

Dental Industry Initiatives During COVID-19

Dr. John O'Keefe, Director of Knowledge Networks CDA, hosts a Q & A with key industry professionals to see how they have adapted to the COVID-19 crisis, and asks what initiatives they have introduced to help support dentists in Canada and across the globe.

PARTICIPANTS

Susanne Currie, Country Manager at Procter & Gamble Professional Oral Health
Christof Bissdorf, General Manager at Dentsply Sirona Canada
Peter Jagoon, VP Ontario, Atlantic Canada and Strategic Markets at Sinclair Dental
Dr. John O'Keefe, Director of Knowledge Networks, CDA

WHAT ACTIVITIES HAVE YOU BEEN ENGAGED IN OVER THE LAST COUPLE OF MONTHS TO SUPPORT THE DENTAL TEAMS ACROSS CANADA AND THE GLOBE?

CHRISTOF BISSDORF
Dentsply Sirona

- Given our large global footprint, we've adapted many of our production sites to produce disinfectant liquids, as well as print face shields and mask components.
- We've upped our game with respect to webinars and digital learning, reaching more than 100,000 people across the globe. In Canada alone, more than 10,000 professionals have taken some sort of online education with us.
- We've spent a lot of time working with dental offices to make sure that equipment that has been sitting idle for weeks does not break down when offices reopen.

SUSANNE CURRIE
Procter & Gamble

- P & G are stepping up as a *Force for Good* in this time of crisis.
- We've adapted manufacturing sites in Canada and around the globe to give them the capability to create PPE and sanitizer.

- We are donating product to the front lines to ensure that everybody has the protection they need.
- Locally, we have been focussed on donating product to dental professionals.
- Donated to CDHA to give financial support to their membership.
- We are also financially supporting the RDHU by covering two quarters of what would normally be a paid membership.

PETER JUGOON

Sinclair Dental

- Given that we service 14,000 dental offices across Canada, we were affected nationally by this crisis.
- But we have been very quick to pivot from being a dental supply company to reassemble ourselves. For example, we have created a team to help source PPE products.
- We are holding key seminars on topics that are important and relevant to our customers. Answering key questions and helping customers with concerns such as HR and accounting.
- We have been able to quickly source millions of dollars of PPE inventories, as well as source new products such as thermometers, which are now essential in dental offices.
- We have managed to accomplish this in a matter of days, when it would usually take 3-6 months.

ARE THERE ANY NEW INITIATIVES THAT WE CAN LOOK OUT FOR?

CHRISTOF BISSDORF

Dentsply Sirona

- Launched the *Here for You* web page that gives dentists all the answers they need for going back to work.
- Our priority is to keep everybody safe and secure and to be there for dentists as much as they need us, while still valuing their time.

SUSANNE CURRIE

Procter & Gamble

- We want to find ways to partner and continue to help dental teams as they are returning to work.
- We are coming up with an initiative for the hygiene teams – about empowering themselves and taking back their workplace after this crisis.
- We're also looking to share our extensive knowledge on what the consumer wants and thinks. On what it is going to take to rebuild trust and visit value as offices reopen. As part of a recovery strategy, dentists will be able to use this insight into patient experience to make sure that patients book what they need and get healthier between visits.

PETER JUGOON

Sinclair Dental

- We are focussed on helping dentists understand what is available and what they need to reopen successfully. We don't have all the answers, but we're working as a collective team with the regulatory bodies and the provinces that have already reopened.
- Currently we are hosting seminars for dentists across Canada on how to reopen.
- We have recently rolled out a new tool called the Enterprise Dental Management System (EDMS), which helps dentists extract data from their system to understand where they need to focus first to rebuild their practice and get revenues restored.

IS THERE AN ENDURING LESSON THAT YOU WILL CARRY FORWARD FROM THIS CRISIS?

CHRISTOF BISSDORF

Dentsply Sirona

- This situation has brought out the best in us. Humankind is incredibly resilient, creative and kind. Our environment has always changed, but humankind has always managed to adapt.

SUSANNE CURRIE

Procter & Gamble

- It's easy to be afraid. Things have happened that are unimaginable, and nobody has the answers. At a time like this it is important to have a purpose. P & G has been incredibly focussed on the purpose of touching and improving lives. Our purpose has really rallied behind *Force for Good*. If we stay positive and leverage our strengths, we will find big ideas and ways to move forward.

PETER JUGOON

Sinclair Dental

- Our industry is highly relational. We deal with the dental office, our suppliers and internal teams every day. And for the first time ever, we're not able to shake each other's hands. It is important that we do take the simple interactions we have for granted. As life comes back to normal, I think we are valuing each other more and appreciating the things we take for granted.