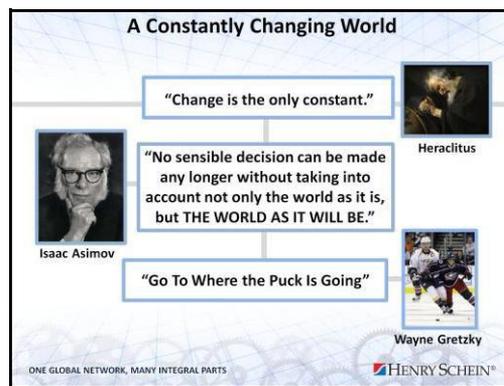




- 2013 Dentrix Business of Dentistry Conference theme –
  - “Elevating Your Practice” by using technology to:
    1. Provide the best solutions to patients
    2. Enhance delivery of care
    3. Advance practice profitability
- “Elevating Your Practice” means change –
  - but it has to be the right kind of change that is embraced by the entire dental office team.



- “Change is the only constant”
  - Greek philosopher Heraclitus (500 years B.C.)
- We live in a constantly changing world,
  - and that change extends to oral health care.
- Prevention, wellness, outcomes and technology should be our focus in a patient-centric practice.
  - This should be in combination with operating a profitable practice so practitioners can afford to invest in the practice.

Science fiction writer Isaac Asimov said:

- “It is change, continuing change, inevitable change, that is the dominant factor in society today.
  - No sensible decision can be made any longer without taking into account the world as it is, but the world as it will be.”
  - We should make our decisions based not on where dentistry is today,
    - but where we believe dentistry will be in the future.
- Or as hockey legend Wayne Gretzky famously put it,
- We should not go to where the puck is,
    - but “go to where the puck is going.”

# A History of Change and Reinvention



Henry Schein  
1932



Henry Schein 2013



ONE GLOBAL NETWORK, MANY INTEGRAL PARTS

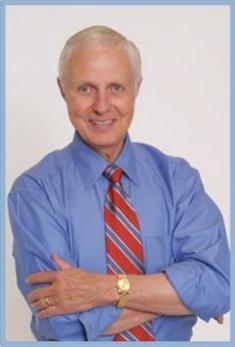
 HENRY SCHEIN®

- Henry Schein embraces change.
- Henry Schein – 81 years of reinvention
  - Leading provider of health care products and services to office-based practitioners
  - 775,000 customers
  - Nearly 16,000 Team Schein Members
  - #296 on Fortune 500
  - Fortune's World's Most Admired for the 12 consecutive years



- Our success is a result of ongoing reinvention, providing our customers with the best solutions to manage their practices.
  - Henry Schein transitioned from a mail-order dental supply company into the world's largest provider of dental products and related oral health solutions to dental practitioners and dental labs.
  - Henry Schein is the world's largest provider of dental practice management software.
    - Almost two decades ago during a time when there were hundreds of underfunded practice management companies,
    - we put financial and organizational resources behind creating the world's leading dental practice management software company,
      - both in terms of unique practice management software and clinical-based software including clinical charting and related technical services.
    - We provide the very best solutions available in the dental practice management software business,
      - and now have the world's largest installed base with Dentrix, Dentrix Enterprise, Easy Dental and others.
  - We have taken a global leadership role in the advancement of digital imaging and provide the best sensor and imaging solutions.
  - Today Henry Schein is the world's largest provider of dental X-ray sensors and 3D X-rays.

## The Future of Dentistry



**Dr. Gordon Christensen**

“The paradigm shift going on in dentistry today is the most major and significant in my long career.

**THE CHANGE TO DIGITAL IS PROFOUND.**

It is in almost everything we do in a dental practice ranging from the records we take to the crowns we seat to the medications we prescribe.

Some dentists are slower than others to change as the general population was in the year 1900. Yes, we have horses and they will slowly get us to work, but automobiles are now here.

**GO FOR DIGITAL!”**

ONE GLOBAL NETWORK, MANY INTEGRAL PARTS



- Here is what Dr. Gordon Christensen, one of the global thought leaders in the dental profession, says about change in oral health care:
  - “The paradigm shift going on in dentistry today is the most major and significant in my long career.
  - The change to digital is profound.
  - It is in almost everything we do in a dental practice ranging from the records we take to the crowns we seat to the medications we prescribe.
  - Some dentists are slower than others to change as the general population was in the year 1900.
  - Yes, we have horses and they will slowly get us to work, but automobiles are now here.
  - Go for digital!”

**The Dental Practice of the Future**

**Dental Digital Solutions Driven by Patients**



**More Patient Choices and Greater Patient Health Benefits**

**Enhanced Practice Efficiency, Profitability and Quality of Care**

**Elevating Your Practice**

ONE GLOBAL NETWORK, MANY INTEGRAL PARTS

**HENRY SCHEIN®**

- We share Dr. Christensen's perspective that
  - The dental practice of the future will include dental digital solutions that are driven by demand from the patients themselves.
  - This change to digital dental solutions is important because it will offer more patient choices and convenience and greater patient health benefits.
  - Digital dental solutions will benefit oral health practitioners by enhancing practice efficiency, profitability and the quality of care provided to patients.
  - Each person here has an important role to play in elevating your practice through dental digital solutions.
    - Certainly this is the case with dentists, but it is equally important for office managers, dental hygienists, lab technicians or any other member of the dental team.
- We are reinventing Henry Schein to be an even more valuable partner to you as you elevate your practices.



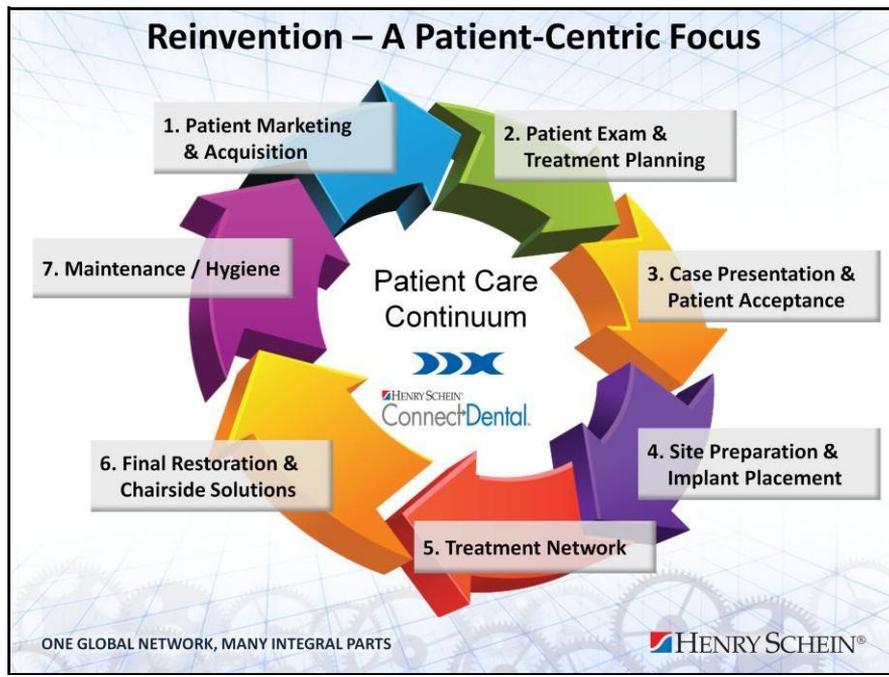
- Here is our commitment to the dental community.
- Henry Schein will be the leading provider of dental digital solutions to dental practices and laboratories.
- We know we will only achieve this if we take care of you, our customers.
- Whether you are a general dentist, specialist, hygienist, dental assistant or office manager,
  - Everyone has a unique and important part to play in the success of the practice.
- Henry Schein will be your partner as together we reinvent the delivery of dentistry.
- We want to be your best partner in caring for your patients.
  - Providing the best solutions to operate more efficient and profitable practices so you can provide high-quality care to patients
- You value solutions that enhance patients' health.
  - Our focus, like yours, is patient-centric.
  - Our goal, like yours, is to enhance patient health.



- We have the foundation of what is needed to become the leading provider of dental digital solutions to the general dentist and specialist.
- The world's leading portfolio of dental practice management solutions and electronic medical record systems

### Digital prosthetic solutions

- Connect Dental is dental restorative solutions for practices and laboratories and this represents the next advance for oral health software.
- With Connect Dental we have created a digital highway between the dental practice at chairside, the dental laboratory and our technology products.
  - Connect Dental helps to speed the flow of information, improve patient case consistency and reduce the risk of error.
- Our commitment to open architecture delivers more technology choices and patient benefits.
- We will provide the solutions that deliver the greatest patient benefits and position you to operate a successful practice.



- The complete patient-centric solution is best seen today in our dental digital offering.
- At every stage we have the best products and services needed to deliver patient benefits.
  1. Patient marketing and acquisition
  2. Patient exam and treatment planning
  3. Case presentations and patient acceptance
  4. Site preparation and implant placement
  5. Accessing the treatment network
  6. Final restoration and chairside solutions
  7. Maintenance and hygiene

**Questions to Ask Yourself Over the Next Few Days**

  
HENRY SCHEIN®  
DENTAL

Are we making the right change?

Is this change creating a solution for the future?

Does the change deliver real benefits to patients?

Are we looking at the “dental world that will be”?

Are we choosing a trusted advisor who embraces change,  
shares our focus and commitment to build our practice?

ONE GLOBAL NETWORK, MANY INTEGRAL PARTS 

- As you see the technology tools and hear from the experts at the Conference, ask yourself the following as you consider making a change:
  1. Are we making the right change?
  2. Is this change creating a solution for the future?
  3. Does the change deliver real benefits to patients?
  4. Are we looking at Asimov’s “dental world that will be?”
  5. Are we choosing a trusted advisor who embraces change, who shares our focus on the future of dentistry and our commitment to build our practice?
- After asking these questions, I hope that you will give Henry Schein the opportunity to “elevate your practice”
  - and be your best long-term partner
    - as we enter the future of dentistry together.
- Thank you.