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Date: September 3, 2015, HQ Copenhagen, Denmark

Patient Care and Digital Dentistry Workflow in Focus at 3Shape Dental Advisory Board Meeting

Copenhagen, September 3, 2015 – The 3Shape Dental Advisory Board met in Copenhagen this past week to examine ways for innovating the digital dentistry workflow, and in turn, improving patient care.

The board made digital workflow-optimization and its impact on patient care its theme for the second annual meeting of the group.

"3Shape's goal is to improve patient care. To do so, we need to make the workflow for dental professionals more efficient. That means making the digital workflow the first choice for all practitioners because of its reliability, predictability, and increased comfort for the patient," says Flemming Thorup, CEO for 3Shape.

He adds, "The 3Shape Dental Advisory Board brings together experts from every continent. Each with their own way of working. But each shares the collective goal for improving patient care. And because of that, this year's meeting was a huge success. The clinical skills of participants were not in focus. The members came instead, loaded with real practice challenges and needs. Their sleeves rolled up. As a result, together we were able to identify many innovative steps to improving patient care and in turn, tremendous opportunities for 3Shape."

The 3Shape Dental Advisory Board comprises fourteen dentists and one dental lab owner. Board members are from Australia, Brazil, Canada, China, Denmark, Germany, South Korea, Spain, Switzerland, and the USA. The group met at 3Shape headquarters in Copenhagen, Denmark on August 27-28. Leading digital dentistry advocate and practitioner, Dr. Jonathan Ferencz D.D.S. from the USA chaired the two-day meeting.

"Last year, many of the advisory board members told me that the two-day meeting was the highlight of their careers. I think we topped that at this year's meeting. There was such a strong feeling of intellectual stimulation and comradery in being a part of the next "Apple" so to speak. For a board member, it's very rewarding to know that you have a real influence on how products gets delivered to the end-user and that you are helping to shape the future of patient care," says 3Shape Advisory Board Chairman, Dr. Jonathan Ferencz.

About 3Shape

3Shape creates 3D scanning and CAD/CAM software solutions. Award-winning technology that enables dental and hearing professionals to treat more people, more effectively and with improved care. A privately-owned company, 3Shape has over 575 employees with a product-development force of more than 225 professionals. Offices and service centers located in the Americas, Asia and Europe serve customers in more than 100 countries. Company headquarters are in Copenhagen, Denmark. www.3shape.com.



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