

Smart Integration Award: Dentsply Sirona honors visionary treatment concepts from female dentists all over the world

The Smart Integration Award highlighted innovative ideas, successful concepts, and visions revolving around the concept of networked treatment centers. On November 21, the awards ceremony for the competition run for the first time by Dentsply Sirona, which focuses on the expertise of women in dentistry and Dentsply Sirona's intention to integrate this expertise more closely into the development of new products, took place in Heidelberg.

Bensheim / Salzburg, November 25, 2019. The topics ranged from voice control for future treatment centers, visualized therapy plans for enhanced patient communication and intraoral cameras with artificial intelligence to a fully networked dental practice with the treatment center as the focal point. The 24 prizewinners of the first Smart Integration Award by Dentsply Sirona impressed the jury with creative ideas and impressive success stories about efficient, convenient work processes at the treatment centers.

The entries from all over the world included image collages, presentations, photos, and essays demonstrating innovative approaches to the optimally networked practice of tomorrow, while at the same time integrating patients in the best conceivable way. An international jury of experts, which included both members of the Dentsply Sirona management team and external experts, was responsible for evaluating the ideas and concepts that were submitted.

Women are making their mark in the world's dental industry

The awards ceremony was staged at "level 12", the Heidelberg Print Media Academy's event location, with the gloriously picturesque view of Heidelberg Castle in the background. The prizewinners traveled to Heidelberg from Germany, United Kingdom, France, Switzerland, Norway, Finland, and New Zealand.

In terms of product development, Dentsply Sirona focuses on the customers, and has recognized the fact that more and more women are seeking to qualify as dentists. Currently, in many countries, over 50 % of the people studying dentistry are women. And the tendency is growing. In order to develop solutions that are perfectly coordinated to meet the customer's requirements, Dentsply Sirona involves dentists in the development of new products relating to the treatment center, right from the beginning.

"Women are making their mark in the world's dental industry. In order to develop products that are perfectly coordinated to the needs of dentists, we want to integrate a broad range of expertise in our product development process, right from the start. We are very pleased to have

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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. Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better and safer dental care. Dentsply Sirona's headquarter is located in Charlotte, North Carolina. The company's shares are listed in the United States on NASDAQ under the symbol XRAY.

Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.

been able to attract more dedicated dentists to our expert network, in the form of the participants," says Susanne Schmidinger, Vice President Global Brand Marketing and Clinical Affairs at Dentsply Sirona Equipment & Instruments. In this way, individual customer requests have already been implemented in the current product generation of the treatment centers Teneo, Sinius and Intego.

Exclusive education with the Expert Development Program

As members of the Smart Integration Network, the winners are entitled to participate in an exclusive education program. It consists of training sessions, workshops, and seminars that cover numerous specialist subjects relating to treatment centers, and it should enable them to exploit the full potential of technological developments.

The first Expert Development Program event took place directly after the awards ceremony on November 22 and 23. At the DS Academy in Bensheim, the issue of "Smart Integration" was the focal point of the matters that were dealt with. The lectures and practice sessions were mainly dedicated to the question of how treatment processes can be optimized through networking and digitalization, and how they can be made more efficient and ergonomic in day-to-day practice. Another topic of discussion was the technical requirements that the digital practice of tomorrow will have to meet, and the obstacles that it will have to overcome along the way. The program also offered the opportunity for exchange between the participants themselves, and between the participants and the Dentsply Sirona experts. Group Vice President Equipment & Instruments, Michael Geil: "Feedback from the practices is an important factor for us, in order to allow the requirements of our customers regarding the digital treatment workflow of the future to influence our product developments. This is the only way to expand our leading position in the area of Smart Integration." The second day of the course concentrated entirely on the professional career: with training courses on goal-oriented practice management, employee motivation, team-building measures and leadership skills, as well as an intensive course on presentation techniques.

Smart Integration Network: Innovation through expertise of users

Dentsply Sirona's expert "Smart Integration Network" program specifically integrates the practical and therefore the expert knowledge of dentists, in order to develop innovative solutions. The members of the network of experts support Dentsply Sirona with their specialist knowledge in an advisory capacity or through direct exchange. The main focus is on practical applications in the area of the intelligent, networked treatment center as an essential component of smart, integrated practice workflows.

You will find all of the Smart Integration Award 2019 prizewinners at:

<https://lp.dentsplysirona.com/de/smart-integration-award.html>

You can find out more about the "Smart Integration Network" expert

program at: <http://www.dentsplysirona.com/expert-development>

IMAGES

are available for > **Download** on the website.



Fig. 1: The prizewinners at the Smart Integration Award ceremony in Heidelberg.



Fig. 2: The Smart Integration Award 2019 from Dentsply Sirona.

