

“Project Virtuoso” – DS conducts a symphony of Webinars for customers

“Project Virtuoso” is a global cross-pillar initiative and train-the-trainer program to help employees convert in-person education events to virtual Clinical Education. Corporate Clinical Affairs and the Consumables Product Group has been actively working with our country commercial organizations to serve our customers’ educational needs during this pandemic.

Remote learning has long been a buzzword, but the sudden switch to telecommuting en masse due to the COVID-19 outbreak has the potential to accelerate shifts in how trainings are conducted and the way we think about it. The necessity to cancel live CE courses was demanding CE planners to consider offering DS customers virtual Clinical Education. Dubbed “Project Virtuoso,” this initiative enables Dentsply Sirona to continue putting the customer first and support them to learn and prepare for the work after the outbreak.

Honoring Dentsply Sirona’s commitment to lead in clinical education, a team of employees have mobilized to put together the resources, technical ability, hosting support, webrooms and more to enable country Clinical Education planners to immediately begin offering DS customers virtual Clinical Education. And the team has been working cross-functionally with the Digital Transformation team, legal and regulatory colleagues to quickly review new educational content, and country marketing and clinical education teams to make courses quickly and easily available to customers.

Project Virtuoso is using a three-phase approach (see Figure 1).

First, we are creating an inventory of existing digital educational content that can be promoted by country organizations. The project’s initial focus of Phase 1 is to make the existing catalog of about 100 on demand courses available to colleagues in the commercial organizations. The plan is to release at least four courses a day (mostly in English) that can be watched by our customers from around the globe. The RCOs have received a schedule of courses to be published so they can share the link with the customers in the country and communicate about these courses using available channels.

In Phase 2 we are asking product groups and country organizations to work together with their KOLs who are willing to share their expertise and create new content at no charge during this crisis. Phase 3 takes a longer view and asks country organizations to identify new online opportunities to offer timely, relevant clinical education. This would include country-specific project plans with goals and timelines.

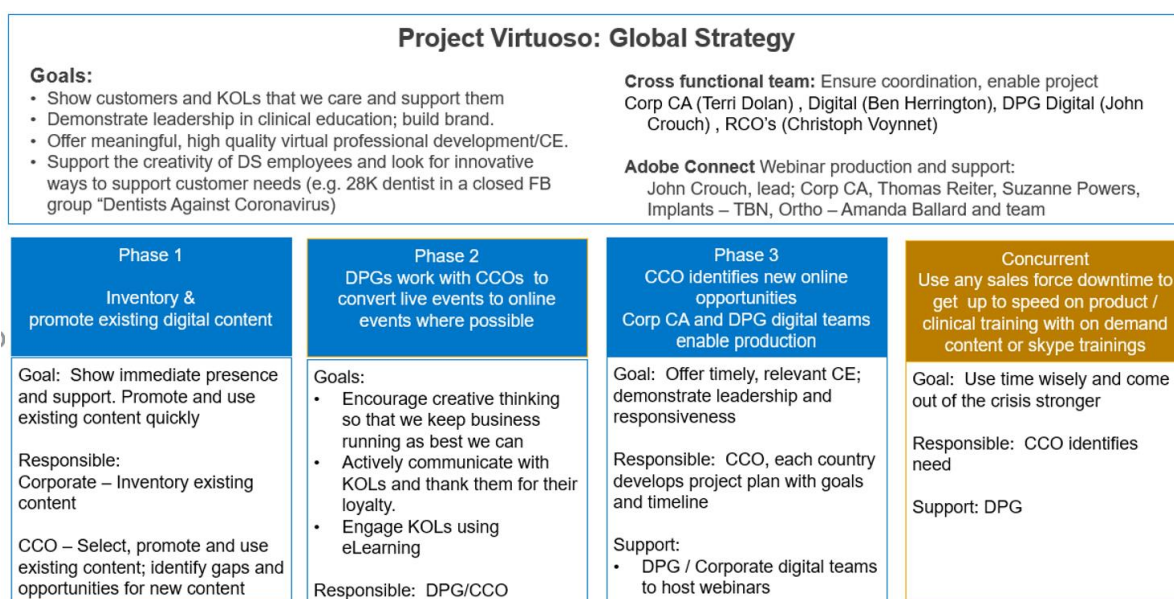


Fig. 1: Project Virtuoso: Global Strategy

A Webinar and On Demand Support SharePoint site can be found [Here](#) . This site includes resources such as the on-demand course master list, Project Virtuoso FAQs, webinar recording, tutorials and an Adobe Connect Quick Reference Guide.

Always following the three online learning priorities Speed, Safety and Quality, several live webinars have already taken place with large numbers of DS customers registering and attending. These webinars are then being used to create new on-demand content available to customers for immediate use.

Vice President Chief Clinical Officer Terri Dolan is convinced: “Webinars and on demand learning provide customers with meaningful experiences that build trust and loyalty. It is important to offer quality and timely education during these challenging times and demonstrate our care and concern for our customers.”

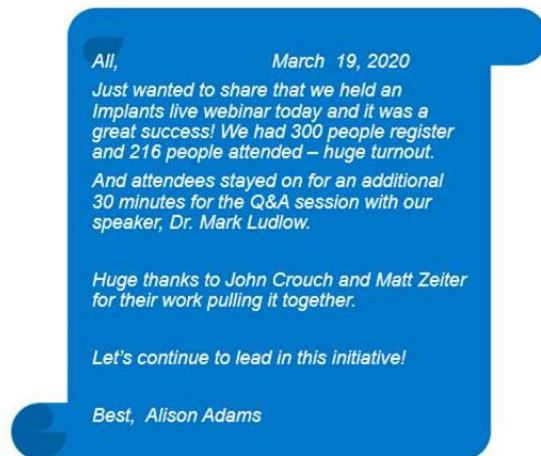


Fig. 2: Colleagues share their positive webinar experiences.

Want to hold a webinar? We can help!

[Here](#) You can find FAQs and more detailed information about what it needs to successfully run your own webinars.

As soon as you have convinced yourself with starting a webinar for your customers, reach out to **John Crouch** and team. They will guide you on how to make your webinar a great experience for your audience:

- Train you on how to use Adobe Connect, our webinar platform.
- Prepare your content, including conversion of slide decks and videos to web-friendly versions.
- Help you set up a web page to promote your webinar and take registration.
- Run a dress rehearsal with your speaker to ensure they are familiar with the controls and comfortable speaking to a virtual audience.
- Facilitate the web room during the webinar.
- Send to attendees a post-event satisfaction survey by email.
- Send you a post-event report of attendees.

Want to offer On-Demand courses? We can help that, too

Don't just do a live webinar; turn it into something more by recording it and making it into an On-Demand course.

On-Demand is self-study e-learning. Typically, it consists of a video of the lecture, followed by a quiz of 5-7 questions to prove mastery of the topic, and a letter of Continuing Education credit.

If you want to convert your webinar recording to an on-demand, contact Dan Jensen (<mailto:daniel.jensen@dentsplysirona.com>).

To see all courses in our library for US, visit the [US Academy site](#).