning program has been very successful due to the committed support of Management, Marketing, the CEREC application, Sales and Clinical Education teams. The sales team made a special contribution even though they were working from home and unable to directly visit customers they reached out and contacted their clients to promote these newly created online clinical education programs. After the successful implementation of this online education -customer engagement program in February the team assessed the results where they confirmed that they had received an incredible 330,000 views from the 46 LIVE courses. In March, the team plan to host more than 30+ online CE courses which will now include additional feedback with the inclusion of a daily attendance forecast for each course and the provision of an online survey after each course providing feedback to the clinical education team and presenter. This information will help to further build on the Dentsply Sirona brand, the Academy and CEREC Application teams clinical education programs, increasing our influence and connection to dental clinicians throughout China.

It is impressive how the Dentsply Sirona team in China were able to transfer this negative position into a unique opportunity to reach out to our customers with an online education program that supports our purpose and mission as the leader in the field of dentistry, delivering meaningful innovation and maintaining our customer focus every day and by doing this empowering dental professionals in China, to provide their millions of patients with better dental care.