

QUALITY
BEGINS
with
ME AT  **DENTSPLY SIRONA**


Elevating quality with Internal Coms at Dentsply Sirona



Campaign Objectives

1

Emphasizing the critical role of quality in Dentsply Sirona's culture and operations.

2

Increase awareness, understanding and execution of updated Quality Policy.

3

Drive mindset change and commitment across the organization, fostering individual accountability.



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Campaign Overview

Nov-Dec 2023

Updated Quality Policy

A Fresh Start

New Quality Policy development

Global Launch Readiness

Kick-off asset creation (PPT, Posters, Banners, Event Badges) and translations

Soft Launch at Investor Day – Nov. 9 in Charlotte Headquarters

Sharing new Policy with attendees: Academy, common spaces & MT offices, conference rooms display

Initial Awareness

- SC employees & QARA team meetings
- Full toolbox creation
- QARA team supporting native check on translations
- QARA updating Corporate QMS

Jan-Mar 2024

Quality Quarter Global Quality Policy Go Live

Global Launch - January 15

All Employee Communication/ Launch Video, Asset Toolbox on DS Community; Viva Engage Launch Activation Checklist for sites to 'migrate' to new policy

Physical roll-out by Feb 15

- Ensure all sites have visuals posted in common spaces, meeting rooms, leaders demonstrating the updated policy
- Business Cards Integration
- Badge integration

Education

Quality Policy Sign-Off Parties

Augmenting awareness via internal comms channels & onsite Quality Ambassadors

Apr – Oct 2024

Engagement Execution

Driving Execution

Evaluate / Prioritize / Execute Quality Improvements based on Quality brainstorming sessions (starting during Quality Quarter already)

Driving Mindset Change

Communications Campaign Roll-out incl. VIVA ENGAGE Activation

Employees engaging with new Quality Policy and the QBWM Campaign

Recognition

The Dentsply Sirona QUALITY DAY / Nov 14, 2024



THE NEW DENTSPLY SIRONA QUALITY POLICY



We deliver **best-in-class oral health** and **continence care**

We hold ourselves **accountable for quality** our clinicians and patients can count on

We strive to **improve patients' lives** every day

OUR CONTINUING AND UNWAVERING COMMITMENT TO OUR CUSTOMERS

We put the customer at the center of everything we do

We maintain an effective Quality System and comply with global requirements

We deliver safe and effective products to create healthy outcomes

We own quality and our culture of continuous improvement

We transform oral health and continence care with innovative products, solutions, & services

SIMON CAMPION
President & Chief Executive Officer

EMILY MINER
SVP, Chief Quality Officer



Tactical Planning & Realized Measures of the Campaign

1

Organizing a kick-off event with pledge signings to commit to the updated Quality Policy.

2

Hosting the first annual Quality Day with local celebrations across 43 countries and 24 manufacturing sites.

3

Conducting educational sessions around the world to emphasize the importance of quality.

4

Distributing pins, badges, and other accessories to symbolize personal commitment to quality.

5

Launching a dedicated website for employees to share stories and nominate colleagues for quality awards.
[Dentsply Sirona – Quality Website](#)

Key campaign components



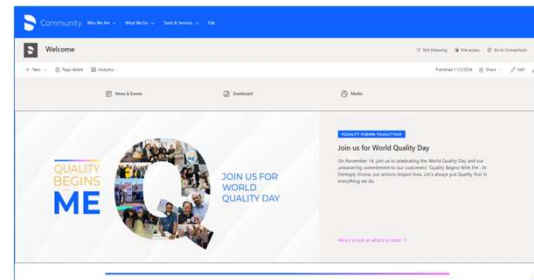
MS Teams Background



Log-in Screen



Pledge wall on-site



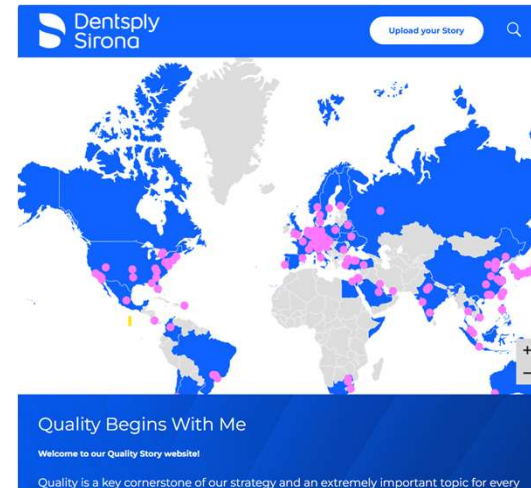
QBWM Intranet Page



Quality Policy Card in Badge



Quality Pins



Quality Website for uploading stories



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Quality Roll-Up



Mirror Sticker

Key KPIs that measured campaign success



Average time spend by user on QBWM page **3m 2 seconds**



Total number of views of page is **5661** total number of views during QBWM page lifetime



Viva Engage Posts (**68** in total): (2055 likes, 201 comments, **100 450 views** in total. While some are duplicated 7636 highest number of views for one post and 31 as lowest)



161 submissions to quality stories website that were submitted by employees around the world.



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AT 

DENTSPLY SIRONA


Thank you!

