

## DS Dental Solution Week for all dental professions in Korea



The DS Dental Solution Week was held from the 27th of May until June 3rd. The DS Korea team wanted to deliver the message that the Company provides 'Total Solution' courses for all dental professions – Dentist, Dental Technician, Hygienist, and Clinic Manager.

As COVID-19 spread, Untact (Un + Contact = Untact) marketing became more common in Korea. With the spread of this 'Untact' culture, many courses took on the form of webinars.

As DS Korea's first webinar an April 29, an Endo Webinar, was pre-registered by more than 800 dentists, it showed the potential of online content. Since then, Imaging - Resto - Ceramic bloc webinars have been held weekly, and all have been well received by customers.

## Dental solutions week to cater to customer needs

With customers' reaction to the switch to webinars being explosive and very positive, the DS Korea team took advantage of this to establish the course content of the dental solutions week according to customers' wishes.

In detail, on the 27th of May, an Endo Webinar was held under the theme of 'Minimally invasive endodontics.' And on the 28th, a lecture for Dental Technician was held under the theme of 'Zirconia stain tips and tricks.' On Friday, the 29th,

'Digital Implant prosthesis introduction course' was scheduled for CAD/CAM beginners.





Lastly on June 3rd, a course designed for clinic manager, hygienist and dentists was held on Implant consultation Know-how and on a patient-attracting implant counseling method. Overall more than 500 dentists and dental technicians participated in the Dental Solutions Week.

DS Korea will conduct various on/off events to satisfy the needs of customers while closely watching the spread of COVID-19 in the future.

