



2021 MEDIA KIT

CONTINUING EDUCATION

For more Viva Learning opportunities, see our other media kits.

- 2021 Digital Marketing Media Kit
- 2021 Dealer Rep Training Media Kit

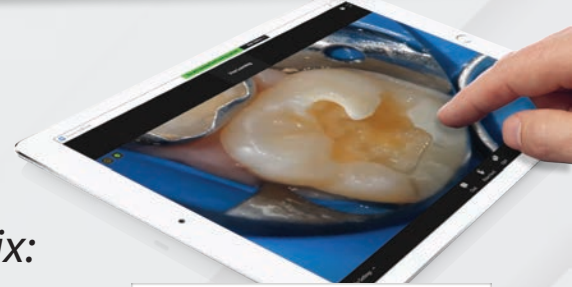
LIVE & ON-DEMAND CE WEBINARS

Target Audience: Dentists/Staff

Generate quality leads

7 Reasons to add CE Webinars to your marketing mix:

1. Cost-effective and efficient way to educate a large audience of dental professionals
2. Attendees are engaged and highly influenced by Key Opinion Leader CE presentations
3. Teaching is deeper and more accelerated than other forms of online content
4. Boost awareness, clinical relevance and credibility of your products and company
5. Highly attended live events are converted to on-demand videos for on-going engagement creating an excellent ROI
6. Products addressed in webinars lead to increased sales
7. Generate quality new leads with proven and successful post-webinar marketing tools

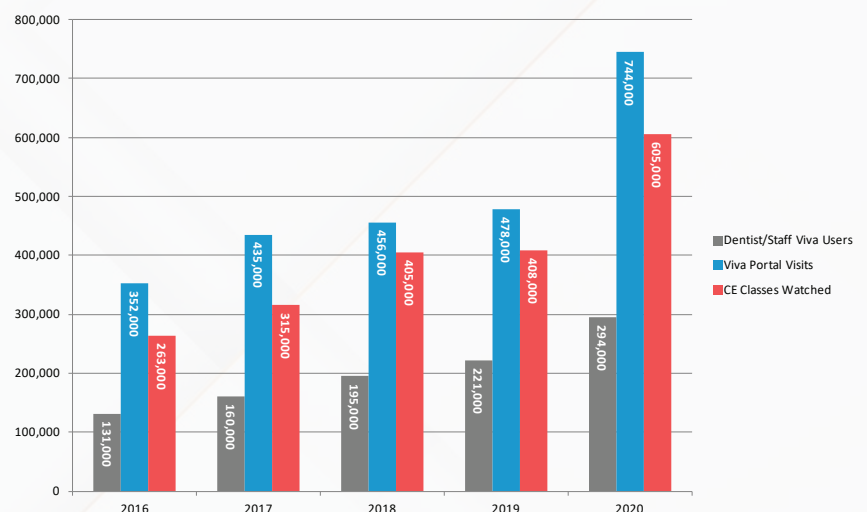


Viva Learning Users

General Dentist	105,363
Dental Assistant	56,631
Office Admins	14,433
Specialists	28,459
Lab Technician	4,517
Hygienist	64,102
Sales Rep	4,958
Student (Dentist/Hygienist)	15,797
Total Active Viva Users	294,260

Double-digit growth in all Viva categories

5-Year Comparison: Users, Visits, and Views



NEWLY DESIGNED FOR MOBILE

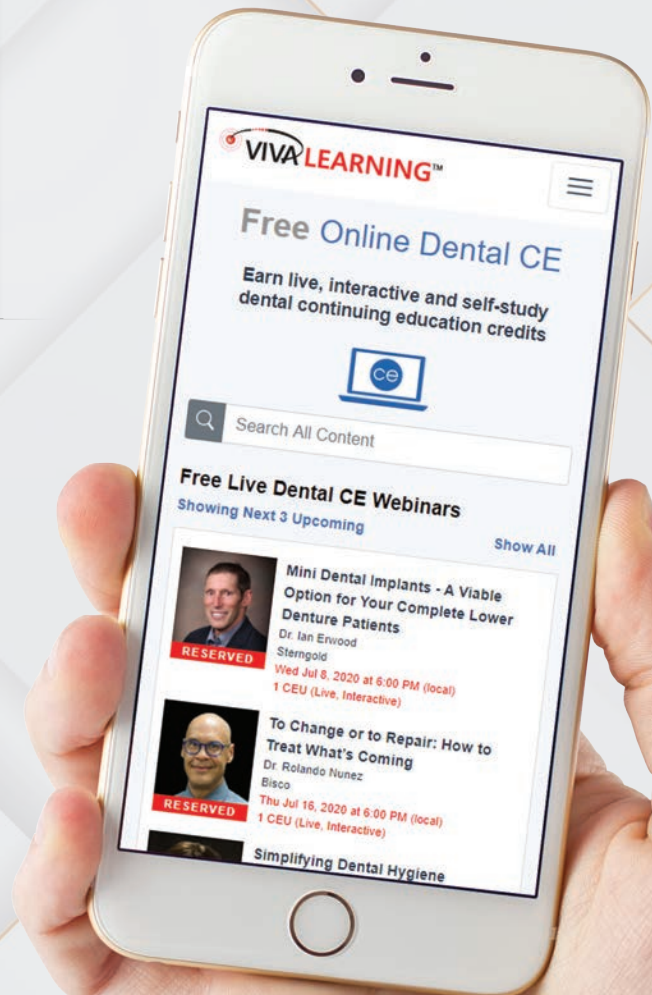
Target Audience: Dentists/Staff

Enjoy Viva Learning's new mobile experience

- Watch live, interactive and on-demand Viva CE webinars on any mobile device
- Listen to dental podcast episodes anytime, anywhere
- Ideal for the busy dental professional
- Reliable, convenient and simple to use



Go to vivalearning.com on your mobile device.

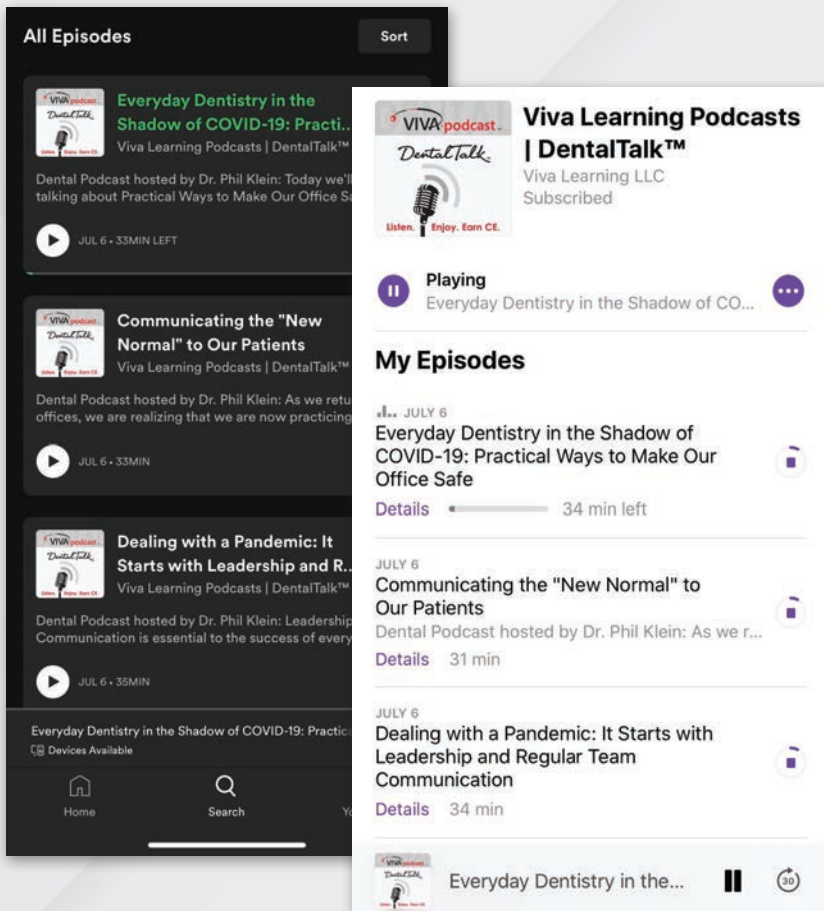


CE PODCASTS

Target Audience: Dentists/Staff



5 Reasons to Add Viva Podcasts to Your Digital Marketing Mix



1

DentalTalk is one of the fastest growing podcast shows in the dental space, with over 15,000 listens per month.

2

Podcasts offer busy professionals a quick and easy way to get information about your products and techniques in short and concise episodes.

3

Podcasts are ultra-convenient as content can be listened to from anywhere at any time—using popular podcast platforms and mobile devices.

4

Podcasts can be accredited, offering Viva users an additional way to earn CEU.

*95 million Americans listen to podcasts every month.
Take advantage of this growing audience.*

Listen on [Vivalearning.com](https://www.vivalearning.com), Spotify, Apple Podcasts, Google Podcasts, iHeart Radio, Stitcher and other popular podcast platforms.

VIVA TRIFECTA

Target Audience: Dentists/Staff

3 Digital Campaigns Focusing on One Dental Category

TRIFECTA INCLUDES:



VIVA eBook

Sponsor gets a half page ad in Viva's free eBook. Our eBook will be promoted via:

- One dedicated Viva eblast to over 90k dental professionals
- The Viva Learning Portal



LIVE CE WEBINAR

Sponsor is featured in Viva's category-focused webinar.

- Post-webinar email sent to all attendees on behalf of Sponsor with special offer and website link
- Recorded webinar stays active for at least one year



CE PODCAST

Sponsor is featured in Viva's category-focused podcast.

- Podcast episode stays active for at least one year
- Available on vivalearning.com, Spotify, Apple Podcasts, Google Podcasts, iHeart Radio and Stitcher

\$12,500 per Sponsor

(Limited to two Sponsors per Trifecta)

Trifecta campaign (ebblast/eBook, webinar and podcast) will be completed within 3-week period.

Key Viva Learning Stats:

- 450,000 page views/month
- 75,000 unique visits/month
- 60,000 webinar views/month
- 6,000 new accounts/month
- 25,000 podcast listens/month

LUNCH & LEARN PLATFORM

Target Audience: Dentists/Staff

Easily provide CE-accredited Lunch and Learns to your customers

The Viva Lunch & Learn platform is an easy-to-use, turnkey, online solution that facilitates the set-up, management, and accreditation of in-office and online Lunch & Learn meetings. The platform tracks all presenter and attendee activity, administers CE credits when applicable, and makes it simple to assign specific learning content to each meeting.

- Seamlessly provide CE-accredited Lunch & Learns to your customers
- Simple set up and management of every meeting
- Track sales rep and customer activity with easy-to-use admin dashboard
- Export leads and activity into downloadable spreadsheets
- Drive traffic to your Viva CE Micro Site

VIVA LEARNING™ Home • Logout

Welcome **Trung Nguyen!** [edit profile](#)

Lunch & Learn Management

Welcome to the Lunch & Learn management site.
» Use this site to create new classes and Lunch & Learn meetings.

Lunch & Learn Meetings
» To set up a Lunch & Learn meeting, click the link [Create New Meeting](#).

Lunch & Learn Classes
» See the Lunch & Learn Classes section below to review training materials for a class.

[create new meeting >](#)

Lunch & Learn Meetings						
#		Date	Access Code	Office/Class	Exams	
1		8/15/20	RKNQ-3131-29823	Viva Learning Class: Lunch & Learn Example 1		
2		8/7/20	ULKA-3131-29822	Viva Learning Class: Lunch & Learn Example 1		

You may view classes but not create them.

Lunch & Learn Classes						
#	Active		Added	Type	Name	Meetings
1	■		3/2/2017	Self-study	Lunch & Learn Example 1	

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CUSTOM E-TRAINING PLATFORM

Target Audience: Dentists/Staff



Custom-branded, turnkey e-training platform

- Offer an easy-to-use e-curriculum on how to best utilize your products/equipment
- Help your customers achieve predictable clinical success
- Build and strengthen customer relationships
- Promote best practices and optimize product utilization
- Manage all users and track all training activity through easy-to-use Admin Site

A screenshot of the HealthFirst website. The header includes the HealthFirst logo and navigation links: Home, About Us, HealthFirst Site, Support, Contact Us, and Login. A "My Account" button is also present. The main content area features a large image of a dental professional and the HealthFirst logo. Below this, there is a "Welcome to the HealthFirst Education Program" section with instructions for registration. To the right, there are "Create Account" and "Sign In" forms. The "Create Account" form includes a "Registration Code" field and a "Create Account" button. The "Sign In" form includes "Username" and "Password" fields, a "Sign In" button, and a "Lost Password?" link. At the bottom, there is a section for "Medical Emergencies in the Dental Office (2020)" with a "Register" button.

* Viva Learning is an ADA CERP provider and accredits content based on ADA CERP guidelines.

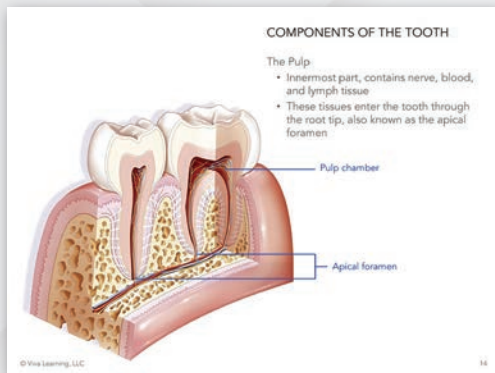
DENTAL e-BULLETS

Target Audience: Dental Employees

www.dentalebullets.com

NEED TO TRAIN NEW EMPLOYEES?

Get them up to speed ***FAST*** with **DENTAL e-BULLETS™**



- Concise, bullet-point curriculum designed specifically for those who are new to the dental industry.
- 16 classes covering all dental disciplines including selling skills and much more!
- Classes are self-paced in video format with voice-over, slides and video clips.
- Trainers are among the most respected speakers and educators in their dental specialties.
- Automated quizzes measure comprehension and easy-to-read reports show all training activity.

TRAINING INCLUDES:

Dental Anatomy Terminology • Refining Your Dental Selling Skills • The Dental Team and Office Environment • The Digital Dental Practice • Dental Equipment • Preventive Dentistry • Comprehensive Exam • Restorative Dentistry • Oral Surgery • Esthetic Dentistry • Periodontics • Endodontics • Orthodontics • Prosthodontics • Infection Control • Pharmacology in Dentistry

For more info and pricing, contact: support@vivalearning.com

CUSTOM PRODUCT VIDEOS

Target Audience: Dentists/Staff, Sales Reps

Viva product videos get right to the point!

Reach thousands of potential customers and retail sales reps.

- Proven to increase sales
- Professionally produced, concise and engaging
- Post to your website and social media
- Distributed throughout the Viva Network*
- Displayed on Henry Schein and Benco e-commerce sites*

Production services include:

- Script writing
- Professional voice-over
- Instructional design/layout
- Integration of client-provided visuals
- MP4 video file provided to client



* Requires hosting package

KEY OPINION LEADER VIDEOS

Target Audience: Dentists/Staff, Sales Reps



Key Opinion Leader (KOL) presentation

- 3-4 minute runtime (excerpts from CE webinars)
- Demonstrates and highlights the clinical benefits of your products
- Includes voice-over, slides and video clips
- MP4 video file provided to client
- Distributed throughout the Viva Network*
- Displayed on Henry Schein and Benco e-commerce sites*



* Requires hosting package



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