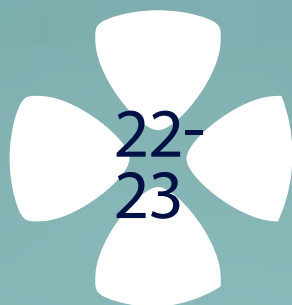


# THE Scandinavian Way

COLOSSEUM DENTAL GROUP



*Healthy  
Smiles*

Several steps forward  
for sustainable  
dental care.

**CONNECTING  
VISIONS ACROSS  
BORDERS**

*Future trends:  
Artificial  
Intelligence  
and Dentistry*

**THE PAST YEAR:**

*Continuous Improvements  
in all countries*

This is a summary of the annual reports on Quality and Sustainability for 2022-2023 from Colosseum Tandlægerne in Denmark, Colosseum Tannlege in Norway, and Smile Tandvård in Sweden. The complete reports can be found on each organization's website.

## TABLE OF CONTENTS

- 02** COLOSSEUM DENTAL GROUP AND JACOBS FOUNDATION
- 03** A SCANDINAVIAN APPROACH
- 04** WORDS FROM THE CEOS
- 06** DENMARK- 2022 IN BRIEF
- 07** NORWAY - 2022 IN BRIEF
- 08** SWEDEN - 2022 IN BRIEF
- 09** HIGH-QUALITY DENTAL CARE
- 10** SUSTAINABILITY
- 13** NORWAY - ELECTRICITY CONSUMPTION
- 14** SWEDEN - EDUCATIONAL PROGRAMS
- 15** DENMARK - CHARITY WORK
- 16** COLOSSEUM ACADEMY AND MEDICAL BOARD
- 17** FACTS AND FIGURES
- 19** THE FUTURE OF AI AND DENTAL HEALTH

# A part of Colosseum Dental Group.

## About Colosseum Dental Group

Colosseum Tandlægerne in Denmark, Colosseum Tannlege in Norway and Smile Tandvård in Sweden, are a part of Colosseum Dental Group (CDG) an organization that operates over 600 modern, well-equipped dental clinics and 50 dental laboratories in eleven European markets. Nearly 12,500 skilled dental professionals are employed across these clinics, providing high-quality dental treatments covering all specialties with a focus on excellent patient care.

## Ownership and Governance

The majority owner of CDG is Jacobs Holding, a global investment company headquartered in Switzerland. Jacobs Holding maintains a long-term commitment to the field of dentistry through its substantial investments in both CDG in Europe and the North American Dental Group (NADG) in the USA. The ultimate financial beneficiary of Jacobs Holding is the Jacobs Foundation, a non-profit organization dedicated to supporting children and young people around the world.

## The Jacobs Foundation's Vision and Impact

The Jacobs Foundation operates with a long-term vision for its charitable activities, aiming for a profound and positive impact on people's lives. As one of the world's leading charitable organizations focusing on children and young people, the foundation invests heavily in their future. They strongly believe in providing all children with equal access to education and opportunities for personal development.

## Core Values and Ethical Basis

The core values of the Jacobs Foundation form a pivotal ethical cornerstone for both the Scandinavian organizations and the Colosseum Dental Group. These organizations not only prioritize delivering quality dental care but also commit to supporting the most vulnerable sectors of society.


## The Jacobs Foundation's Four Core Competencies

**Research Funding:** The Foundation funds research focusing on children's learning and development.

**Collaborative Initiatives:** It collaborates with governments, industries, schools, and other organizations to improve educational strategies and guidelines.

**Access to Resources:** The Foundation supports initiatives aimed at facilitating access to knowledge, data, and tools, thereby promoting learning, initiating change, and strengthening educational systems.

**Financial Contributions:** They make a positive impact through financial contributions, enabling investments that otherwise would not be possible.



# A Scandinavian approach Connecting Visions Across Borders

In a concerted effort to drive sustainability and quality improvements, the sister organizations of Colosseum Tandlægerne in Denmark, Smile Tandvård in Sweden, and Colosseum Tannlege in Norway have come together to establish a dedicated collaboration. This collaborative initiative is led by an appointed Quality & Sustainability role for Scandinavia, who works closely with a steering committee comprised of managing directors, chief dentists and quality managers from each participating organization together with Colosseum Dental Group's Chief Medical Officer.

The primary mission of the steering group is to develop a comprehensive and unified approach to sustainability and quality across the organizations. Leveraging the unique expertise and best practices of each entity, they aim to create a framework that aligns with their collective vision. This structured approach serves as a roadmap for continuous improvement and excellence in sustainability and quality practices.

To put this vision into action, they set clear goals and action plans that cover both sustainability and quality improvements. These targets are designed to address key areas within each organization that require improvement. Through the implementation of measurable objectives and actionable strategies, they remain committed to driving meaningful change and achieving tangible results.

In the following pages, Colosseum Tandlægerne in Denmark, Smile Tandvård in Sweden, and Colosseum Tannlege in Norway each share updates on the recent improvements and challenges faced in their respective countries. From the stunning fjords of Norway to the vibrant cities of Sweden and the quaint towns of Denmark, our commitment to advancing healthcare excellence knows no boundaries. Join us as we explore the key insights, accomplishments, and ongoing challenges that shape the Colosseum experience across Scandinavia.

## Elevating Dental Excellence in Norway: Scaling with polish

The field of dental health is witnessing increasing competition, driven by higher customer expectations. The modern patient expects – and demands – the highest dental quality. But perceived quality extends far beyond just the examination or treatment: it encompasses the entire patient journey, from initial contact, to consultation, to the end of treatment. In order to compete in the dental market, we must focus on our patients, we need to exceed their expectations of dental treatment so they can tell their friends about their experience.

Ensuring accessibility for our patients holds significant importance for both us and them.

In 2022, we expanded our presence by establishing 22 new clinics across the entire country. To accompany the business's huge expansion, we have taken a number of steps to improve our availability to our patients. We opened a new customer centre to ensure that all incoming inquiries are answered quickly – whether by email, phone or other channels. As well as expanding the number of clinics we operate across the country, those clinics have also extended their opening hours. And a new online chat channel for patients to contact the customer care centre is imminent.

Our aspiration is to provide the market's most exceptional patient experience, characterized by top-notch quality at every juncture of the patient journey. We refer to this as "the Colosseum Way!"

**Our people are our most important resource.**

Our team members and therapists stand as our most valuable resource. They are ready to see our patients every day.

I take immense pride in the ongoing efforts and in our culture of inclusivity and collaboration. Based on our annual Great Place to Work survey, an impressive 86% of our employees believe that their work carries special significance and is perceived as "more than just a job." In essence, we are fortunate to have dedicated employees who genuinely care.

This fosters the assurance and stability necessary to propel Colosseum Tannlege into a successful future.

*Mia Grundström, CEO Colosseumtannlege, Norway*

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*I am proud to be a part of a company that delivers quality to our patients every single day."*





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*Our employees are our most valuable asset, and our inclusive and values-driven culture becomes evident to me when I see all the efforts we make together for our patients and for society at large."*

Sweden: Leading with Purpose:

## A Commitment to Quality and a Sustainable Future

In an increasingly complex and changing world, it becomes more important for all of us to adapt as needed. The pandemic has impacted the world in ways none of us had expected over the past few years, and the ongoing conflict in Ukraine continues to create worry and uncertainty. In these times, it is crucial that we hold true to our values and take responsibility for helping in any way we can. We at Smile Tandvård are firmly committed to doing what we can to assist.

Quality and patient safety are fundamental to everything we do at Smile, and we have long been leaders in this area. But we are aware that there is much more we can achieve to make the world a better place. Therefore, we have an exciting and challenging journey ahead of us! In 2023, we will be laying the foundation and placing even greater focus on sustainability. We are committed to playing a significant role in this global challenge. As Sweden's largest private dental chain, we have a unique opportunity to help our patients achieve both better oral health and a more sustainable future.

By working together with our fantastic employees, partners, and customers, we aim to strive for a more sustainable and healthier world for everyone.

Over the past year, we have expanded with an additional 10 clinics, resulting in a greater presence

in over 46 locations and a total of 62 clinics across Sweden.

Our employees are our most valuable asset, and our inclusive and value-driven culture becomes evident to me when I see all the efforts we make together for our patients and for society. It's truly heartening to see that this commitment is also reflected in our latest employee survey, where 91% expressed that they see their work as more than "just a job" and make a difference every day when they go to work.

At the same time, I'd like to welcome all the thousands of new patients over the past year and thank all our returning patients for their continued trust.

Therefore, I want to conclude with a big thank you to all employees: I am grateful to work with you. You show care for each other and our patients every day. The work you perform truly makes a difference. A big thank you for all your fantastic efforts!

**Malin Schmidt CEO Smile Tandvård, Sweden and Colosseum Tandlægerne Denmark**

# Colosseum Denmark: From One Clinic to a Nationwide Network

Colosseum Denmark's journey began in 2002 with a solitary clinic in Copenhagen. But it wasn't until, the transition of ownership to Jacobs Holding in 2017 that ignited rapid growth. Today, Colosseum Denmark is more than a name; it's a nationwide network with 30 dental clinics and two high-tech laboratories dispersed across Denmark, capable of providing an exhaustive array of dental treatments.

## A Commitment to Excellence: Technological Investments and Professional Networks

Colosseum in Denmark hasn't just grown in numbers; it has evolved in quality as well.

The management maintains a relentless focus on adopting the latest technologies, meaning patient across Denmark can now enjoy top-of-the-line dental treatments in state-of-the-art facilities. This commitment has not been limited to technology alone; it has created a robust network of over 200 dental care providers. These are professionals who are experts in all imaginable areas of dentistry, offering patients holistic treatment solutions. This concentration of expertise has created a vibrant professional community, facilitating ongoing learning and collaboration.

## Employee Growth: Nurturing Talent and Skills

Colosseum places a high premium on the growth and development of its employees. To that end, it offers a plethora of educational and developmental programs, provided through both its national

and international organizational channels. This has prepared Colosseum well to meet its ambition for sustained growth through both organic and inorganic routes.

## A Milestone Year: 2022's Remarkable Achievements

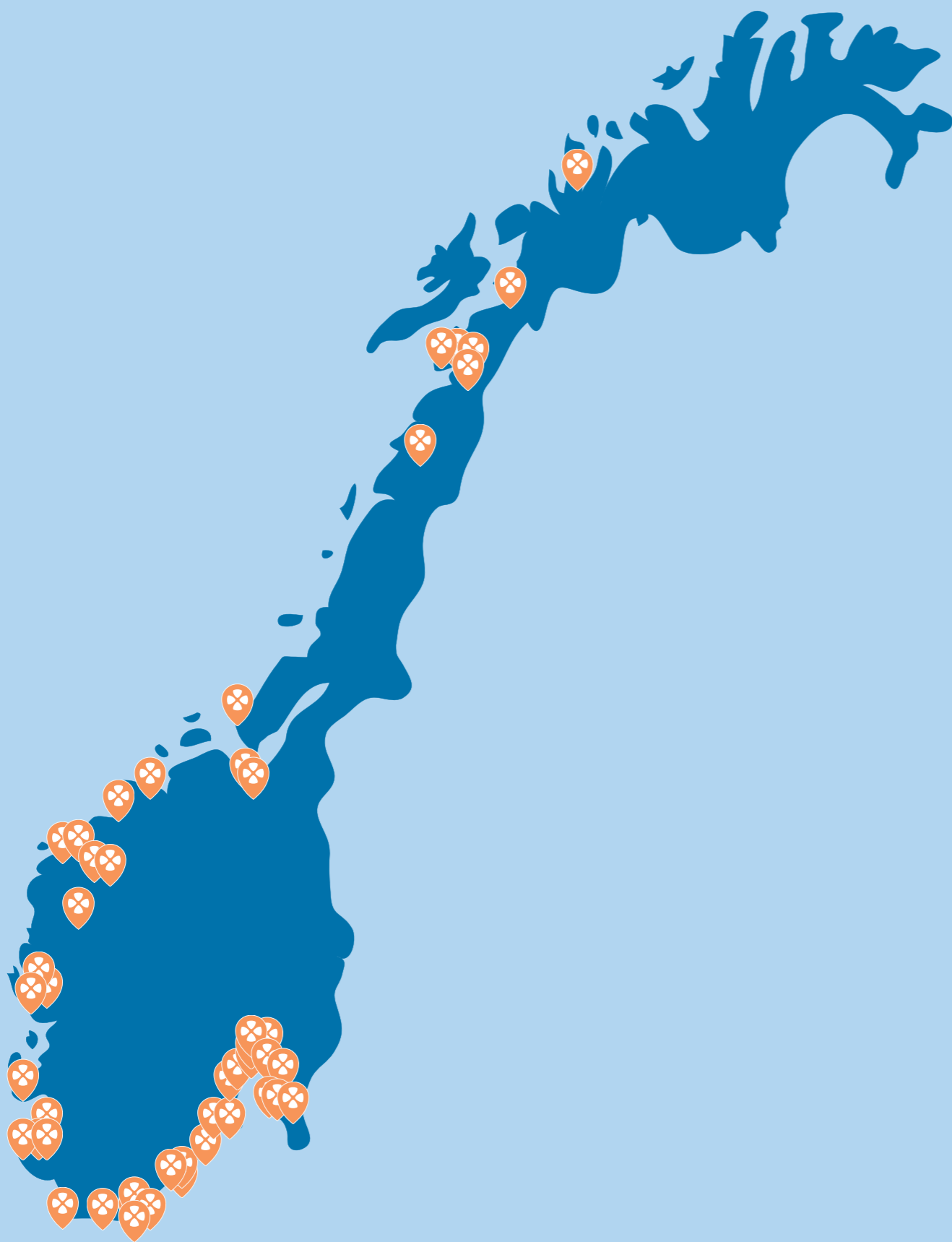
The year 2022 was a banner year for Denmark. The organization successfully integrated 15 additional clinics into its already extensive network. Three of these were mergers with existing clinics, thereby optimizing resources and expertise. Also, Colosseum brought two new dental laboratories into its fold, thereby gaining direct control over the quality of the full value chain.

This has not only fortified there already strong presence in Denmark but has also enabled the organization to offer its high-quality dental services to an even broader spectrum of the Danish population. The new acquisitions have added to the company's capabilities in specialized dental care and have strengthened the referral practices by inducting more skilled professionals into the Colosseum network.

## The Horizon: Looking Forward

With such an impressive track record, Colosseum Denmark is poised to continue its expansion path. The unique combination of technological sophistication, professional expertise, and a commitment to employee development make it well-suited to extend the reach even further. The years may come and go, but the commitment of Colosseum Denmark to provide unparalleled service quality remains steadfast.





## Colosseum Norway: A year of remarkable growth

In summary, 2022 was a year of significant and stable growth for Colosseum Tannlege. The Colosseum logo was proudly displayed at 22 new clinics, and more than 250 employees donned new uniforms featuring the Colosseum emblem. The company is both proud and humbled that numerous clinic owners throughout Norway decided to sell their practices and, along with their staff, join Colosseum Tannlege, which is now Norway's largest and most robust dental health community.

### A Foundation Built on Strength and Humility

The healthy growth of Colosseum Tannlege was made possible through effective and professional integration processes. Throughout the year, the company has worked tirelessly to integrate new clinics and their staff into the Colosseum family. A late 2022 survey provided valuable insights from previous practice owners who joined the Colosseum network, ensuring smoother integrations for future acquisitions.

### Collaborative Professionalism

The growth of Colosseum Tannlege can be classified into two categories, new standalone clinics established across various locations in Norway and local consolidations where multiple smaller practices have been united under a single roof.

The latter category has resulted in perhaps Norway's most state-of-the-art dental clinic located in central Bergen, showcasing the effectiveness of this consolidation strategy.

### Advantages of Community

Historically, the idea of merging or selling dental practices has been intimidating for many. However, Colosseum Tannlege has demonstrated that there are numerous benefits to being part of a larger organization. An increase in independent dental practices joining bigger chains has been observed, leading to more efficient professional environments. These environments allow practitioners to focus on patient care as administrative tasks are managed both locally and centrally by dedicated teams.

### Looking Ahead

As more clinic owners opt to sell their practices, the complexities of running a private dental practice are growing. Colosseum Tannlege offers a robust professional environment for its practitioners and staff, staying abreast of technological and digital advancements. Understanding that the market competition is fierce, the company is committed to remaining an industry leader in Norway by continuously innovating and setting high professional standards.

# Smile Sweden: Spreading Smiles as Sweden's Largest Dental Chain

Since its inception in 2006, Smile has undergone remarkable growth to become Sweden's largest private dental care chain, boasting over 60 clinics across the country. Now operating as part of the Colosseum Dental Group, Smile proudly identifies as "Hela Sveriges tandläkare," or "The dentist for all of Sweden," and remains dedicated to offering high-quality dental care across a range of specialties.

## Diverse Portfolio of Dental Services

Smile's operations are divided into three distinct areas, each addressing different aspects of dental care. Smile Tandvård focuses on comprehensive family dental care, SMAJLA specializes in discreet orthodontic treatment via Invisalign, and the specialist care area provides advanced treatments in various specialized dental fields.

## Comprehensive Care at Smile Tandvård

Smile Tandvård aims to make dental care accessible to everyone, irrespective of age or background. Offering services ranging from general dentistry to preventive treatments, aesthetic dentistry, and specialized treatments in most clinics, Smile Tandvård also provides free dental care for children and young adults aged 3 to 23.

## Innovative Solutions at SMAJLA

SMAJLA serves as an industry leader in discreet orthodontic solutions, offering Invisalign treatments at its clinics in Stockholm, Täby, and Gothenburg.

Known for high-quality and affordable care, SMAJLA brings a wealth of experience to both simple and complex orthodontic cases.

## Specialist Care for Complex Needs

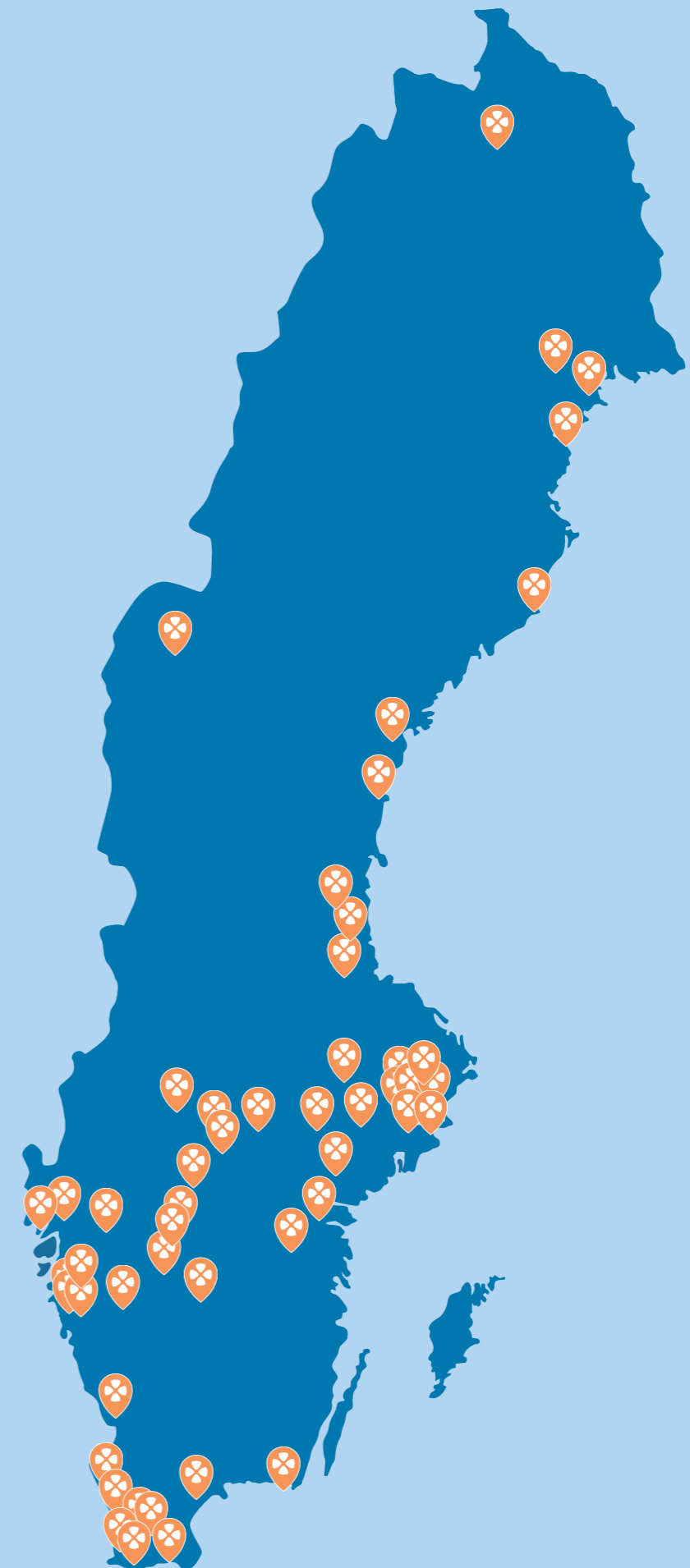
Operating in Stockholm, Västerås, and Uppsala, Colosseum Specialisttandvård focuses on areas like maxillofacial surgery, dental implants, prosthetics, and periodontics. Additionally, the Malmö-based brand, Smile Specialisttandvård, among other areas meets a significant need in children's specialized dental care, particularly in orthodontics and pediatric dentistry.

## Sustainability and Quality

Quality and patient safety are fundamental principles for Smile, which has long been a leader in these areas. However, the organization recognizes there is more to achieve. As of 2023, Smile is laying the groundwork for an increased focus on sustainability, aiming to play a significant role in this global challenge. As Sweden's largest private dental chain, Smile sees a unique opportunity to contribute both to better oral health and a more sustainable future.

## Continued Expansion and Employee Engagement

In the past year, Smile expanded its presence by adding 10 more clinics, taking the total to 62 clinics across 46 locations in Sweden. Employee engagement is a core asset, as evidenced by the latest internal survey where 91% of the staff indicated that they view their work as more than "just a job," making a difference every day.



# High Security for Patients and Employees

## A Vital Component of High-Quality Dental Care

Ensuring high levels of security for patients, employees, and the surrounding environment is pivotal for sustaining the quality of dental treatment. The organization believes that robust patient safety stems from a comprehensive understanding among all employees of how different facets of the organization interact. They acknowledge that errors are seldom the fault of individuals but are usually due to organizational shortcomings, work environment issues, or staffing inadequacies. They have a well-functioning incident reporting system and a proactive risk identification process to unearth these underlying causes.

Incident handling and a sophisticated self-control mechanism are integral components of their systematic approach to quality. The focus is not on attributing blame but on identifying the root causes of incidents to implement quality improvements.

### Examples of Improvements in 2022 Across the Colosseum Dental Group and in Scandinavia

#### GDPR Education for All Employees

To comply with the European Union's General Data Protection Regulation (GDPR), Colosseum Denyal Group mandates a digital course for all its new hires, aiming to ensure secure handling of patient and employee data.

#### Sweden: Elevating Customer Insights Through Patient Pulse 2.0

The organization recognizes the value of customer feedback and has upgraded its Patient survey system to allow for real-time customer responses. This enables practitioners to receive immediate input, contributing to a cumulative patient experience and a quality score of 9.7 out of 10 in 2022.

#### Denmark: Establishment of a Medical Advisory Board

Colosseum has set up an Advisory Board consisting of dental professionals. This board advises on multiple aspects, from education and collaboration to recruitment and material selection, reinforcing Colosseum's commitment to quality improvement.

#### Norway: Enhancing Patient Communication Through the 'Dental Info' System

Emphasizing the importance of effective communication, Colosseum employs the 'Dental Info' system to meet legal requirements for patient information. This tool is integrated with patient records and is accessible to all healthcare professionals within the organization. It employs illustrations, photographs, and printable texts to better meet the communication needs of patients, thereby enhancing the patient experience.





# Navigating Sustainability

As 2023 unfolds, both Colosseum Tannlege in Norway and Smile Tandvård in Sweden have taken substantial strides establishing a clear organizational framework for sustainability. Recognizing the imperative of sustainable practices, they have embraced a vision that aligns with broader societal shifts

towards environmental responsibility and conservation. In an era where every decision has repercussions on the planet and society at large, the drive towards sustainable dental practices embrace a more environmentally conscious path, where healthier teeth and a healthier world go hand in hand.



# A Collective Commitment to Impactful Change

Colosseum Tannlege in Norway and Smile Tandvård in Sweden believe that collective efforts can make a real difference. Facing global challenges that cannot be addressed without everyone's contribution, they are committed to the United Nation's 17 Sustainable Development Goals (SDGs). They are determined to make a positive contribution and have identified eleven of these goals where they can make a meaningful impact.

They have categorized these goals into four subcategories: Healthy Smiles, Healthy Planet, Healthy People, and Healthy Business.

## HEALTHY SMILES



Ensure healthy lives and promote well-being for all at all ages

### Connection to the goal:

Support local and global initiatives in preventive dental care.



Ensure sustainable consumption and production patterns

### Connection to the goal:

Responsible handling of chemicals and waste. Significantly reduce waste production

## HEALTHY PLANET



Ensure availability and sustainable management of water and sanitation for all

### Connection to the goal:

Ensure that no harmful emissions from operations are released into the drainage system.



Take urgent action to combat climate change and its impacts

### Connection to the goal:

Redusere CO<sub>2</sub>-emissions, responsible and efficient use of resources, minimize waste, reuse and recycling.



Protect, restore and promote sustainable use of terrestrial ecosystems

### Connection to the goal:

Work towards a life-cycle approach and promote circular models to preserve biological diversity.

## HEALTHY PEOPLE



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

### Connection to the goal:

Encourage learning through Colosseum Academy. Our affiliation with the Jacobs Foundation.



Achieve gender equality and empower all women and girls

### Connection to the goal:

Assess and evaluate social conditions in our operations.



Reduce inequality within and among countries

### Connection to the goal:

Ensure respect for human rights and address and change discriminatory structures within the organization and throughout the entire value chain.

## HEALTHY BUSINESS



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

### Connection to the goal:

Sustainable economic growth. Protect workers' rights and promote a safe and secure work environment. Improve resource efficiency.



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

### Connection to the goal:

Sustainable economic growth. Improve resource efficiency. Support research in dental health.



Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

### Connection to the goal:

We are engaged in socially relevant issues, are transparent about our sustainability initiatives, and create synergies with partners and suppliers in all areas of sustainability.

# THE FOUR PILLARS OF THE SUSTAINABILITY APPROACH



## Healthy Smiles

### From Cure to Care

We center our efforts on preventive dental care, emphasizing early interventions and education to promote oral health. Ensuring accessibility to these services is fundamental to our mission, as we believe that everyone should have the opportunity to maintain a healthy smile.

### Patient Safety and Environmental Sustainability

Patient safety is paramount in all our endeavors. In addition to this, we are committed to minimizing our environmental impact by adopting sustainable practices that contribute to a healthier planet.

### Responsible Handling of Hazardous Waste, Chemicals and Antibiotics

We adhere to the highest standards in handling and disposing of hazardous waste and chemicals minimizing any potential harm to the environment and public health. We maintain a responsible and judicious use of antibiotics, aligning with global efforts to combat antibiotic resistance.

### Supporting Local and Global Initiatives

We extend our commitment to preventive dental care beyond our clinics by supporting local and global initiatives aimed at promoting oral health education, disease prevention, and community well-being.

## Healthy Planet

### Reducing Carbon Emissions

We are committed to lowering our carbon footprint by implementing measures that reduce our greenhouse gas emissions. Through innovative solutions and efficient operations, we seek to mitigate our contribution to climate change.

### Efficient Resource Utilization

Efficiency is key to minimizing our climate impact. By optimizing the use of resources, we strive to reduce waste and decrease our overall environmental footprint.

### Responsible Utilization of Natural Resources

Our approach to resource management is guided by a commitment to responsible consumption. We seek to utilize natural resources in a way that preserves their integrity for future generations.

### Embracing a Lifecycle Approach and Responsible Waste Management

To further align with sustainability, we are dedicated to adopting a lifecycle perspective in our operations. This involves integrating circular economy principles that encourage reuse, recycling, and the minimization of waste.

## Healthy People

### Attractive Employer and Professional Excellence

We aspire to be an employer of choice, attracting and retaining the finest and most skilled professionals in the field. By fostering a positive work environment, we empower our employees to excel and contribute to our collective success.

### Identifying and Addressing Negative Social Impact

We are dedicated to identifying and evaluating any negative social impacts within our operations, supplier relationships, and business connections. Through transparency and responsible practices, we mitigate adverse effects and promote positive change.

### Respecting Human Rights

Respecting and upholding human rights is a fundamental aspect of our commitment. We ensure that our practices align with principles of human dignity, equality, and fairness in all aspects of our operations and the entire value chain.

### Promoting Equality, Diversity, and Inclusion

We champion equality and diversity, valuing the unique contributions that individuals from all backgrounds bring to our organization. By fostering an inclusive culture, we create a dynamic environment that encourages innovation and collaboration.

## Healthy Business

### Long-Term Sustainable Economic Growth

We strive for sustainable economic growth that considers the long-term well-being of our organization, our stakeholders, and the environment. By making responsible financial decisions, we ensure our operations contribute positively to both our bottom line and society.

### Effective Quality Management and Continuous Improvement

We are committed to maintaining an efficient quality management system that drives continuous improvement across our operations. By consistently enhancing our processes, we ensure that the quality of our services aligns with our sustainability goals.

### Ethical and Responsible Conduct

Ethical behavior is at the core of our values. We hold ourselves to high standards of ethical conduct and ensure that every decision we make aligns with our commitment to responsible business practices.

### Transparency and Collaboration

We believe in transparency as a means of building trust with our stakeholders. By openly sharing our sustainability efforts and collaborating with partners and suppliers, we create synergies that amplify positive impacts in all areas of sustainability.



## Colosseum Norway:

# Leading the Way in Energy Savings Commitment

In Norway, the luxury of cheap and accessible energy has been a long-standing norm. However, a shift occurred in 2022 as Colosseum Tannlege became increasingly aware of electricity prices and their societal implications. The organization set an ambitious goal to decrease its electricity consumption by 7.5% in the year 2023. In partnership with their electricity supplier, they analyze hourly power usage across all their clinics nationwide. A significant focus lies on the "base load," which is the electricity consumed when the clinics are closed. They aim for a base load of 3-5 kWh.

Implementing proper closing procedures, evaluating which equipment can be turned off, and lowering nighttime temperatures have put Colosseum Tannlege on a promising path to meet its 7.5% reduction target. The use of continuous monitoring enables the quick detection of any deviations, allowing for timely adjustments in electricity usage.

What sets Colosseum Tannlege's initiative apart is the impact of simple changes; no substantial financial investments were made to achieve these reductions. Rather, it was an increase in awareness and a focus on an issue of growing importance to both the organization and society at large.

Additionally, in 2022, the organization launched "Project Advance," aimed at reducing the number of daily-use products in their clinics. This not only encourages product turnover but also minimizes waste. By concentrating their purchasing power, they are better positioned to prompt suppliers to offer eco-friendly alternatives. Having fewer suppliers fosters closer collaborations and intelligent solutions, equipping Colosseum Tannlege to meet both environmental challenges and the increasing demands for reporting and transparency.

## Welcoming the Future of Dentistry

# Meet Smile Sweden's Trainee Dentists!

### Smile at Work - a Trainee Program for Newly Graduated Dentists

The program is based on a combination of training sessions and on-site mentoring by experienced mentors. Every spring and fall, new trainee dentists begin their journey all around the country. In 2022, trainees such as Johana Calderon, Altinë Gashi, and Mohammad Saad completed the program.

Transitioning from years of studying to entering the workforce can be challenging for dental professionals, who spend five years honing their skills. Mohammad describes his early days as a dentist:

*"During the first week, I was excited but a little nervous because everything was new to me. However, as soon as I started working and got to know everyone at the workplace, my nervousness disappeared, and I became more relaxed."*

Altinë adds:  
*"The most challenging aspect has been finding my professional identity. As a student, you're accustomed to having someone by your side to consult about decisions. Thus, transitioning to making independent decisions has been a more significant challenge. But it's gratifying to now see the extensive treatment plans that my mentor and I worked on during the fall of 2021 coming to fruition."*

Throughout the trainee program, the dentists have participated in the Smile at Work Dentist sessions, where trainees discuss and evaluate patient communication, treatment and scheduling planning, as well as budgeting, with other Smile dentists. They've also attended the Colosseum Academy and completed the course "Introduction Course Module 2, Endodontics" in Oslo. Altinë and Johana, who began the trainee program in August 2021, have also attended courses in implant prosthetics and restorative therapy/periodontal surgery.

*"All the training sessions have been enriching, though hands-on courses are always more enjoyable. Specifically, the master course in endodontics in Oslo provided me with new knowledge and the opportunity*

*to work with the latest technology in this field," says Johana.*

Altinë agrees:  
*"The most rewarding internal training was in endodontics. We learned to work with microscopes as aids, gaining a completely different understanding of dental anatomy compared to working without aids."*

All three warmly recommend the trainee program to other newly graduated dentists.

*"I would recommend the trainee program to all new dentists! With Smile's trainee program, you feel confident, secure, and comfortable in your professional role thanks to excellent mentoring. Moreover, you have the opportunity to enhance your knowledge through the courses you participate in," says Mohammad.*

### Comprehensive training modules for every job position

Smile Sweden believe that collective growth is the key to individual and organizational development. Understanding that the advancement of their employees is intrinsically linked to the development of the organization itself, they have invested in skill enhancement through their educational academy, Smile at Work.

Smile at Work offers specialized training programs tailored for various roles within the organization:

#### **Smile at Work Team Service:**

Aimed at receptionists and dental nurses.

#### **Smile at Work Trainee:**

Designed for newly graduated dentists.

#### **Smile at Work Leader:**

Focused on grooming future leaders.

#### **Smile at Work Dentist:**

A development program for practicing dentists.

#### **Smile at Work Dental Hygienist:**

A development program specifically for dental hygienists.

*With Smile's trainee program, one feels confident, secure, and comfortable in their professional role, thanks to the fantastic mentoring.*

Mohammad Saad



*The most rewarding internal training was in endodontics at Colosseum Academy, where we learned to work with microscopes as tools, gaining a completely different understanding of dental anatomy compared to working without aids*

Altinë Gashi



”

*The master course in endodontics in Oslo has provided me with new knowledge and the opportunity to work with the latest technology in this field*

Johana Calderon



# Embedded in Colosseum Denmark's DNA

## The Essence of Being a Good Neighbour

At Colosseum Denmark, the belief in giving back to the communities served is deeply ingrained. The Good Neighbour Project stands as a testament to this unwavering commitment. This initiative is a proactive endeavor that seeks to positively impact the lives of those within the immediate surroundings.

The Good Neighbour Project is comprehensive in scope, encompassing a range of initiatives that cater to various societal needs. From providing clothing and essential dental products to local shelters serving vulnerable individuals, to producing educational materials on oral hygiene tailored to refugees facing language barriers, the project addresses diverse challenges in the community. By collaborating with internal colleagues, external partners, and local organizations, the Good Neighbour Project strives to create a sense of unity and community resilience.

In this endeavor, every contribution, regardless of its scale, carries significant weight in generating positive change. The Good Neighbour Project serves as a reflection of Colosseum Denmark's deep-seated dedication to social responsibility and community welfare. As a united force, Colosseum Denmark's associates and community partners continue to demonstrate their commitment to making a meaningful difference, one act of compassion at a time.

In March 2022, the realization of the plight of Ukrainian refugees prompted Colosseum Denmark to step forward and offer free dental treatment to those in need. The outcome was remarkable, with 447 refugees receiving treatment and expressing profound gratitude for the support extended. The engagement was a two-way street, as Colosseum Denmark's staff found immense fulfillment in contributing to the well-being of these individuals, fostering numerous positive interactions across various clinics.

Colosseum Denmark champions the participation of all associates in the Good Neighbour program, which is founded on the principle of giving back to local communities. Throughout 2022, numerous Good Neighbour projects were launched, thanks to the dedication of passionate individuals who selflessly contributed to the cause.

The treatment of Ukrainian refugees highlighted the challenge of providing information and guidance on preventive dental care due to language barriers. Irma Kazic from the Sønderborg clinic played a pivotal role by creating a brochure on oral hygiene in Ukrainian, which was later translated into Bosnian. This resource was distributed to local associations and shared across other clinics, enabling essential advice to reach homes and promote preventive dental care.



The Østerport clinic's involvement in 2022 showcased a commitment to the community. Donations of clothing and dental products were made to Café Klare, a shelter catering to vulnerable women facing psychological challenges, addiction, and violence. A similar effort was directed towards Himmelekspresen, a shelter for homeless men. The warm reception underscored the significance of these donations, addressing fundamental needs that are often unmet. The team at the Østerport clinic is commended for their dedication.

The Taastrup clinic also left a positive impact by donating a substantial quantity of dental care items to the local psychiatric crisis center. This center supports women affected by domestic violence, who often arrive in urgent situations. The clinic's contributions played a vital role in ensuring these women have access to high-quality dental care items during challenging times. The Taastrup clinic's team is appreciated for their empathy and generosity.

**Engagement with Dansk Tandsundhed**  
Colosseum Denmark proudly aligns with Dansk Tandsundhed, an industry organization dedicated to advancing dental care in Denmark. This commitment is manifest in initiatives aimed at enhancing adult dental care, improving access to skilled workforce, expanding educational opportunities for future dental professionals, facilitating further education and specialization, and evaluating journaling regulations. Central to the association's role is active participation in societal discussions. Topics such as the correlation between oral health and overall well-being, inequalities in oral health within Denmark, and workforce

shortages in the industry are all addressed through open discourse.

### Collaboration with Dentists without Borders

Colosseum Denmark's collaboration with Dentists without Borders demonstrates the organization's dedication to supporting underprivileged children's well-being. DWB's mission revolves around enhancing opportunities for children in impoverished regions through dental disease prevention.

Dentists associated with Colosseum Denmark have the opportunity to participate in Dental Missions facilitated by DWB. These missions are primarily focused on establishing and expanding school-based dental care in various regions globally. The tangible results of these missions are evident, with improved school dental care directly translating into reduced absenteeism rates. Colosseum Denmark remains committed to strengthening this partnership in the forthcoming year, driven by the belief that preventive dental care has a significant impact on overall well-being.

## COLOSSEUM ACADEMY

Scandinavia's most advanced postgraduate program for dentists

Colosseum Academy is probably Scandinavia's most advanced postgraduate center specifically aimed at dental care, and is an initiative available to all employees of Colosseum Dental Group. The hub of the Colosseum Academy is a state-of-the-art education space located in Oslo. The purpose of the academy is to provide continuous education for our staff, thereby ensuring high-quality dental care for all our patients.

Colosseum Academy offers educational programs focused on dental operational competence.

### Scientific Advisory Board /

The educational offerings and their content are set by a scientific advisory board, consisting of Europe's leading specialist dentists. The board is an important part of the medical organization within the Colosseum Dental Group, and one of their main tasks is to establish best practices for dental care across the entire Colosseum group.

The board also determines the content, priorities, and roll-out schedule for the Colosseum Academy's Master Curriculum Program. Colosseum Dental Group har et medisinsk råd som sørger for at kliniske retningslinjer opprettholdes og at alt går riktig for seg i gruppen som helhet. Rådet støtter klinikkene til å være selvstendige og ta gode beslutninger for pasientene, samtidig som det sikrer at alle lover og regler følges.

## MEDICAL BOARD

Colosseum Dental Group has a Medical Board that ensures clinical guidelines are maintained and that everything is proceeding correctly within the group as a whole. The Board supports the clinics in being independent and making good decisions for patients, while also ensuring that all laws and regulations are followed.

The Medical Board is responsible for:

- Determining the focus concerning medical issues across the entire Colosseum Dental Group in Europe.
- Providing advice on how to treat patients and support clinics in all countries.

- Ensuring that national rules and guidelines for dental care are followed.
- Implementing additional safety measures as needed to best protect our patients and colleagues.
- Assisting clinics in making decisions about treatment plans and treatments that are appropriate for each patient.
- Conducting regular checks to ensure that everything is functioning as it should, and that we continually improve.
- Offering advice on new ways to treat patients and on which medical products to use.



**PROUD AS A PEACOCK.**  
More than 80% state in this year's employee survey that they are proud of the work being done and how they contribute to society, and they feel that their job is meaningful – it's not just a job.

*High standard!*

**A MINOR PROBLEM**

*Only 10% of children in the Nordic countries have caries by the age of 6.*

Many are brushing up on sustainability

**94%** think it's important for companies to work on sustainability.

**60%**

of the population in the Nordic countries go to a private dentist.

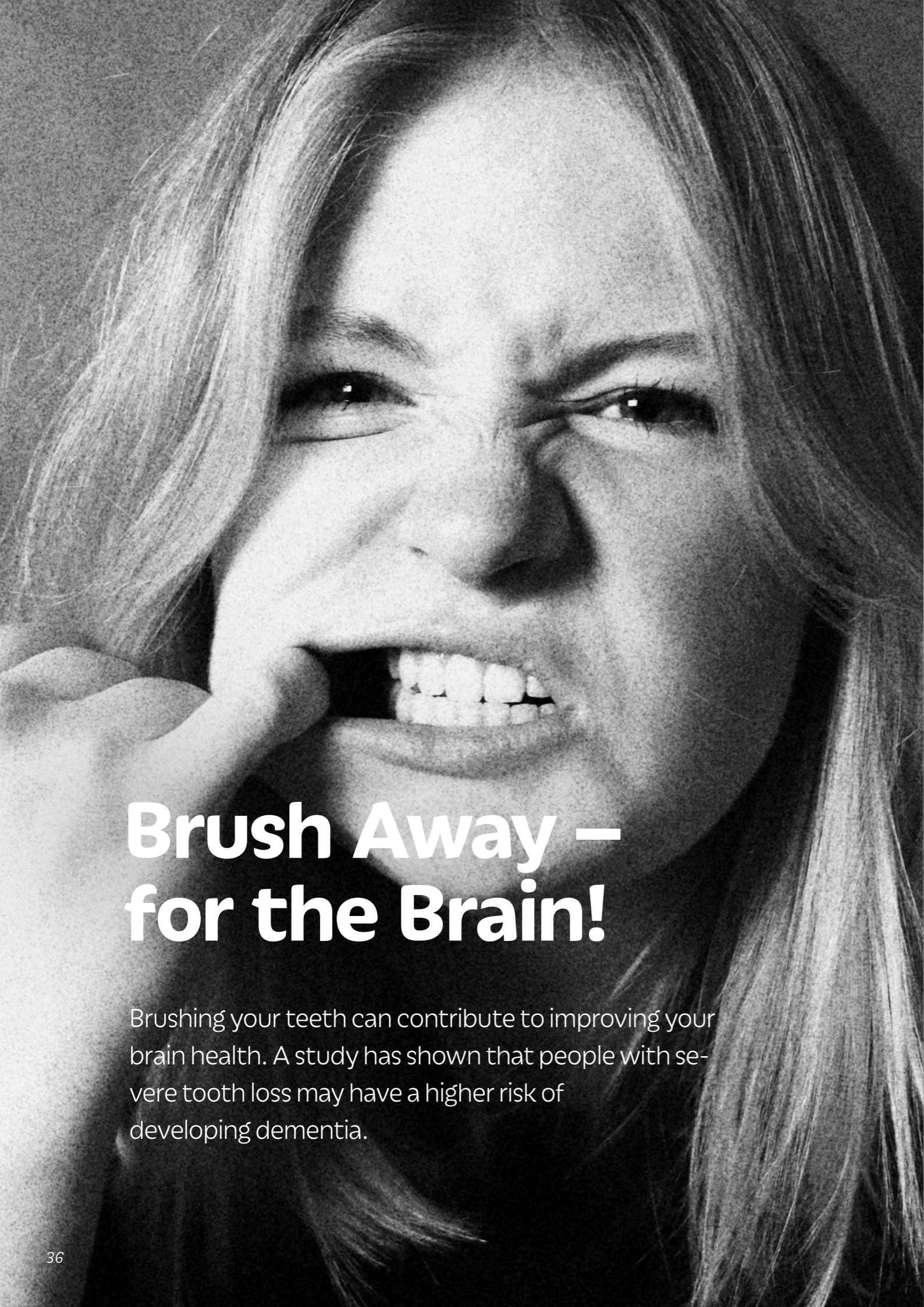
**Brush often? Rarely!**

**13%** report that they only brush their teeth once a day

**Oops!**

*Half of the adults between the ages of 20 and 79 suffer from some degree of periodontal disease*





## Brush Away – for the Brain!

Brushing your teeth can contribute to improving your brain health. A study has shown that people with severe tooth loss may have a higher risk of developing dementia.

### HARD FACTS

The teeth are the hardest part of the body.  
The enamel on the teeth is stronger than bone.


## An annual tradition

A majority of the population in Scandinavia visit the dentist once a year or more frequently.

## Good morning!

Approximately 40% of Scandinavians are concerned about bad breath.





# What will AI and modern technology do to our dental health?

Modern technology and AI have taken a place in the dental health industry. This has accelerated a development in dental health that has only just begun. It will be interesting to see how AI and other modern technologies will be used in the future and the opportunities they provide.

## **Early detection of cavities and bone loss**

Cavities are a common dental problem that sometimes go unnoticed until it's too late. Advanced technology based on AI and machine learning can change this. With the use of new technology, dentists can detect cavities more quickly, leading to more effective treatment. AI-based techniques can also be used to detect and measure bone loss around the teeth. This gives dentists a better understanding of the patient's dental health, leading to early-stage treatment of conditions like tooth detachment. In summary, the patient's prognosis is improved while treatment costs are reduced.

## **Cephalometric analysis and tracking for better orthodontics**

AI can be used for cephalometric analysis and tracking, which involves monitoring changes in the facial skeleton and tooth position. This technology helps dentists plan orthodontics and provides a more accurate correction of tooth and jaw position.

Another exciting development in dental health is the use of 3D printing. This allows for the creation of dental implants and other prosthetics in a much more accurate and cost-effective way than before. Dentists can create tailor-made prosthetics suited to each patient's unique needs, enhancing treatment outcomes.

## **Blockchain for more secure and transparent dental care**

Blockchain technology can secure patient data and make a patient's dental health more transparent and efficient. It can also assist in tracking materials and equipment used in the industry, helping reduce the risk of counterfeit and improve the quality of dental care products. Furthermore, blockchain technology can facilitate interdisciplinary collaboration, resulting in more cohesive and holistic care for patients.

*Continued on the next page.*

#### AI and Sustainability in Dental Health

AI and modern technology have the potential to play a crucial role on the path towards a more sustainable and environmentally friendly industry. By using 3D printing, material use and waste can be reduced, while AI-based diagnoses and treatment plans can enhance accuracy and reduce the need for invasive, resource-intensive interventions.

The digitalization of patient records and more efficient collaboration between medical professionals, enabled through AI and blockchain technology, can contribute to a reduction in paper use,

physical meetings, and travel. Additionally, AI can assist in identifying and developing more environmentally friendly materials and technologies for dental health.

While AI and modern technology offer promising opportunities for dental health, it's crucial to be aware of the potential risks and challenges associated with their use. By striving for a balance between technological advancements and environmental considerations, the dental health industry can work towards a more sustainable and responsible future.