

## 10 QUESTIONS

A **DIALOGUE** with industry leaders to discuss what's next in dentistry

Next month:  
President of the Pride Institute,  
Lou Shuman

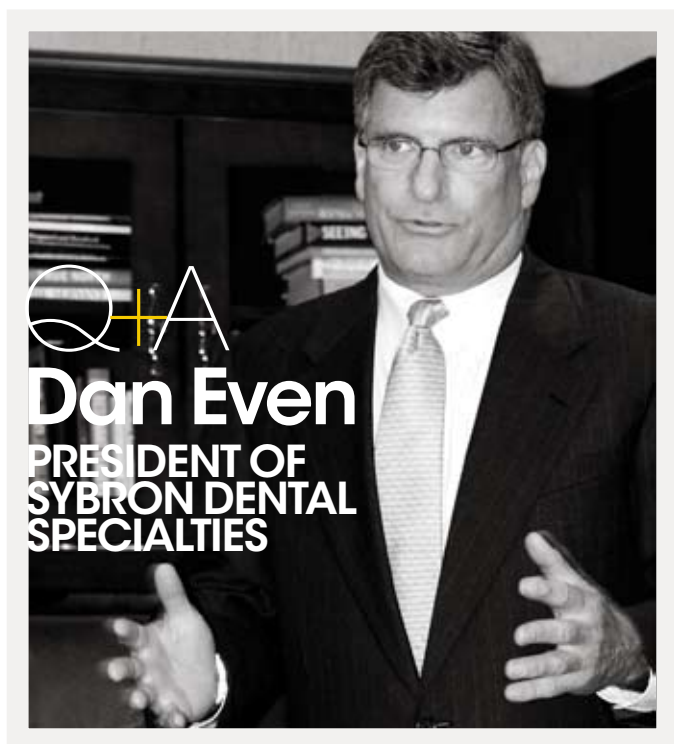


Photo: Sybron Dental Specialties

### 01 Readers seem more familiar with Sybron Dental Specialties' brands than SDS itself. Is that changing?

It's true — a lot of dentists may not know of SDS, but they'll know one of our distinctive brands. It's been a great journey for us since forming in 1993, bringing two independent companies — Kerr andOrmco — under Sybron Dental Specialties. We now have seven core business units and our goal is to leverage the strengths of *all* our different company brands.

### 02 How does leveraging the SDS brand benefit the dentist?

We offer the dentist a broad range of consumable products across many dental procedures, and our extensive portfolio makes us unique within the industry. It is a consistency throughout all our brands that inspires the doctors' confidence in the quality, service and depth of relationship that comes with our product offerings.

### 03 How do you maintain quality across the groups?

Each unit is made up of sales, marketing and R&D, customer-facing functions specific to each brand and product line. But the discipline behind quality control is in our support functions — Regulatory, Quality Assurance, HR, Manufacturing — that serve as a common foundation for all the businesses by adhering to the same processes for every product launch. This allows us to maintain the standard of excellence we strive for.

### 04 Who are your primary customers?

We greatly value our distributor and clinician partners, but everything evolves around the patient. Each business unit has a group of top clinical advisers from around the world who talk about what we can do above and beyond what may be perceived as a singular procedure. In ortho, for example, it's not just about straight teeth. How can we provide technology that treats the entire face? Our products are designed to improve patient health, beauty, appearance, and ultimately self-esteem. And, hopefully, last a lifetime!

# 10 QUESTIONS

## 05 How does that focus change the way you serve the dentist?

Our collaboration with thought leaders keeps us on the pulse of progressive dentistry. And to further improve clinical care, we provide materials to help doctors educate their patients, communicating how technologies can enhance patients' lives.

## 06 How has SDS helped dentists withstand an economy in flux?

Listening to our customers and creating technologies that support their needs is key. At Sybron we've always had a clear focus on solutions, value and efficiency. Our technologies continue to reduce chair time, increase patient comfort, and improve clinical results. We remain true to that vision, and dentists can take advantage of that now more than ever in difficult economic times *and* be successful.

## 07 Has SDS had to cut back on any of its social responsibilities in light of the economy?

Thankfully, no. We are still able to support those charities we feel so passionately about such as Give Kids a Smile and OHA Autism Speaks. We're a primary supporter of the National Children's Oral Health Foundation and are impressed by their ability to not only

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reach and alleviate pain for underprivileged children in immediate need, but also by their strong educational component that teaches children about oral care and prevention.

## 08 SDS is a global company. Do you find customers to be different around the world?

While there are cultural differences in serving a global community, patient concerns are the same wherever you go. People want beautiful smiles and quick, painless procedures that will last a lifetime. And our business is thriving because we continue to evolve with the needs of our customers.

## 09 What general trends in dentistry are you excited about?

Today's technologies are phenomenal, and I'm truly excited about what the future holds as we drive toward better and more accurate diagnosis of a problem. This industry is moving toward

more customizable products for the individual patient. Just think what that means with respect to improving the quality of care. In orthodontics, for example, this major trend has shortened treatment times, and people are visiting the doctor less frequently yet they're getting outstanding results. Implant solutions, cone beam technology, chairside CAD/CAM, intraoral scanners — these are all trends to watch as innovative ideas move our industry forward.

## 10 And what SDS-specific developments can we look forward to?

Our new technologies just introduced to the market such as patient-specific braces; nickel titanium files that can navigate almost any canal shape with minimal separation; infection prevention products; and our resin restoratives, built on decades of clinical history combined with the latest in nanotechnology. But there's much more to come in 2010. I'm as excited today as I've ever been. ●

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