

Engaging customers through our website and social media channels

Dentsply Sirona is committed to providing our customers with ongoing support and resources during this unprecedented time. We have gathered and are promoting our most relevant and up-to-date content for our customers on the new 'Here for you' section on our website.

The Here for You section features:

- Live webinars and on-demand education
- Solutions to protect dental practices
- CARES Act resources (US only)
- Customer FAQs



Discover by Category

Here for You

We are here for you

Dentsply Sirona is committed to providing our customers with ongoing support and resources during the current health and economic crisis. We are experiencing a global pandemic that is changing and developing daily, so in response we have gathered our most relevant and up-to-date content for our customers as a resource for you.



Live webinars and on-demand education



Solutions to protect your practice



CARES Act resources



Customer FAQs



Let us know what you think - take our survey

Depending on the country, the resources and information on the page can vary.

In addition, the FAQ section answers frequently asked questions our customers have and give the opportunity to submit additional questions via the country-specific contact details.


The country pages which have already been launched are:

- Global: <https://www.dentsplysirona.com/en/here-for-you.html>
- USA: <https://www.dentsplysirona.com/en-us/discover-by-topic/hereforyou.html>
- CA: <https://www.dentsplysirona.com/en-ca/solutions/topics/hereforyou.html>

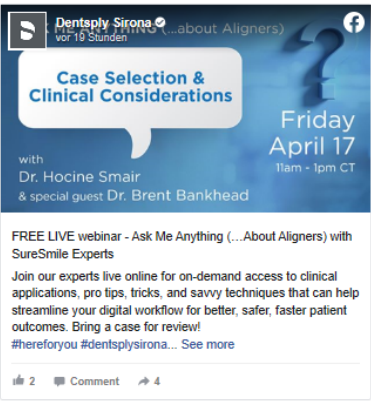
- UK: <https://www.dentsplysirona.com/en-gb/here-for-you.html>
- DE: <https://www.dentsplysirona.com/de-de/fuereinander-da.html>
- IT: <https://www.dentsplysirona.com/it-it/here-for-you.html>
- Benelux: <https://www.dentsplysirona.com/nl-bx/here-for-you.html>
- APAC: <https://www.dentsplysirona.com/en-ap/service/here-for-you.html>
- South Korea: <https://www.dentsplysirona.com/ko-kr/here-for-you.html>
- Thailand: <https://www.dentsplysirona.com/th-th/here-for-you.html>
- MENA: <https://www.dentsplysirona.com/en-ae/here-for-you.html>

In the coming days, more pages with country-specific content will be launched. This helps us to stay in touch with our customers, answer their questions and guide them to relevant resources and trainings. Additionally, the Dentsply Sirona Facebook page is integrated to update and engage customers even further.

Important Note: Please include the #hereforyou as well as the link to the website (www.dentsplysirona.com/hereforyou) in your email signature. Thank you!

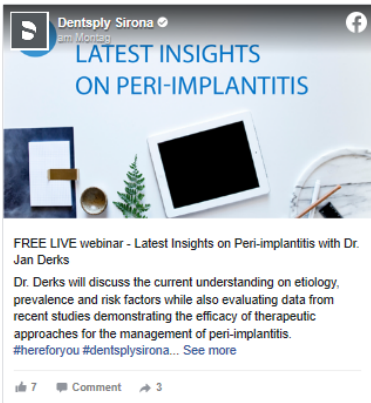


Join the Conversation
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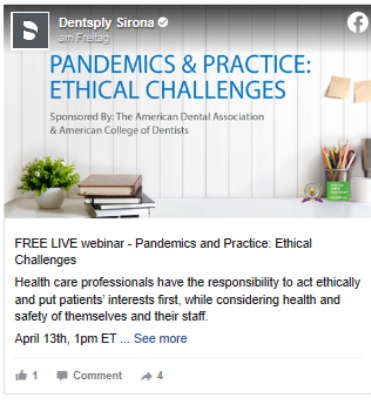
Case Selection & Clinical Considerations
 Friday April 17
 11am - 1pm CT
 with Dr. Hocine Smair & special guest Dr. Brent Bankhead

FREE LIVE webinar - Ask Me Anything (...About Aligners) with SureSmile Experts
 Join our experts live online for on-demand access to clinical applications, pro tips, tricks, and savvy techniques that can help streamline your digital workflow for better, safer, faster patient outcomes. Bring a case for review!
 #hereforyou #dentsplysirona... See more



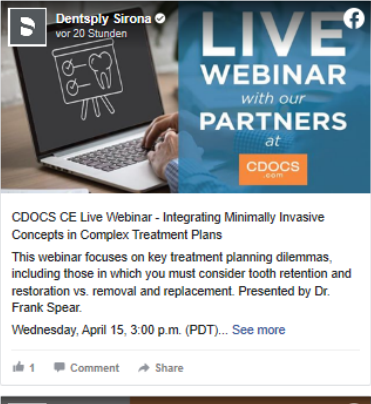
LATEST INSIGHTS ON PERI-IMPLANTITIS

FREE LIVE webinar - Latest Insights on Peri-implantitis with Dr. Jan Derks
 Dr. Derks will discuss the current understanding on etiology, prevalence and risk factors while also evaluating data from recent studies demonstrating the efficacy of therapeutic approaches for the management of peri-implantitis.
 #hereforyou #dentsplysirona... See more



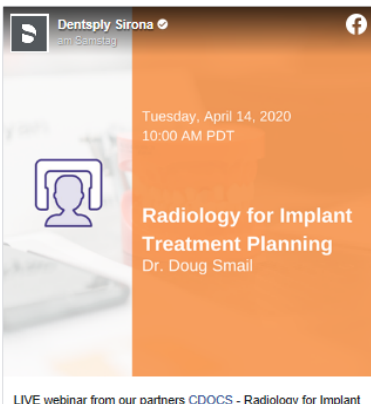
PANDEMICS & PRACTICE: ETHICAL CHALLENGES
 Sponsored By: The American Dental Association & American College of Dentists

FREE LIVE webinar - Pandemics and Practice: Ethical Challenges
 Health care professionals have the responsibility to act ethically and put patients' interests first, while considering health and safety of themselves and their staff.
 April 13th, 1pm ET ... See more



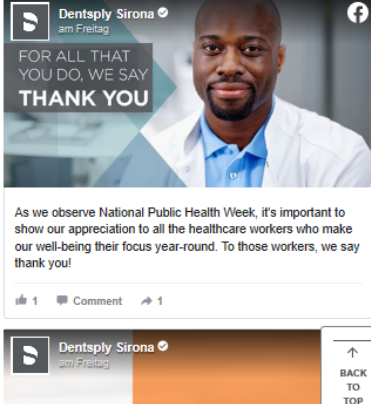
LIVE WEBINAR with our PARTNERS at CDOCS

CDOCS CE Live Webinar - Integrating Minimally Invasive Concepts in Complex Treatment Plans
 This webinar focuses on key treatment planning dilemmas, including those in which you must consider tooth retention and restoration vs. removal and replacement. Presented by Dr. Frank Spear.
 Wednesday, April 15, 3:00 p.m. (PDT)... See more



Radiology for Implant Treatment Planning
 Dr. Doug Smail

LIVE webinar from our partners CDOCS - Radiology for Implant



FOR ALL THAT YOU DO, WE SAY THANK YOU

As we observe National Public Health Week, it's important to show our appreciation to all the healthcare workers who make our well-being their focus year-round. To those workers, we say thank you!

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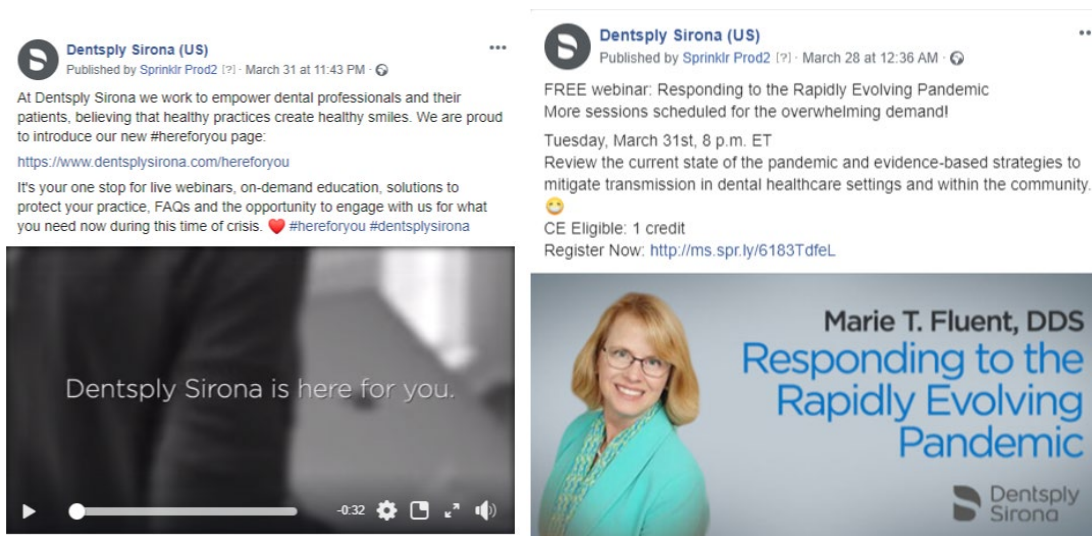
In addition to keeping our customers well informed on the new 'Here for you' section of our website, we are providing world-class educational content, which our clinical education team is producing. To help spread the word, Dentsply Sirona's Social Media channels are an ideal platform.

According to the Company's social media observations from March 1 through April 30, engagement was impressive. After the beginning of the COVID-19 pandemic, there was increased activity on the social media channels.

United States Social Media Reporting

During March and April, the Company's social media channels from in the United States saw a very strong 1.5 million overall post reach (the reach describes the number of individual users who have seen the published content). So far, there was a strong 17,600 post engagement with our customers regarding likes, comments and shares on the social media channels.

The best performing posts on the US Facebook page were the #hereforyou videopost, with which we promoted the launch of the #hereforyou website, and the webinar, "Responding to the rapidly evolving pandemic."



The webinar was so successful, that the Clinical Education team needed to schedule additional sessions due to the overwhelming demand.

The top channels concerning the user engagement (likes, comments and shares) by our customers for the United States are LinkedIn (with 50% of all engagements), Instagram (28%), Facebook (20.1%) and Twitter (1.8%).

Global Perspective on Social Media Channels

From a global perspective, there was a very strong 3.8 million overall post reach during March and April, where from 2.2 million of those coming from all Facebook pages globally. We had a strong 47,900 cumulated post engagements with our customers. Our research shows, that Facebook Live videos are a significant driver of traffic.

The global top channels concerning the user engagement (likes, comments and shares) by our customers are Facebook (52.6% of all engagements), Instagram (28.3%), LinkedIn (18.3%) and Twitter (0.6%).

