

“IDS has great international representation”

An interview with Stanley M. Bergman, Chairman and Chief Executive Officer of Henry Schein



♦ Stanley M. Bergman

■ Fortune 500 listed company Henry Schein is the world's largest distributor of healthcare products and services to office-based practitioners. As Chairman and Chief Executive Officer, Stanley M. Bergman, has been with the company for 30 years. In *today international* he speaks about his expectations for IDS and why international markets such as Germany are key for his company's success.

Mr Bergman, what do you enjoy personally about being here in Cologne for the world's largest dental fair, the IDS 2011?

It is always wonderful to come to Germany for IDS. It is a terrific opportunity for me to meet with many of our long time supplier partners here, many of whom have German roots and a long history in this country. At the same time, as the world's largest dental fair, IDS has great international representation and provides a wonderful opportunity to connect with our supplier partners and customers from around the world.

Why is the IDS 2011 important for Henry Schein, particularly considering the global expansion of your business?

Henry Schein is rapidly expanding our business around the world. Our first European operations were established just two decades ago, in 1990, and now our international business represents more than a third of Henry Schein's total sales. IDS provides a terrific opportunity for Henry Schein to connect to our valued supplier partners, to discover new part-



♦ International visitors like these dentists from Asia increasingly attend IDS in Cologne. (DTI/Photo courtesy of Koelmesse, Germany)

ners, and to share our latest products and services with our customers and other visitors from all over the world.

With a company as large and rapidly expanding as Henry Schein, how do you maintain a

personal, individualized approach with your customers?

Providing excellent customer service is behind everything we do. We focus on professional development training for all Team Schein Members geared toward listening to customers' unique practice challenges and needs, and offering innovative and tailored solutions. With our global expansion, we believe it is essential to ensure that we understand and respond to the unique needs of each customer in every local market.

Can you tell me a bit about Henry Schein's German Dental business?

Henry Schein is the market leader in Germany and across Europe. As our largest market outside of

innovations in laboratory technology, and we expect to see that at IDS as well.

And specifically, why is it worthwhile for your customers from all over the world to visit the Henry Schein booth at the IDS 2011 in Cologne?

We very much look forward to displaying the great quality and selection of Henry Schein's own brands at our two booths at IDS: At Hall 10.2, booth L040, M048 and M049; and at Hall 4.2, booth M060 and N060. We are also very excited to unveil a new look for Henry Schein Dental at IDS.

The new design of our booth is focused on providing the most customer-friendly and comfortable envi-

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North America, our valued customers in Germany are served by our largest field sales and technical service team. We have more than 1,000 Team Schein Members at Henry Schein Dental, 38 Henry Schein Dental locations and 17 University shops, and we just recently opened our new headquarters in Langen. We are proud to offer a broad selection of equipment and consumables and the extensive services of consultants, technical specialists and technicians to dental practitioners, laboratories, and clinics throughout Germany.

What trends and innovations are you most excited about at IDS this year?

Technology-driven products like digital X-ray, CAD/CAM, dental lasers, 3-D imaging systems, practice management software systems, and electronic medical records are the future of the dental market. These products will enable dental practitioners to streamline the efficiency of their practices while continuing to provide high-quality care to patients. There are also some exciting trends and

ronment for our visitors to learn about the innovative products and services that we have to offer. As always, Henry Schein's booth will feature the latest innovations in technology and products, and services for dentists. Some of the highlights include Endovations SAF, alphatech implants, and Henry Schein Financial Services. In addition, the Henry Schein Dental booth will also be surrounded by the booths of our exclusive supplier partners. Our sales representatives and specialists will be there to present Henry Schein's offerings, and to introduce our customers to the booths of our supplier partners as well.

We also invite customers and other visitors to visit our booth to learn more about Henry Schein Cares, our global corporate social responsibility program, and to learn about our social outreach activities to enhance access to care and “help health happen” for underserved populations around the world.

Thank you very much. ◀

AD

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