



5 STEPS FOR AVOIDING THE GRAY MARKET POST-PURCHASE



PATIENT SAFETY IS AT STAKE

Use these tips to check products when they arrive in the practice.

From dentists and hygienists to office managers and other front office team members, everyone in the industry should be aware of the risk gray market products pose to the health of patients and practices.

Follow these simple steps to ensure gray market products don't find their way into your practice after purchase.



Step 1

DEVELOP A DOCUMENTED PROTOCOL

Even if you buy everything from authorized sources, best practices recommend documenting a protocol for your practice and executing it every time you order products for the practice.



Step 2

DELEGATE AN EXPERT

Assign one knowledgeable employee to check all product purchases when they arrive in the office. Empower this person to become familiar with all product packaging.



Step 3

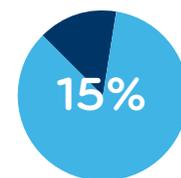
CREATE A REFERENCE POINT

Keep all ordering materials, such as catalogs and flyers used in ordering products, until they have been delivered in. Keep the package until the product has been entirely consumed.



\$6 BILLION

The U.S. dental supply market is a \$6 billion industry*



One estimate is that nearly 15% of the U.S. dental market is gray or black*

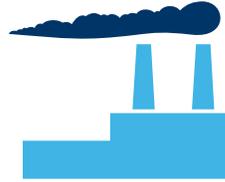


Step 4

ASK THE RIGHT QUESTIONS

Use these **10 questions** to check each product individually when it arrives in the practice.

1. Is it **the same product** you ordered?
2. Does it have **the same name** as advertised?
3. Does it have **the same product number?** Is it in **the same package** as advertised?"
4. Are **the contents the same** as advertised (quantity, sizes, shapes, colors)?
5. If you're **in the U.S.**, is the package **labeled in English?** The package should include **both English and French** for practices **in Canada.**
6. Does the package have **any markings that appear to have been removed or scratched out?**
7. Does the **product appear to be in its original package** or does the packaging appear to be a substitute, such as a disposable plastic bag?
8. Do the **lot number and expiry date** on the package **match those on the contents?**
9. Does the package or its contents have **markings that indicate it may have been rerouted?** For example, the package may identify that it is for an exclusive country or say "Not for sale in North America."



5-8% OF PRODUCTS

One manufacturer estimated 5-8% of products carrying their label were in fact counterfeit**



Step 5

DON'T TAKE CHANCES

Send counterfeit or questionable products back. **Nearly the same isn't the same.**

IF YOU BELIEVE A PRODUCT MAY BE COUNTERFEIT, **CONTACT THE MANUFACTURER.**

They are often happy to send pictures of their licensed products and packaging.



Learn More

about Patterson Dental's commitment to protecting the dental supply chain at **DentalSupplyIntegrity.com.**

**"Dental Equipment and Supplies Manufacturing in the U.S. and Its International Trade" Supplier Relations US, LLC, Irvine, CA, February, 2014.

***"Shades of Gray" Mentor, Santa Ana, CA, December, 2013.

****"Are you using 'gray-market' or counterfeit dental products?" Journal of American Dental Association, June, 2010.