

One of Procter and Gamble's goals is to provide educational resources for the dental community. The website sponsored and maintained by Procter and Gamble can be found at <http://www.dentalcare.com>. This site is an international resource for dental professionals and can be accessed in the United States, Canada, Mexico, Russia, China, Austria, Italy and Germany through a central portal. It is a very comprehensive and user friendly website that provides resources for all aspects of dentistry including clinical practice, patient and practitioner education and online ordering of products.

The website is divided into two main sections in the Global Dental Resources Portal: one for Dental Professionals and one for Consumers. The consumer section is mainly one that provides interested consumers information about Crest and Fixodent products as well as giving information about how Procter and Gamble is promoting and improving oral health. The primary section of the portal is devoted to dental professionals. From this homepage, the dental professional can access the following five sections: (1) Dental Resource Net (for the U.S., China, Canada, Mexico, and Russia), (2) eDentora (for Austria, Germany and Italy), (3) the Hygienist Corner, (4) the Journal of Contemporary Dental Practice, and (5) Online ordering.

The first section of the professional division, Dental Resource Net, is actually the window to all areas of the website. Although, some of the areas are password protected, a password can be obtained by registering during the initial visit to the website as a new user. As you enter the Dental Resource Net, you may access the following sites: *What's New*, *Online Ordering*, *Continuing Education*, *Patient Resources*, *Crest Learning Center*, *Professional Resources*, *Product Information*, *dentalcare.com*, and a *site map*. The section *What's New* provides an update on newly included materials on the website. The *Online Ordering* section allows dental professional to order online for convenience and speed and often features special ordering discounts.

The *Continuing Education* area provides online courses for credit for the dentist, dental assistant, dental hygienist and office manager. This section provides program descriptions, listing of the courses that are available (and direct access to the courses), as well as a list of state by state requirements for continuing education.

The *Patient Resources* section provides downloadable/printable patient education pages on such topics as plaque control, TMJ disorders, root canal treatment, etc. These pages can be customized for your patients and are available in many languages, including but not limited to Italian, Hindi, Portuguese, Punjabi, Hebrew, Arabic, German, French, English. This section also includes parent guides, consumer information and the History of Dentistry.

The *Crest Learning Center* is the section of the website which provides educational resources to students, faculty and those concerned with practice management. In the *Student Corner*, the students can access case studies, pre-clinical assignments, and various resource materials. It also includes a listing of advanced degree programs. The *Faculty Corner* provides many educational series materials, slides that can be downloaded, case studies, student handouts and access to several CD-ROM education series that are produced by Procter and Gamble. Other areas available in the Crest Learning Center include resources for community dentistry, personal finance, practice management, downloadable forms (such as health history), and grants and scholarship information that is available.

The *Professional Resources* section of the Dental Resource Net provides links to such areas as Medline, Internet Drug References, Online journals including P&G's peer reviewed "Journal of Contemporary Dental Practice", P&G research, Dental Hygienist News and several lecture series. A slide library is available as well as links to other useful sites.

Under Product Information the most current information profiles and research about Procter and Gamble products are available. In addition, this section provides the MSDS sheets and online ordering for the products.

The remaining sections of the Global Portal are the international sites under eDentora, the Hygienist Corner, and a direct link to the Journal of Contemporary Dental Practice as well as Online Ordering. The Hygienist Corner is a direct link to the Dental Hygienist News, an online newsletter for dental hygienists which includes professional development topics, chair-side reference materials, abstract summaries, and links to professional sites.

This website is very easy to navigate and each area is accessible through several different sections. It provides current, evidence based information and research that can be used by the practicing dental professional as well as educators and students. It's accessibility throughout many countries makes it an international resource for the promotion of oral health.

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