Dentsply Sirona World as a top-class virtual event: Excellent dentistry for a healthy smile

Press Contact

Anna Bruns

Corporate PR Manager

Fabrikstraße 31

64625 Bensheim, Germany

T +49 (0) 6251 16-2293

Anna.Bruns@dentsplysirona.com

Kerstin Schicha

Edelman GmbH

Schöneberger Straße 15

10963 Berlin, Germany

T +49 (0) 30 2218290-70

Kerstin.Schicha@edelman

http://www.edelman.com

Marion Par-Weixlberger

Vice President Public Relations & Corporate Communications

Sirona Straße 1

5071 Wals bei Salzburg, Austria

T +43 (0) 662 2450-588

F +43 (0) 662 2450-540

marion.par-weixlberger@dentsplysirona.com

**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](https://www.globenewswire.com/Tracker?data=H97WicgzG_xFpTdBIif_-p2x1L1RbXqW3Uq-ulnMhNJ3BMN94ZMBad6NkshrN74sA1UXTZDP2YWPaV1yUwIYAWYuwTJlwnjChzzdpgGH3w8=) for more information about Dentsply Sirona and its products.

Press Release

**From November 13 to 20, 2020, the ultimate dental meeting Dentsply Sirona World takes place as a very special virtual event. With more than 70 courses and six surgeries performed by specialists, dental professionals can receive an overview of the current state of the art in dentistry. The virtual forum offers the opportunity to earn CE continuing education credits across nearly all dental disciplines, including digital dentistry and practice management. The keynote lecture by Simon Sinek was a real highlight at Dentsply Sirona World. Simon is a motivational speaker and the author of bestseller “Start With Why.”**

**Charlotte/Bensheim, November 16, 2020.** Extraordinary times require extraordinary decisions. This year Dentsply Sirona World, the ultimate dental meeting, takes place virtually, finding a new home on the internet for this week.

Last week’s opening event prepared the participants for an exciting program. Don Casey, CEO of Dentsply Sirona, emphasized in his speech how essential dentistry is to people's general health. He encouraged the participants to take advantage of the wide range of educational trainings offered by Dentsply Sirona World to take their own practices to a new level: "Digital products and solutions offered by Dentsply Sirona will provide essential support in this process.”

The participants were also inspired by the non-dental world. In conversation with Dr. Sameer Puri, Vice President for education ad CDOCS, Simon Sinek, a world-famous author, management consultant , podcaster and TED talker, developed a true firework of motivation. He achieved great popularity with his 2009 book “Start With Why” and most recent release, “The Infinite Game”.

All sessions are offered on-demand, allowing participants to take advantage of all 70 courses at their leisure as many times as they would like through November 20. Well-known speakers in 12 specialist areas will shed light on exciting topics. These range from digital dentistry and extraoral/intraoral imaging to implant dentistry, orthodontics, endodontics, restoration, hygiene, and practice management. The individual sessions offer different levels of training, from basic to intermediate and advanced. Participants can create their own training program. Almost all courses offer the opportunity to earn CE continuing education points.

"I am very pleased to share my passion for hardware and software solutions with colleagues," says Dr. Meena Barsoum, dentist from Chicago. "One focus will be, for example, on how we as dentists can use Teledentistry to provide virtual remote examinations and consultations."

**Experience complete workflows in surgery**

In addition, from November 15-20, a new surgery presented by an industry KOL will be featured daily on the Dentsply Sirona World website. These will include, amongst others, the digital workflow for implant therapy in the esthetic zone with Dr. Farhad Boltchi, the design of zirconium restorations in a single visit from Dr. Michael Skramstad, and the question of which methods can be used to successfully carry out endodontic treatment featuring Dr. Diwakar Kinra.

“Especially under these special circumstances, we want to guarantee our customers maximum safety during educational trainings. We are therefore pleased to support them via digital channels with everything they need to provide their patients with superior dentistry and ultimately help them achieve a healthy smile," said Eric Bruno, Senior Vice President for the Regional Commercial Organization (RCO) North America at Dentsply Sirona. "In addition to our innovative products and solutions, this includes educational events such as Dentsply Sirona World, which will be an extraordinary experience for participants".

**Demonstration of smart workflow solutions for everyday practice**

During the break-out sessions, the latest innovative solutions from Dentsply Sirona will also be presented. These include procedural workflows and the newest advancements in digital dentistry, such as:

Axeos, the extraoral X-ray unit with Dentsply Sirona's largest field-of-view 2D/3D X-ray system that delivers outstanding image quality at the low dose optimized exposure and offers greater patient comfort thanks to easy-to-use functions such as automatic height adjustment.

The Schick AE sensor is a convincing choice for intraoral X-rays due to its low dose exposure, optimized resolution and improved display of anatomical structures for a reliable diagnosis.

The innovative filling concept Surefil one is a self-adhesive, robust restoration material that combines the simplicity of a glass ionomer with the stability of a conventional composite and also has good esthetic properties.

Participants will also have the chance to experience other innovative products, such as Primescan and SureSmile Aligners. Primescan, the latest generation of intraoral scanners, is an ideal starting point for various digital workflows that further improve dental treatment in restorative and implant dentistry as well as orthodontics. Pioneered by orthodontic specialists, SureSmile Aligner treatments are designed to make anatomically correct movements that ensure long lasting results. SureSmile Aligners are designed using advanced software to ensure they fit perfectly and deliver the exact tooth movements needed to achieve great results in the shortest possible time. SureSmile provides dental professionals improved practice efficiency and an excellent patient experience.

Inspiring in style, excellent in quality and first-class in results, the virtual Dentsply Sirona World 2020 brings this claim to life for its participants. All information is available at: [www.dentsplysironaworld.com](http://www.dentsplysironaworld.com)

*Due to the different approval and registration times, not all technologies and products are immediately available in all countries.*

**IMAGES**are available for [**> Download**](http://www.sirona.com/en/news-events/press-releases-news-detail/31941) on the website.

|  |  |
| --- | --- |
|  |  |
| *Fig. 1: Donald M. Casey Jr., CEO Dentsply Sirona* | *Fig. 2: Dr. Eric Bruno, Senior Vice President for the Regional Commercial Organization (RCO) North America at Dentsply Sirona* |
|  |  |
|  |  |
| *Fig. 3: Dr. Meena Barsoum, dentist from Chicago and Key Opion Leader Dentsply Sirona* | *Fig. 4: Simon Sinek, management consultant and motivational speaker* |
|  |  |
|  |  |
| *Fig. 5: Dentsply Sirona World is the epitome of first-class dental training. This year it will also be living up to this claim virtually.* |