

# today

SHOW  
REVIEW

38<sup>th</sup> International Dental Show • Cologne • 12–16 March 2019



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MORE INVENTIVE  
LESS INVASIVE

## "Innovation backed by science"

An interview with Hans Geiselhöringer, President of Nobel Biocare

Dental Tribune International met with Hans Geiselhöringer, President of Nobel Biocare, at the 2019 IDS to discuss the company's latest innovations, its upcoming Global Symposium in Madrid, and what he sees as its future focus.

**Mr Geiselhöringer, a point of emphasis for Nobel Biocare at IDS 2019 was implant surfaces, with the company taking the opportunity to launch the Xeal abutment surface and the TiUltra implant surface. How does TiUltra build upon the success of the TiUnite implant surface?**

Well, there are several aspects to take into account when discussing implant surfaces. Over the decades-long history of implantology, there have been many different types of implant surfaces presented, including machined and anodised. As leading innovators in the industry, we had both machined implants and im-



plants with the moderately rough TiUnite surface, which now has a wealth of science behind it and is one of the most clinically researched surfaces on the market.

This overall success showed the superiority of our implant surface,

but also demonstrated the important role that research plays at Nobel Biocare. We invested further into basic research to understand even better the early integration processes, which eventually led us to create two new implant surfaces,

Xeal and TiUltra, that cater for the specific needs of each area and surface of the restoration. TiUltra, specifically, has a surface topography that changes gradually to become moderately rough towards the implant apex and surface chemistry designed to positively interact with cells and improve osseointegration.

**Along those lines, a key indicator of implant success has been osseointegration. However, Nobel Biocare is promising to go beyond this with the Mucointegration era. How do Xeal and TiUltra allow for this era to commence?**

Given that we have more than 100,000 TiUnite implants documented in clinical studies, we know that implant success is influenced by various factors, such as implant placement, maintenance protocol and prosthetic design.

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SAN FRANCISCO 2019

## IDS reaffirms its leading position as global dental trade fair

This year exceeds previous results, increases internationality and quality.



\*The 2019 International Dental Show exceeded the results of the previous event and the organisers attained their goals of greater internationality and higher quality in supply and demand, boosting the satisfaction of both exhibitors and attendees.

The International Dental Show (IDS), which took place in Cologne in Germany from 12 to 16 March, fulfilled the high expectations of the global industry and once again underlined its position as the leading trade fair. With 2,327 companies from 64 countries participating, this year's event welcomed 20 more exhibitors com-

pared with two years ago, as well as 160,000 trade visitors from 166 countries. The overall number of visitors rose by 3.2 per cent (about 5,000 more people) and the number of foreign trade visitors by 6.0 per cent.

Gerald Böse, CEO of Koelnmesse, which stages the show, said: "IDS is

a trade fair in a class of its own and always sets new benchmarks. It manages to surpass the already excellent results of the previous event every time." Both visitors and exhibitors are impressed by IDS: it is only here that one encounters supply and demand of such an extent, quality and level of internationality. "IDS is the undisputed leading global trade fair for the dental industry," he continued.

The official figures confirm the high level of internationality at IDS: 73.0 per cent of the exhibitors and 62.0 per cent of the visitors came from 166 foreign countries, including Argentina, Australia, Brazil, Canada, Chile, Egypt, Japan, Korea, New Zealand, South Africa and the US. Regarding the 6.0 per cent increase in foreign visitors, IDS 2019 recorded significant growth in the number of visitors from Asia (+23.1 per cent), Eastern Europe (+19.6 per cent), Africa (+17.0 per cent), Central and South America (+14.6 per cent) and North America (+5.3 per cent) specifically.

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« 1 – Nobel Biocare

We have seen that failures occur more frequently as soon as copycats and unvalidated prosthetic solutions are integrated into the implant treatment.

With Xeal and TiUltra, we are now able to offer a pair of surfaces with the surface chemistry and scientific backing necessary to promote not just early osseointegration and long-term implant stability, but also soft-tissue attachment to the abutment. Together, these new surfaces can optimise tissue integration at all levels to help improve implant treatment outcomes for all patients.

The patient is at the centre of everything we do at Nobel Biocare, and these surfaces are another big leap forward in addressing their needs for immediate function and long-term maintenance and aesthetics.

**The Nobel Biocare Global Symposium, where the new Nobel Biocare N1 implant concept will be presented, seems to be just around the corner. What can dental professionals look forward to when joining you in Madrid?**

Based on the extensive clinical experience our key experts have gained with the Nobel Biocare N1



© Robert Haussmann  
 ^ After IDS, Hans Geiselhöringer said the next big event for Nobel Biocare will be its Global Symposium, taking place in Madrid in Spain from 27 to 29 June.

implant concept, I am convinced that what we will be showing in Madrid is the next chapter in dental implant care. We have designed this system working with an international network of researchers and clinicians, and during the

course of its development, we have consistently surpassed our own very high expectations. I believe that the Nobel Biocare N1 system's biologically driven design presents a breakthrough in our understanding of how implant placement and pros-

thetic procedures can be achieved with a streamlined digital workflow.

Though there are many things to be excited about ahead of the Global Symposium, I am particularly looking forward to the many hands-on sessions that our clinical experts will

be running to provide dental professionals with the education and skills necessary for working with the Nobel Biocare N1 system. I invite those interested in a pre-launch experience to register and join us in Madrid at the end of June.

**You have been President of Nobel Biocare for a little over three years at this point and have been with the company for more than a decade. How has the company changed in this time, and what do you see as its future point of focus?**

Going forward, our focus remains on the development of innovations which address customer needs and are backed by science. A clear aim for us is to improve procedures and the dental workflow as much as possible, in order to provide clinicians with forward-thinking solutions that allow for immediate function and shorter time-to-teeth, while at the same time supporting long-term maintenance and aesthetics. Going beyond just the improvement of existing solutions, N1 is really a ground-breaking innovation that will set new standards in the industry. We have many more innovations to come in the future, and I look forward to presenting these in due time with the assistance of our excellent team here at Nobel Biocare. ◀

« 1 – IDS

An independent visitors' survey reported that the largest groups of visitors came from the dental industry. Schools and universities were strongly represented too.

Almost 80.0 per cent of those who completed the survey stated they were satisfied or highly satisfied with the range of exhibition offerings. More than 93.0 per cent said that they would recommend visiting IDS, and 70.0 per cent of the respondents were already planning to visit the next IDS in 2021.

Dr Markus Heibach, Executive Director of the Association of the German Dental Industry, which is involved in organising the event, was also pleased with the outcome of the trade fair: "The high level of satisfaction of our trade visitors and exhibitors is for us impressive confirmation of our efforts to make our guests' stay as pleasant and successful as possible by offering them a cosmopolitan, hospitable and perfect service."

IDS offered the ideal business platform, especially for new companies on the dental market seeking to establish themselves with high-quality innovations, such as those for improved digital workflows and additive production, new prophylactic formulas and filling materials, pioneering intraoral scanners and implant designs, as well as flexible workflows for management of the laboratory.

According to the show organisers, the success of IDS 2019 was achieved by striking a positive balance between current growth areas in the industry. "The International Dental Show is a phenomenon: the atmosphere is so international, thirsty for knowledge and open that it has been simply very inspiring once again this year. Digitalisation can improve the workflows of practices, but shouldn't be implemented non-critically or too hastily," commented Dr Peter Engel, President of the German federal dental association (Bundeszahnärztekammer), which is an IDS partner.

In addition, Engel said that the success of IDS 2019 had once again underlined the significance of the dental industry as a major economic driver and creator of jobs within the wider health sector. "A local dentist employs between four and five employees on average. Trained dental employees are the heart of every dental practice—without them a practice wouldn't work. Skilled dental employees there-

that master dental technicians and their teams are irreplaceable experts in the provision of dental restorations. "Well-trained young professionals are important for a strong dental technology trade. Highly trained young dental technician apprentices once again impressively demonstrated their skills at this year's IDS in the scope of the Gysi prize competition," he pointed out.

the German dental association, and the projects currently being undertaken provide aid and support in a number of ways within Germany and Europe but also worldwide. At home in Germany, for example, many dentists are committed to helping people of lower socioeconomic standing and those in need of emergency assistance. These dentists treat people who have no health insurance and of-



fore require recognition as well as inspiration and know-how," he pointed out. Dominik Kruchen, President of the association of German dental technician guilds (Verband Deutscher Zahntechniker-Innungen), also an IDS partner, added: "IDS has demonstrated at what speed the digital dental world is developing. One has to weigh up the risks, recognise one's own opportunities and make investment decisions based on good judgement."

Touching on the role of dental laboratories, Kruchen commented

Carrying on the tradition of recognising and facilitating the social commitments made by the dental industry, the German dental association's conference of aid organisations was also held at the event in Cologne. The organisers commented that the conference is a source of ideas for developing and strengthening dental aid projects, and functions as a forum for discussion and personal exchange. Around 60 dental aid projects and organisations are currently represented within the network of

fer aid organisations both monetary and in-kind support. Overseas, many dental aid organisations are engaged in international projects that provide assistance in acute humanitarian situations such as natural disasters and in regions suffering crises. As IDS 2019 has shown, the dental industry is experiencing growth and is in a strong position to continue its important social engagements.

The 39<sup>th</sup> IDS is scheduled to take place from 9 to 13 March 2021. ◀

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IDS 2019 is over and we would like to thank all the people that visited us. It has been wonderful to share this experience with all of you. Thank you for being with us!



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# A European perspective on opportunities and challenges for the dental profession

An editorial by Dr Marco Landi, President of the Council of European Dentists

■ The Council of European Dentists (CED) has expressed great concern about the pressures that both the liberal profession and its patients are facing. Purely market-driven dental chains put patient safety at risk through mismanagement and mistreatment of patients and employees. While advertising by dentists is tightly regulated, dental chains are able to take a more aggressive approach. Therefore, national legislators have a responsibility to put patients first and ensure that they receive the oral care they deserve.

The CED is a European not-for-profit association, previously known as the EU Dental Liaison Committee, that represents over 340,000 dentists across Europe. Its objectives include promoting high standards of oral health, dentistry and dental care, contributing to safeguarding public health and promoting the interests of the dental profession in the EU. To this end, the CED has worked tirelessly over the years on improving EU legislation and putting issues that concern dentists on the political agenda. These include matters as diverse as professional qualifications, patient safety, health workforce planning, antimicrobial resistance, dental materials, medical devices and e-health.

The dental profession and dental services are constantly evolving. New technology, new materials and new devices create both immense opportunities and great challenges. On the

one hand, dentists nowadays must be more digitally savvy, follow strict data protection regulations and work within the constraints of tight health-care budgets. On the other hand, they have access to more research, better instruments and improved materials.

Despite all these developments, the CED's guiding principles remain the same: Europeans should have access to high-quality oral healthcare, which must be provided by well-trained, skilled and fully competent dentists using the latest and most appropriate technology with an evidence-based approach. The CED, therefore, strives to ensure that the dental profession continues to be adequately regulated and that today's dental teams can face new challenges and provide patients with the best possible treatment.

It must be stressed that dentists and other healthcare professionals provide a unique service. Provision of healthcare is not a commodity and falls outside of the market-driven supply and demand logic of other regulated professions, such as those of plumbers, ski instructors or translators. Unfortunately, some regulators do not differentiate and try to apply competitive free-market ideology to dentistry, either because of budget pressures or for political motives.

With this in mind, the CED has noted with concern the latest developments regarding corporate dentistry in Europe. Organisations, usually run by investment companies, are setting



up dental offices in a number of locations, either in a single country or across a number of different countries, often motivated more by creating a return on investment than by delivering good dental care to patients. Frequently, these organisations are headed by a manager who is not a dentist, and the dentists are relegated to the role of employees. The CED is concerned that the commercial inter-

ests which are driving the business model of such organisations may impact patient safety overall through a variety of factors, including poor treatment, unsatisfactory employment conditions and inadequate provision of care. Incidents in Spain and France have shown upsetting examples of some dental chains' disregard for patient safety. Patients were left without proper care and, in some in-

stances, even harmed. To draw attention to these worrying developments, the CED General Meeting adopted a resolution on corporate dentistry in Europe in November 2018.

Advertising of dental services is another widely discussed issue in Europe. The European Court of Justice issued a preliminary ruling in May 2017 in which it concluded that an overall prohibition of advertising is excessive, but that the protection of health may be an objective that justifies advertising restrictions. The Court considered that promoting inappropriate or unnecessary care, misleading patients, damaging the image of the profession and distorting the relationship between dentist and patient undermine the protection of health and compromise the dignity of the profession. While dentists are bound by national legislation, regulations or codes of conduct setting out rules for advertising by healthcare professionals, dental chains are not. Anecdotal evidence shows that some chains try to recruit patients through more aggressive marketing focused on prices and payment plans. It is up to national legislators to put an end to this to ensure that patients are not misled and that they receive the oral care that they deserve.

The CED is proud to represent 340,000 practising dentists across Europe and we stand ready to seize the opportunities and face the challenges that the present and future hold for oral health and dentistry. ◀

## The social gathering place at IDS 2019

OEMUS MEDIA and DTI media lounge hosted successful social events. By Dental Tribune International

■ The International Dental Show (IDS) is not only a place for trade but is also a crucial event for collaboration and development across many fields of dentistry. Over the course of IDS 2019, Dental Tribune International (DTI), in conjunction with OEMUS MEDIA, held a number of social occasions. Designed to bring

professionals from many different corners of the dental industry together, honour those who have dedicated their lives to the industry and celebrate new partnerships, the three separate functions were all well received.

On 13 March, DTI and the International College of Dentists (ICD) formalised their media agreement with the signing of a contract at the OEMUS MEDIA and DTI media lounge. The signing was witnessed by DTI CEO Torsten Oemus, ICD representatives Dr Dov Sydney and Dr Mauro Labanca and Henry Schein representatives, including Chief Global Communications Officer Gerard Meuchner.

Speaking about the ICD, Sydney, International Editor and Director of Communications, as well as General Chair of the College Centennial Committee, said: "Over the past 100 years, there have been changes in social structure and the economy and yet we have continued to grow because our purpose and our goals continue to

be relevant in every age and stage of world development. And now we are going to build on that with DTI and make it a long-term relationship. They help us, we help them, everybody is happy."

The following night, DTI and OEMUS MEDIA hosted the Channel3 evening. Attended by more than 80 industry professionals, the event celebrated for the fifth year running the PI Bränemark Award for Lifetime Achievement in Dentistry. Awarded this year to Prof. Jörg Strub of the University of Freiburg in Germany, it was accepted on his behalf by Dr Kenneth Malament.

At the award ceremony, Malament reminded an assembly of Strub's colleagues and friends that he "is an individual who has put his whole life into dentistry—there is simply no one like him. He is the best of his generation." Mark Ferber, Founder of Channel3, which presents the award, told DTI that "Jörg Strub has perfectly represented, throughout his career, the five characteristics of Prof. Bränemark, on which the award is based. Dr Strub is a scientist, a clinician, an educator, a humanitarian, and a sage."

Food, drinks and first-class networking opportunities.



\* The media lounge also hosted the ROOTS SUMMIT brunch—pictured is Stephen Jones, one of the Founders of the summit and Co-Chairman of the 2018 event.

\* Food, drinks and first-class networking opportunities.



«4 – Media lounge

On 15 March, DTI and OEMUS MEDIA hosted the final event of IDS, Latin America night. The event gathered a number of dental professionals and partners from the Latin

tas, APCD) in Brazil. APCD is the organiser of the São Paulo International Dental Meeting (CIOSP), the largest such event in Latin America. Oemus announced the marketing and educational agreement together



Chair of the College Centennial Committee, Dr Dov Sydney, shakes hands with DTI CEO Torsten Oemus—DTI and the International College of Dentists (ICD) formalised their media agreement at IDS 2019.

American region and beyond to discuss further collaboration and recap the activities of the previous days. The main event of the evening was, however, the announcement of a new agreement between DTI and the São Paulo dental association (Associação Paulista de Cirurgiões-Dentis-

with APCD President Dr Wilson Chediek and International Director Dr Marcos Capez. DTI and APCD have been collaborating for several years now, mostly in the international marketing of CIOSP, for which DTI produces the daily paper *CIOSP today* together with APCD. ◀

## A real product experience

W&H held several “Walk & Hands-on Tours” at IDS

■ At IDS 2019, Austria-based company W&H decided not to host one large press conference, but rather to invite the press to attend specially stylised “Walk & Hands-on Tours”. Held at different times throughout the trade fair at the W&H booth, the tours allowed participants to get up close and personal with the latest products released at the fair. On Wednesday, Dental Tribune International attended an afternoon tour.

Simon Niedermüller, Director of Business Management, led the tour. Besides a number of products that the company had on display, W&H launched its latest cloud-based technology, the ioDent system. “The ioDent



Simon Niedermüller, Director of Business Management at W&H, led the tour.

platform is an Internet of Things platform connecting different W&H

products, from our implantology products through to our sterilisers, but also provides service support to the clinics,” explained Niedermüller. With many features, the new platform’s intuitive interface enables the user to predefine all the treatment details, implant positions and necessary programme steps, which are customised for each patient and can be planned and configured prior to the treatment.

Other products showcased during the tour and launched at IDS for the first time were the new Lisa and Lara sterilisers, and a new prophylactic portfolio.

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All smiles for Jerome Haas of Septodont.

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So much to do and see in the massive halls at IDS.

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The today at IDS newspaper handed to attendees as they enter the fair.

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Channel 3 night at the DTI media lounge.

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