

# Dentsply Sirona empowers women in dentistry through innovation and education

**In view of the International Women's Day on March 8, 2019, the world is focusing on gender equity and raising the visibility of women and their accomplishments. As the world's largest manufacturer of professional dental products and technologies, Dentsply Sirona is at the forefront of understanding and addressing the needs of its customers – and especially dedicated to supporting women in dentistry. With its pioneering programs for female dentists, Dentsply Sirona aims to build leadership capabilities, accelerate career development and provide camaraderie among like-minded professionals.**

**Bensheim/Salzburg, March 8, 2019.** In accordance with the goals of the International Women's Day under this year's campaign theme #BalanceforBetter, Dentsply Sirona's global empowerment program is an essential driver of promoting the interests of women within the dental industry. Worldwide, hundreds of women have already participated and benefited from these activities. "We want to empower all women in dentistry with the most engaging clinical education and comprehensive dental solutions. And we want to do all we can to support and empower women— professionally and personally" says Terri Dolan, Chief Clinical Officer at Dentsply Sirona. "We offer several outstanding and diverse programs that are tailored to the needs of women dentists, hygienists and technicians around the world."

Programs that Dentsply Sirona sponsor for the advancement of women include:

### The Woman Workshop: Beauty in Everything

The first Woman Workshop for female dental technicians took place on November 22, 2018 in Berlin. This program focused on dental and technical analysis for perfect aesthetic results. In addition, the workshop included basic knowledge about personality development for women on the job as dental technicians and how to improve their communication skills as they interact with dentists.

### Women in Dental Technology (WIDT) Breakfast at the Chicago Midwinter Meetings

The annual Women in Dental Technology (WIDT) Breakfast has become a sought-after event for female dental industry leaders attending the Chicago Dental Society's Midwinter Meeting. The event took place on February 21, 2019, in Chicago for the seventh time, with Dentsply Sirona serving as one of the exclusive sponsors. With more than 80 participants, the event aims to raise industry leaders' awareness of women in

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### About Dentsply Sirona:

Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies, with over a century of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world class brands. As The Dental Solutions Company™, Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better, safer and faster dental care. Dentsply Sirona's global headquarters is located in York, Pennsylvania, and the international headquarters is based in Salzburg, Austria. The company's shares are listed in the United States on NASDAQ under the symbol XRAY.

Visit [www.dentsplysirona.com](http://www.dentsplysirona.com) for more information about Dentsply Sirona and its products.

dentistry, as well as highlight their roles as speakers at conferences and other industry events. Furthermore, it provided an excellent opportunity for colleagues to network, exchange experiences and forge business connections. "It's about women supporting women. I truly believe this is what women at Dentsply Sirona are doing for each other," explained Tiffany Readinger, Senior Business Development Manager at Dentsply Sirona.

### **Dentsply Sirona Smart Integration Award**

The Smart Integration Award aims to honor women in dentistry who are interested in an optimum workflow at their treatment centers as well as digitization and the integration of new technologies. Through March 15, 2019, applicants can submit for the Smart Integration Award by sharing their ideas relating to the convenient, efficient design of work processes, describing treatments or diagnoses that have truly impressed their patients and outlining what they consider to be the most efficient treatment process in future practices. Winners can take part in Dentsply Sirona's Expert Development Program 2019, which consists of training sessions, workshops and seminars on numerous specialist subjects related to treatment centers.

### **EPIC Women's Dental Meeting**

EPIC stands for Educate, Practice, Innovate and Connect, and describes the goals of this program for female dentists. In 2019, the event is planned for the third time already, from July 26- 27, in Charlotte, North Carolina. It is an exclusive program for female dentists and CEREC® owners combining clinical breakout sessions, organizational and product insights, as well as networking opportunities.

### **WIN – Women Inspired Network**

The Dentsply Sirona Women Inspired Network (WIN) was founded in 2016 and focuses on accelerating career growth for female talent across the organization. The Network looks at ways to enhance engagement and effectiveness for our female leaders and nurtures and supports the development of their skills in areas where women typically face career barriers. Over the course of their 12-month learning journey, participants continue to develop a set of tools through virtual learning that they can utilize as they lead themselves and their teams. To date, a total of more than 100 women across 16 countries are part of WIN and the Network continues to grow.

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## IMAGES

are available for [> download](#) on the website.



*Fig. 1: Tiffany Readinger, Julie Mroziak, Maureen MacInnis, Erin Kinder and Sarah Young (f.l.t.r.) are Dentsply Sirona colleagues who attended the Women in Dental Technology Breakfast in February 2019, in Chicago, USA.*



*Fig. 2: The Woman Workshop in Berlin: dental technicians working with Celtra Press and Celtra Ceram*



*Fig. 3: The Smart Intergration Award 2019 from Dentsply Sirona*



*Fig. 4: Dentsply Sirona WIN: 32 women from 16 countries embarked on the current 12-month program by attending a four-day event in Dallas, USA*