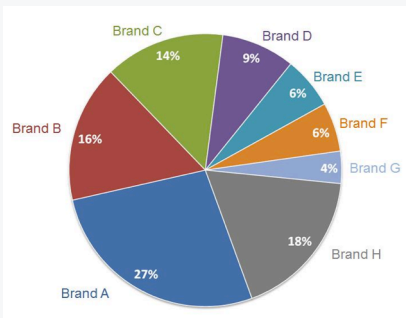


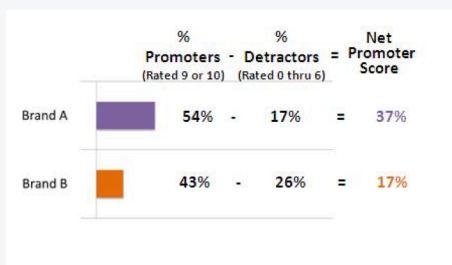
Value Proposition

The effectiveness of this report lies in the data captured from hundreds of U.S. dentists. The report provides robust, quantitative, and statistically valid information with end-user reported market share and brand health measurements. This data allows companies to build solid business strategies and tactics from accurate information collected directly from the customer.

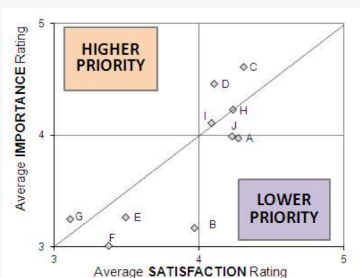
Market Share



Primary Brand Equity & Loyalty Scores



Product Attribute Gap Analysis



2016 Dental Products Market Assessment & Brand Equity Report

Overview:

The Key Group, a leading global healthcare market research firm specializing in primary research, web-centric surveys, and market intelligence is pleased to announce the release of its 2016 U.S. Dental Products Market Assessment and Brand Equity Report. This biennial report builds on the 2014 Dental Products Brand Equity Report with the addition of several new product categories. Below is a brief summary of the contents:

Publication Date: September 2016

Methodology:

The information captured in the report is collected from 300 random dentists from across the United States. The respondents completed a web-based quantitative survey.

Procedures:

Volumes & Expected Change

- Crowns, Bridges & Inlays/Onlays
- Implants
- Dentures
- Impressions
- Direct Restorations
- Root Canals
- Prophyls/Cleanings
- Fluoride Treatments
- Whitening
- Ultrasonic Scaling
- Bone Regeneration

Equipment:

Inventory & Purchase Intent

- Intraoral Scanners
- CAD/CAM Systems
- Lasers
- X-Ray, & Digital Radiography
- Operator Chairs
- Operator Lights

Overall Assessments:

- Purchasing Influencers
- Media Vehicle Effectiveness
- Marketing Vehicle Effectiveness
- Advertising & Sales Visit Recall

Product Categories:

- Impression Materials
- Restorative Materials - Composite*
- Restorative Materials – G.I.
- Temporary C & B Materials*
- CAD/CAM Materials
- Curing Lights
- Handpieces
- Cements - Composite* & G.I.
- Adhesives/Bonding Agents
- Temporary Cements
- Burs - Carbide & Diamond
- Endodontic NiTi Files
- Finishing & Polishing Systems
- Prophy Paste & Angles
- Fluoride Varnish
- Sealants
- Oral Rinses
- Power Scalers
- Tooth Whitening- Take Home
- Tooth Whitening- In Office

Brand Analysis:

- Market Shares
- Likelihood to Recommend
- Net Promoter Scores
- Attribute Importance & Satisfaction*
- Product Attribute Gap Analysis*

Key Group Overview:

The Key Group, Inc. was founded with the goal of providing global healthcare businesses with contemporary market research information and actionable insights that management could rely on to develop and implement tactics to achieve their strategic and financial objectives. The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs. Their success is built around senior leadership with decades of client side global brand or business unit management and market research experience.

For more information: 800-816-5391 or info@keygroupresearch.com

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