



March 17, 2020

To Our Customers and Partners,

We continue to monitor the most recent development and official announcements on COVID-19. Each day is fluid and brings a different perspective. While we remain optimistic on seeing its end sooner than later, we are implementing internal and external measures to stay vigilant, remain operational to the extent that makes sense, and most importantly, mindful of our employees, their families, and your well-being.

Here are a few of our response initiatives in place:

#### **Business Operations**

- We are going to remain open to continue, as much as practicable, to serve our customers who rely on us, being vigilant in our interactions.
- As a dental device company, we have always held our cleanliness measures to the highest standard. We have stepped up provision of industrial grade cleaning supplies available to all employees, encouraging constant cleaning of individual workspaces and equipment, having our cleaning crew come more often and vetting their own cleaning supplies.

#### **Interactions**

- Utilizing online platforms for meetings and other business interactions that typically occur as personal meetings.

#### **Courses and Travel**

- Adjusting scheduled events within the next 60 days. We have recently transitioned our March 20<sup>th</sup> and April 17<sup>th</sup> mini implant courses to an eLearning (Distance Learning) format. Please visit our Education page for specifics: <https://www.sterngold.com/courses>
- Continuing and adding to all our webinar learning opportunities. We have just reinforced our webinar schedule for Mini Implant Treatment and Digital Dentures. Please visit the courses page for the latest information.
- Closely evaluating our upcoming travel schedule covering the next 60 days, determining the necessity of live participation.

#### **Communication**

- Actively sending out email communication, as well as, having our Customer Service team reach out to customers who register for courses, concerning format alternatives.
- Actively posting on our owned media: website and social media channels, any new developments affecting our customers and partners.
- Continuing to monitor all contact channels to answer questions: website chat feature, customer service email, and telephone inquiries.

If you have any questions or concerns, please reach out to: [info@sterngold.com](mailto:info@sterngold.com) or call 800-243-9942.

We share your concern for the health and safety of the world community. On behalf of the entire company, we are diligently doing everything possible to remain operational during this situation. Thank you for helping do your part. We wish you, your loved ones, and dental families, continued good health and safety.

Sincerely,

Gordon S. Craig III  
President and CEO