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Title: Excerpt of CEO Company-Wide-Address - Acknowledging Challenges, Reinforcing Vision

Type: Executive Communications/CEO Messaging

Audience: All Employees

Purpose: Inspire and motivate employees by reflecting on the company's journey, acknowledging recent challenges and reinforcing a shared sense of purpose and resilience.

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I deeply appreciate all the hard work, dedication, and compassion you bring to our patients and to [COMPANY NAME] as a whole.

Your commitment does not go unnoticed, and I'm truly grateful to be working alongside such a talented and caring team.

I also wish to thank you for being a part of [COMPANY NAME] at this time because I know it is not easy. We have experienced a tremendous amount of change in a short period of time.

I understand that the many recent changes in oversight and operation have not been easy to accept, but I am very grateful for your efforts to adapt.

And I'll be the first to admit that things have not been easy because I know just as well as you do that we are facing some major obstacles.

We are dealing with rapid changes in consumer trends, we are facing increased competition, and we are struggling with divides in the ranks.

I'll touch on these and other challenges in greater detail in just a moment.

First, I wanted to tell you why I am here in front of you today. We are in the beginning phases of writing the next chapter of [COMPANY NAME], and we need you—your passion, your

dedication, your commitment to quality—to help us write this evolving story and guide us to where we will be in the future.

However, before we talk about our future, we must first take a look back.

[COMPANY NAME] was created to meet a long overlooked need in the dental industry. Our founders envisioned the opportunity to change lives by creating a better patient experience through the all-in-one center.

In 2004, they brought this model to life with prosthodontists, oral surgeons, and dental technicians under one roof, delivering exceptional care and opening our doors to give more people access to care.

This was a radical idea, and it disrupted an industry that was resistant to change. From that moment on, [COMPANY NAME] has shown a pioneering spirit that remains unmatched, setting the bar for what dental implant care should be.

That pioneering spirit is a big part of what makes us special, and it's something I know we all want to carry forward today.

But every journey has its challenges, and ours was no exception. By 2013, we were coming out of a recession and we were on the brink of bankruptcy, with trust between our doctors and headquarters at an all-time low.

This time was an inflection point that tested us. We needed new ideas and above all a renewed commitment to our patients to make it through.

Under strong leadership and through the willpower of the collective network which included talented clinicians just like you, we turned things around with new ideas, new compensation and owner models, and—most importantly—new values.

By focusing on our culture, commercial excellence and a purpose centered around our patients, we emerged in 2015 as the “Platform of Hope.”

Fast forward to 2020, we hit another inflection point as we faced another unprecedented trial: COVID-19. The pandemic forced us to rethink how we operate and serve our patients.

Through difficult conversations, bold decisions, and trust, however, we adapted and endured. When many other companies went under, we survived and stayed true to our purpose of providing hope.

What do we want to take away from all of this?

What I want us all to take away from this is simple: change, transformation, resilience, and growth are part of who we are, our very DNA.

Because of your grit, determination, and unwavering commitment to your patients despite changing circumstances, we survived.

Just as the ability to adapt has ensured our survival in the past, so it will continue to help us thrive, come what may.

This is crucial because [COMPANY NAME] strength and resilience is being challenged once again.

While our brand is still unmatched in scale and reach, it is starting to lose its luster. We are beginning to lose our status as the benchmark for the industry.

So it's time to ask ourselves:

Are we truly carrying the torch?

Are we still disrupting?

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