

COLGATE WEBINAR – PRACTICE MANAGEMENT BY DEPARTMENT OF COMMUNITY DENTISTRY

An education should involve learning life skills that a person will carry with them after college in order to navigate relationships and careers and be a well rounded, successful person. Though high school and college are excellent in teaching many valuable skills , our current academic curriculum doesnt teach many aspects necessary to succeeding and thriving in life in general .

Colgate has always believed in empowering dental professionals from around the world with science based & experienced-backed solutions that support them as they build their careers & provide advance oral care to their patients. To achieve this, Colgate has plethora of activities for dental students to help them in their Professional growth: Some of them are Future Dental Professionals programs, Department meets, Webinars, Dental camp support, Sponsorships, IDA-Colgate merit awards for the top rankers Etc....

To understand what exactly the students want, they conducted a survey to gather insights on their behavior to explore various resources which they seek/refer to enhance their knowledge to excel in their academics & how Colgate can provide this information to them. As it was expected, students were seeking external resources like various dental websites, journals, blogs etc to learn about dentistry & keep in touch with their peers & experts. They want to have access to rich, validated scientific content, tutorial videos, PPT presentations etc. to stay updated always.

They want to have a platform where they can share their own work, achievements & knowledge with fellow colleagues. They are also actively seeking guidance from the experts, internship opportunities. In summary they are seeking Social networking, Professional networking & knowledge pool to help them grow in their careers.

Hence Colgate brings them this novel idea of Colgate Future Professionals website, which has amalgamation of all the features which students are looking for. It is a digital platform that allows students to have access to resources that would help them in enhancing their Professional growth & network with peers & experts

The site has great features which will definitely help students to connect, exchange & interact with each other. All they have to do is register on the website & enjoy its

benefits. Other Student profile section helps them connect with students from different colleges & network with them

Ask the Expert section helps them Connect with experts on any queries related to dentistry, they can also seek Career Guidance, Opportunities after BDS & many such topics. This section will also have contributions from the experts on various topics for ready reference

Games & Quizzes help the students to test their dental knowledge. Share Knowledge helps them read articles, blogs & view videos shared by other colleagues, Internship, the most interesting & desirable section will help them find for opportunities in their city.

They can also stay connected with upcoming events by Colgate & other Dental associations through this corner. There are many topics which a student can't learn as part of their regular curriculum & these are important for their professional growth: For e.g Managing clinic finances , Handling anxious patients, Soft skills etc...

Contest: #whatyoudon'tlearn

Fun way to understand from students #what they would like to learn OR how Colgate can help them to learn these topics & hence excel in their career. Students will have to mention in simple words, what one doesn't learn in dental college. The most 25 creative answers were given the prizes.

So keeping this in mind a webinar was conducted in Tagore dental college sponsored by colgate future professionals on 4/4/18. Their official website is an excellent meeting place for dental students to interact, participate in various contests and quizzes and it serves as an outstanding platform for exchange of knowledge. Totally 275 students actively participated in the programme and registered in their official website. An online lecture was given and a colgate kit was provided to everyone who participated. The students also actively participated in an online contest #what you don't learn wherein one could give their thoughts in the form of attractive eye-catching slogans. And finally we took a group photograph and uploaded it in their

official website. We thank our Principal, management and the colgate team for this wonderful initiative