

Inaugural EPIC Women's Dental Meeting concluded with great success and a new community of powerhouse practitioners

CHARLOTTE, N.C. (August 2, 2018) –Dentsply Sirona welcomed a group of passionate female dentists and CEREC® owners to attend the very first EPIC Women's Dental Meeting in Charlotte, North Carolina, July 27 and 28 at the new Dentsply Sirona Academy. Combining clinical breakout sessions, organizational and product insights, camaraderie among like-minded professionals, and a keynote by a best-selling female author and entrepreneur, this meeting proved to be an event those in the industry have been awaiting.

"The intent behind EPIC was to not only bring together female practitioners from all over the country for two days of education and networking, but to help foster a community that will develop into a national and global phenomenon," said Linda Gehringer, Vice President of Sales, CAD/CAM and Imaging.

The first day began with Maureen MacInnis, Senior Vice President, Chief Human Resources Officer and Communications at Dentsply Sirona, illuminating the company's position on equality and the importance of recognizing the current industry climate and growth. Later in the morning, best-selling author, psychologist, and podcast and TV host Christine Hassler spoke to attendees about avoiding expectation hangovers, maintaining self-care tanks and managing your expectations of others. Her interactive session was thought-provoking, and attendees lined up for photos and autographs directly following her lecture.

After lunch, Alisa Finocchiaro, Global Marketing Manager Implantology, presented a look forward for CEREC. Then, Ragan Hartman, an executive coach and President of Fortune Management of Tennessee and of Alabama, shared her time management secrets and the benefits of planning up to one year ahead.

Dr. Kristine Aadland concluded day one's sessions sharing why she chose dentistry, her journey in growing her practice and highlighting the new features available in the CEREC Software 4.6, which will be available later this year. Dr. Aadland is a cerecdctors mentor and owns her own practice in Vancouver, Washington. Later in the evening, attendees had the choice to attend one of two interactive dining experiences- both offering an environment encouraging of light-heartedness and collaboration.

Day two wrapped up with two more educational sessions, the first led by Dr. Mona Patel. She focused on the prominence of office design in acquiring new patients and the patient experience as it pertains to patient retention. Dr. Patel revealed how she completely renovated

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her practice- both aesthetically and digitally- in Whitefish Bay, Wisconsin, to suit the needs of herself, her staff and her patients, and how it has positively affected her business. Dr. Sarah Jockin was the last to speak at EPIC and she did not disappoint. Dr. Jockin of Lake Park Dental in Lutz, Florida, shared numerous challenging cases she's encountered throughout the years, prompting attendees to share their own experiences.

Dentsply Sirona is committed to the continued development of EPIC and intends to host another event in 2019. For those who are interested in getting involved, please contact events@dentsplysirona.com and stay tuned for future announcements.

Images



Figure 1: EPIC Women's Dental Meeting attendees on Day 1.



Figure 2: Dr. Shivi Gupta (left) poses for a picture with keynote Christine Hassler.



Figure 3: Dr. Kristine Aadland spoke to attendees about why she chose to become a dentist, her journey in growing her practice and highlighted the new features available in CEREC Software 4.6.



Figure 4: Maureen MacInnis and Linda Gehringer kicked off the meeting with palpable excitement.

