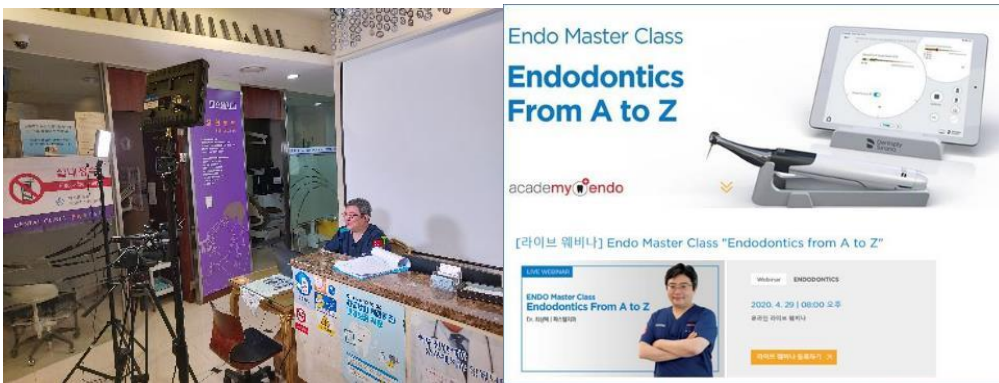


DS Korea's Endodontic Webinar creates customer demand for sales reps' visits

At the end of April DS Korea successfully started offering webinars for their customers. The first webinar session was hosted on April 29, and was already on the horizon to become a success before it even started, since pre-registrations were in great demand.



More than 800 dentists pre-registered for the “Complication & Solution for Endodontic Treatment” webinar hosted by Dr. Sungbaik Choi. The high interest and demand became even more obvious in approx. 150 direct requests from dental professionals, who asked for a clinic visit after their participation in the webinar- and the number of requests is still rising every day!

In his webinar, Dr. Choi discussed the basics of root canal treatment and introduced Wave One Gold and TruNatomy based on ProTaper Gold to the viewers. Even though the lecture was conducted only in Korean, also people from Malaysia and the Philippines showed interest.

The Korean team is currently preparing more webinars for various other topics. Also, further Endo webinars are being planned, which will be held by several different speakers once a month.

The feedback from participants proved the success of the first webinar of this series:

- It was a very informative lecture in the situation of limited movement due to the COVID-19. It was especially effective for dentists living in non-city areas like me.
- After I listened to the online webinar, I wanted to take an offline lecture that included a more hands-on approach. Please make a lecture that includes practice when the other conditions improve.
- Is there any special promotion package related to the product introduced in the lecture? I'd like to get a suggestion.
- It was very good. Please make courses related to not only ENDO but also other treatment subjects.

