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ORTHODONTIC TREATMENT IS ESSENTIAL, NOT COSMETIC

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PM Shahbaz dissolves PMC, NLE and MDCAT issue hangs in balance

DT Pakistan Report

Photo: DT Pakistan

ISLAMABAD: A notification issued in the Gazette of Pakistan states that the Prime Minister of Pakistan has withdrawn nominations of the members of PMC with immediate effect on the 19th August 2022. New members for the commission shall be appointed in the coming days.

PMC was set up in October 2019 after the former medical and dental regulatory body, PMDC was removed. Recently, the PMDC bill had resurfaced and the Senate was to decide whether the bill should be passed.

The Islamabad High Court had announced in April that the appointment of members of the PMC, including Dr Arshad Taqi (President) and Mr Ali Raza (Vice President) was illegal. The court had instructed the removal of these members immediately. It was also requested by the court to continue the daily functions of the PMC until the new appointments take place in office.

The notification published by the national newspaper of the country, The Gazette of Pakistan has revealed that Mr Ali Raza and Dr Arshad Taqi , along with other members of the PMC have been removed from the regulatory body, with immediate effect. The PMC, has therefore, been disestablished.

While the issue of the PMDC Bill 2022 is awaiting the green signal by the Parliament, PM Shahbaz Sharif ia all set to bring PMDC back in office.

This has raised concern for the students, set to give their NLE and MDCAT exams this year. The political turmoil has caused bewildered students to stress over the future of their careers and education.

Speaking to Dr Ayyaz Ali Khan on the situation, he said "We have been informed that all decisions passed by the PMC, shall continue as scheduled. The interim administration does not have the authority to undo matters."

The MDCAT exams; shall be taking place at the provincial levels as per schedule unless announced otherwise. The NLE however, have been scrapped for all undergraduate students all together. All exams and processes shall be on schedule during the period of appointment of the new members of PMC, which is predicted to go on for the next two to three months. Therefore, any decision made prior to the removal of PMC members shall remain as is.

Regarding the question of whether PMDC will come back in place of PMC, Dr Ayyaz Ali Khan said that it is unclear what the future holds since this, is a political matter.

PMC launches online portal for aesthetic physicians, surgeons

DT Pakistan Report

ISLAMABAD: The Pakistan Medical Commission (PMC) has recently launched an online platform for the registration of aesthetic physicians and surgeons in Pakistan. This registration will be based on Pakistan's credentialing requirements for aesthetic medical practice.

Aesthetic Medicine in Pakistan

The Commission has approved the "Credentialing Pathways for Practice of Aesthetic Medicine in Pakistan," in accordance with which specialists in various medical fields, such as dermatology, plastic surgery, etc., as well as general medical practitioners and general dentists, will be inducted into the respective "Aesthetic Physicians Register" and "Aesthetic Surgeons Register."

Aesthetic Physicians and Surgeons

The Credentialing Pathways identify the procedures that require formal training and certification for an Aesthetic Physician or Surgeon to be acknowledged. In addition, the Pathways identify the procedures that an Aesthetic Physician or Aesthetic Surgeon with particular certification pathways can execute. Any future cosmetic medical procedures that meet the requirements of noninvasive and minimally invasive may be added to the list as medical science improves.

The rising demand for Aesthetic Medicine

According to a PMC official, the popularity of aesthetic medical and surgical procedures has increased during the past several years. Since it is a consumer-driven service, the PMC feels it is essential to protect both the patients' and the public's best interests.

According to him, the commission recognised the growing number of people who demand not only a healthy environment but also one that is aesthetically beautiful. According to him, a substantial number of medical professionals as well as ordinary medical practitioners were already engaged in the practice of aesthetic medicine, and the rising demand has proportionately piqued the interest of others in entering this field. Additionally, he claimed that the number of individuals practising aesthetic medicine was expanding.

He continued by stating that patient safety issues are of the utmost significance and that this practice, as well as all other medical specialisations and practises, must be regulated through specialised credentialing processes. This will allow patients and regulators to understand the capabilities and limitations of a given medical practitioner.

Orthodontic treatment is essential, not cosmetic

DT Pakistan Report

KARACHI: Dental practices across the metropolis are being raided by the Sindh Revenue Board, Government of Sindh. Dental clinics are being urged to register their practice according to the Sindh Sales Act 2011.

According to the Act, any services provided by the clinic that the board considers "cosmetic" or "aesthetic" would require patients to pay a handsome amount of tax, when obtained.

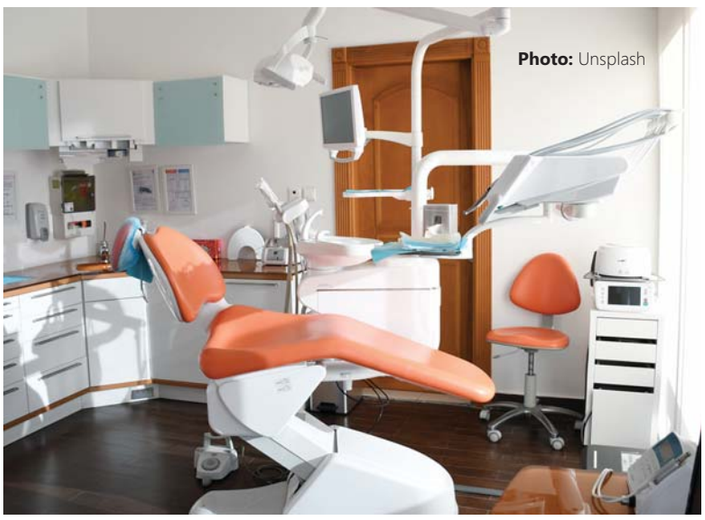

Photo: Unsplash

However, the services that SBR might consider cosmetic may fall under essential dental services. The Act states that cosmetic or aesthetic surgery, including plastic surgery, cosmetic dental surgery, orthodontics and aesthetic dentistry all fall under aesthetic procedures.

The NHS (National Health Service), England's national health care providing body, allows for certain essential dental procedures to be provided to British citizens, that would like to attain public sector healthcare services at reasonable costs.

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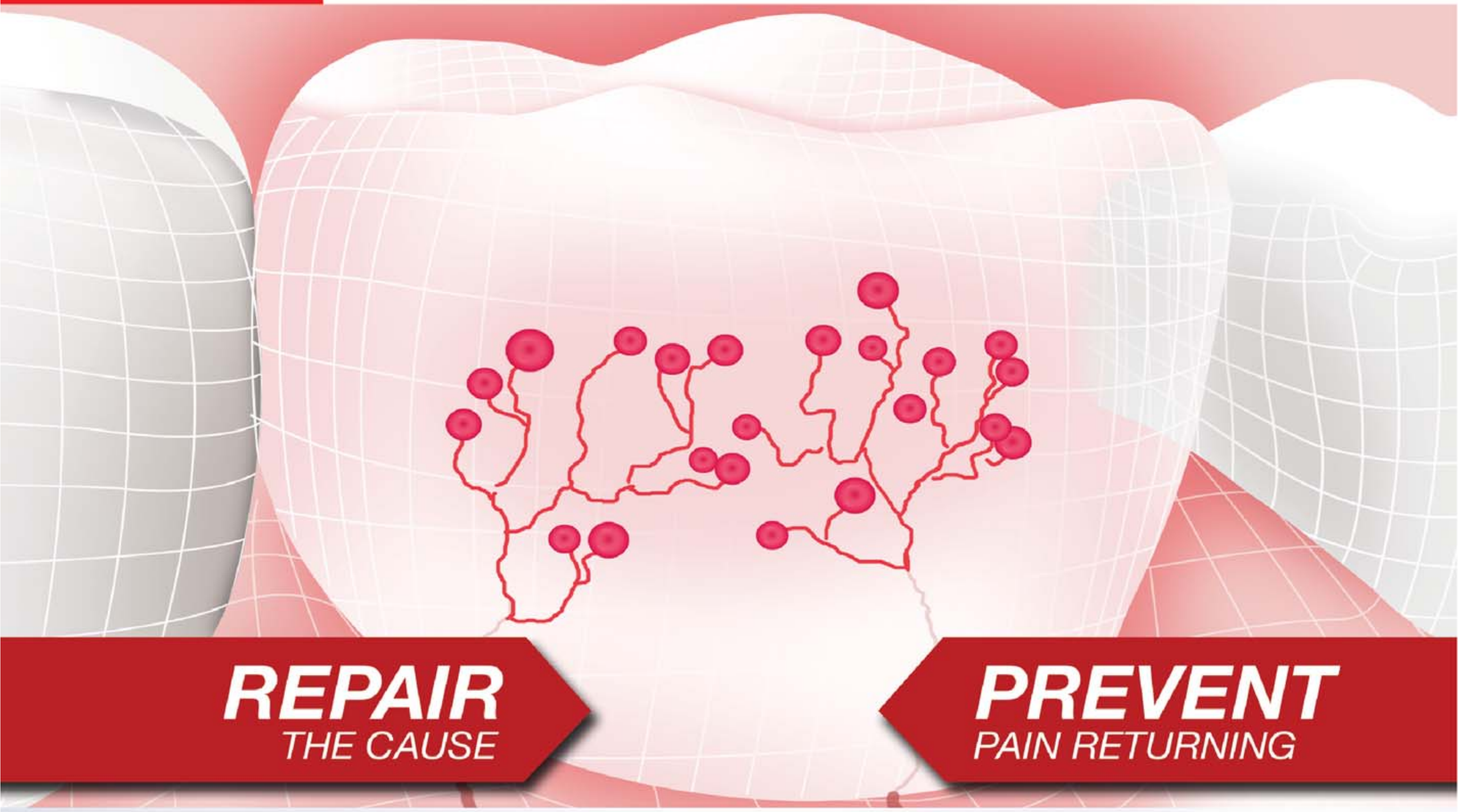

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Reference: 1. Li Y et al. J Clin Dent. 2011; 22(Spec Iss):113-120. **2.** Nathoo S et al. J Clin Dent 2009; 20(Spec Iss):123-130. **3.** Ayad F et al. J Clin Dent. 2009; 20(Spec Iss): 10-16. **4.** Ayad F et al. J Clin Dent. 2009;20(Spec Iss):115-122. **5.** Nathoo S et al. J Clin Dent 2009;20(Spec Iss):123-130. **6.** Lavender et al. Am J Dent. 2010; 23 Sp Is A:14A-19A.

Dental industry is in doldrums with uncertainty and unstable dollar

DT Pakistan Report

KARACHI: The continuous fluctuations in USD is causing an acute shortage of materials and equipment in the dental industry. The industry which used to import in bulk for better pricing and stock availability is now reduced to ordering small quantities resulting in higher costs.

The industry is facing a big drop of almost 50% in sales, and government purchases are almost negligible. The demand for materials is still there, but equipment demand has fallen sharply.

Photo: iStock

The dental industry adopts the policy of 'wait and see' amid rising dollar

Responding to a question, Ashraf Ghauri, the president of the Dental Trade and Manufacturers Association (DTMA), said that sales are down, and the industry currently has adopted the policy of wait and see till the US dollar stabilizes. The price variation is such that only in-stock items can be quoted to the customer, and anything which needs to be imported cannot be quoted at all, he added. The industry is also facing difficulty establishing letters of credit, and sending remittances are becoming increasingly difficult, Mr Ghauri said.

'It is difficult to raise prices with declining sales'

While talking to Dental News, another major player in the industry Idrees Qadri of Glow Pak, said that things have become very difficult, and ever-rising costs and continuous upward flight of the USD against the rupee is making it even more difficult to cope. The industry is also finding it difficult to raise prices amid declining sales.

The government tender business has also come to a halt with no budgets available to the provincial or district health departments. It is only the private clinics which are generating some sales. Young dental graduates are also finding it difficult to set up clinics after having paid million in fees alone. With gas, electricity and petroleum prices going up, the patient in-flow is also dented. "I am always thinking positively, but the recent uncertainty is making the situation more difficult; no foreign company is willing to sign up for JVs", he concluded.

Inflation has also adversely affected dentists and patients alike.

The dentists are also finding it difficult to raise their charges based on the daily increase in prices. The shortage of materials makes it difficult to plan surgeries and timely treatment of patients. There is a trend in the market to offer dental services against a payment plan, which can no longer be offered owing to new prices every day. The recent trend of dollar spikes is making life difficult across the industry.

The industry feels that it is time that SBP intervenes to stabilize the dollar lest it continues its free fall and make things worse.

IADSR conducts workshop on Exodontia

LAHORE: Institute of Advanced Dental Sciences and Research (IADSR) conducted a two-day workshop on 'Exodontia'. The workshop was organized as a part of the IADSR 14th Professional Diploma in Advanced General dentistry (PDAGD) from July 2 to July 3, 2022.

It was facilitated by Prof Arshad Mahmood Malik (BDS, MDS, FICD, FPFA) and Dean - HBS Dental College, Islamabad. The session was initiated with a brief overview of the history of Exodontia.

Photo: DT Pakistan

Next, the anatomy of each tooth was discussed in detail by the facilitator. Furthermore, general considerations for root curvature and root angulation were taught to the participants. Prof Arshad explained components of pre-surgical assessment including history, review of the system, physical examination, extra and intraoral examination, radiographic examination and laboratory examination.

Furcation and the technique to measure the depth of furcation was also demonstrated to the participants. The second day of the workshop was completely dedicated to carrying out the hands-on with an aim to address the complications faced by the practitioners during their practices. Prof. Arshad demonstrated the uses of different dentistry instruments such as elevator, forceps, and impaction. The use of Coupland elevators, cryer's elevator, and angular elevator in different procedures were elucidated to the participants. A detail hands-on session was carried out on tooth extraction on patients and problems faced during procedures were solved by the facilitator. It was an interactive two-day workshop which was concluded on positive feedback by the participants. ***-PR***

IADSR achieves aesthetic excellence with minimal tooth prep

LAHORE: The Institute of Advanced Dental Sciences and Research (IADSR) held a one-day course titled "Restoration of Endodontically Treated Teeth." The workshop took place as part of the IADSR's 8th Professional Diploma in Advanced General Dentistry (PDAGD).

Photo: DT Pakistan

Participants were facilitated by Dr Salman Ashraf Khan, BDS, FRACDS (Australia), Head of the Department and Assistant Professor at the University of Lahore. His primary focus was on Class IV and the closure of the diastema. Dr Salman Ashraf explained that achieving aesthetic excellence with a non-aggressive minimal tooth reduction technique and direct adhesive composite resin restoration is possible. In addition, he lectured about shade choosing, colour mapping, and various preparation techniques.

Continued on Page 6

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References: 1. Greenspan DC et al. J Clin Dent 2010; 21: 61-65. **2.** La Torre G and Greenspan DC. J Clin Dent 2010; 21(3): 72-76. **3.** Earl JS et al. J Clin Dent 2011: 22(3); 62-67. **4.** Parkinson CR et al. J Clin Dent 2011; 22(3): 74-81. **5.** GSK Data on File, ML498. **6.** GSK Data on File, ML584. **7.** GSK Data on File, ML589. **8.** GSK Data on File, RH01422. **9.** GSK Data on File, RH01897. **10.** GSKCH Dentist Survey 2019. Date of preparation: February 2022. PM-PK-SENO-22-00007.

ALWAYS FOLLOW THE LABEL PRIOR TO USE
*Brush twice a day and not more than 3 times, minimize swallowing and spit out. If irritation occurs, discontinue use.

IADSR hosts hands-on session on pediatric dentistry

LAHORE: Considering the significance of paediatric dentistry, the Institute of Advanced Dental Sciences and Research (IADSR) hosted a one-day workshop on the subject. It was held as part of IADSR's 14th Professional Diploma in Advanced General Dentistry (PDAGD).

A specific one-day workshop on paediatric dentistry was arranged to provide participants with the chance to learn under the guidance of a highly experienced and recognised facilitator. The facilitator was Dr Arham Nawaz Chohan, professor of paediatric dentistry at CMH Lahore.

Dr Arham elaborated on paediatric dental patients' examination and treatment planning, including the pros and cons of working without a plan. In addition, he instructed on treatment planning principles and components, the significance of antibiotics in children, and behavioural management approaches for children. The students were provided with an in-depth discussion of pulp therapy in primary dentition, ranging from clinical diagnosis to treatment processes.

Photo: DT Pakistan

Under the direction of the professor, the students placed posterior stainless steel crowns and anterior strip crowns on typhodont teeth. The facilitator resolved all difficulties the participants encountered during the process performance. In an interactive session, Professor Arham Chohan elaborated on Pulp therapy in young permanent teeth and injuries to primary and permanent teeth. In addition, he commented on iatrogenic instances in paediatric dentistry and the function of radiography in the primary dentition.

Moreover, he also instructed on apexogenesis, apexification, space management in children, problems of pulpotomy in primary molars, reattachment of fractured tooth fragments, MTA pulpotomy, and local anaesthetic in children. Hence, the workshop was completed by achieving its desired educational results. ***-PR***

Dr Naseer Ahmed completes Ph.D in prosthodontics

KARACHI: Prof Dr Naseer Ahmed successfully completes Ph.D. in the subject specialty of prosthodontics from Universiti Sains Malaysia.

Dr Naseer Ahmed is the only Ph.D. holder in the subject so far in Pakistan after the late Prof Dr Fazal Ghani. Dr Naseer is affiliated with the Altamash Institute of Dental Medicine, Pakistan as head of the prosthodontics department. Dr Naseer is the author of numerous research articles with a cumulative impact factor of 100.

Dr Naseer is a member of the Malaysian Association for Prosthodontics, International Association for Dental Research Malaysian Section, Jury member of the Asian Academy of Prosthodontics, IADR Pakistan Section, and the Pakistan Prosthodontics association. ***-PR***

Integrated Curriculum workshop at BUDC

KARACHI: A workshop on Integrated Curriculum was held in the VLC (Video link Conference) room by the department of dental education at BUDC on 1ST July 2022.

The Organizer of the workshop was Dr Syed Akbar Abbas Zaidi, Assistant Professor and Dr Kulsoom Zahir, lecturer dental education department. The chief guest speaker of the session was Prof Syed Moyn Aly (Director academic JSMU). The workshop was attended by two faculty members from different dental departments.

Photo: DT Pakistan

The session started with the introduction of the workshop topic, the roadmap of the workshop was laid, and learning objectives were given after which the speaker started with the brainstorming session in which he asked the participants about their concepts of an integrated curriculum. On receiving different views of integrated curriculum from the participants the speaker started clearing their concepts through his lecture on "what actually is integrated curriculum and how it can be incorporated into our curriculum?"

All the participants were divided into a group of five and were asked to perform a task in which they had to make a weekly timetable related to their field of a subject by incorporating an integrated curriculum in it and presenting it after the lunch break. All the groups presented their integrated curriculum incorporated timetables and the speaker summarized and corrected them where corrections were needed, then assignments were shuffled among the groups, and participants were asked to find out the strengths and limitations of each other making it a learning experience for all the participants.

In the end, the speaker showed the articles and research on integrated curriculum and how its incorporation has been helpful for students and guided all the participants for further research on an integrated curriculum.

The honorable guest speaker was awarded a shield by the Principal Dental section of Bahria University Health Sciences. ***-PR***

Orthodontic treatment is essential ...
Continued from page 2

Apart from root canals, crowns, bridges and dentures, these included orthodontic procedures as well. According to the NHS, if a maligned dentition causes discomfort to the patient, or hampers their daily life, as well as the position and function of the teeth, orthodontic procedures in those circumstances becomes an essential service.

Maligned teeth can affect circulation in the gums, affect breathing patterns, and also increase the incidence of dental caries in the mouth.

SBR's imposed tax on orthodontic procedures is an issue of grave concern for those that will consider orthodontic treatment, a far-fetched option in the improvement of their daily eating habits and lifestyle. The Act should be reevaluated to allow patients the freedom to attain orthodontic treatment with ease.

IADSR achieves aesthetic...
Continued from page 4

He placed great emphasis on dental photography and expounded on how it might improve the quality of professionals' work. The facilitator also taught the composite layering method, peg laterals, and finishing processes, including shaping, contouring, and polishing.

The participants were also given a case study to solve and discuss newly recognised challenges in clinical practice. Participants made diagnoses, devised thorough treatment plans, and carried out practical treatments. Dr Salman Ashraf provided extensive hands-on procedures and their discussion, as well as answers to questions raised during the performance of procedures. ***-PR***

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References:
1. Akwagyriam et al, 2015. **2.** Kakar et al, 2014 **3.** GSK data on file (GCCSS-GH-001 - parodontax complete protection toothpaste). **4.** Akwagyriam et al, 2013. **5.** Jose et al, 2018. **6.** Attin T and Hornecker E, 2005. **7.** Williams et al, 1992.

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Brush twice a day and not more than 3 times, minimize swallowing and spit out.
If irritation occurs, discontinue use. Not suitable for children under 12 years. Keep out of reach of children.

Fundamentals of research workshop

KARACHI: A workshop on the 'Fundamentals of Research' was held in the conference room by department of dental education on 28th July 2022.

The Organizer of the workshop was Dr Syed Akbar Abbas Zaidi, Assistant Professor and Dr Kulsoom Zahir, lecturer dental education department. The chief guest speaker of the session was international speaker Dr Umer Daood, Senior lecturer (Head Restorative Dentistry Division, School of Dentistry, International Medical University, Malaysia). The workshop was attended by the faculty members from different dental departments and house officers.

Photo: DT Pakistan

Principal Dental section Dr Wahab Kadri gave a brief introduction of the guest speaker. The speaker started the session with the importance of need of young scientists in Pakistan, how far behind Pakistan is in research and technology. The speaker reflected on the importance of research in academics and why academics need more research. Speaker guided the house officers on how to select international universities based on their world ranking.

After a tea break of 15 mins the session was continued again in which the speaker gave a lecture on the tricks and tips of writing a good manuscript, how introductions should be written and the importance of reference in article writing. The speaker also showed his articles and research published in world renowned journals and his experimental invention of a device which mimics human mind. Dr daud also showed his current research on the modified bonding agent and how far he has concluded. The speaker guided all the participants and especially young graduates house officers to develop the habit of reading articles every day and to take interest in conducting research. ***-PR***

JMDC earns first place in quiz competition

KARACHI: Jinnah Medical and Dental College earned first place in the quiz competition at the APDC 2022 convention hosted by the Asia-Pacific Dental Federation and Pakistan Dental Association. Karachi Medical and Dental College hosted the tournament, with participation from sixteen dental institutes in Sindh. The quiz tournament consisted of two rounds, with the winning team consisting of BDS final year students, including Saahil Rai Oad, Sarah Adnan, and Heeba Hanif. The dental faculty of JMDC is pleased with the accomplishment and intends to earn other honours for the institution in the future. ***-PR***

Photo: DT Pakistan

LCMD considers synergistic approach to Intelligence Enhancement

KARACHI: The Department of Health Professions Education (DHPE) at Liaquat College of Medicine and Dentistry (LCMD) conducted a hands-on workshop titled "Emotional Intelligence".

Photo: DT Pakistan

Emotional intelligence (EI) makes it possible for health care providers to have positive interpersonal relationships, enhance communication, and facilitates constructive conflict resolution. Additionally, higher EI has been shown to have a favourable correlation with higher performance levels. Considering the requirement to provide training for LCMD instructors to enhance their professional and personal lives, DHPE invited Prof. Dr Shams Nadeem Alam, a professor in general surgery and a medical educator, to act as a facilitator for the conference.

The facilitator conducted a highly engaging and interactive workshop, where participants were asked to fill out the EI self-assessment questionnaire and interpreted the results. Moreover, relevant action plans were also discussed to strengthen EI. Prof. Dr Uzma Zareef, Head of Oral Pathology Department, LCMD, presented a certificate to Prof. Shams Alam. ***-PR***

FCPS induction at BUDC

Karachi: Bahria University Dental College inducts 1st batch of FCPS trainees in the departments of Orthodontics and Prosthodontics

Photo: DT Pakistan

The team of College of Physicians and Surgeons (CPSP) visited Bahria Dental College, BUHS on 24th June 2022 and granted the approval to start FCPS training in the departments of Orthodontics and Prosthodontics. The first batch of trainees in these two departments has been inducted and have started their training as FCPS residents. ***-PR***

SSCMS organises dental prosthetics session

KARACHI: The Continuing Dental Education committee of Sir Syed College of Medical Sciences (SSCMS) recently held a session on dental prostheses.

Photo: DT Pakistan

Professor Irum Raja from Dar-ul-Sehat Hospital Karachi presented dental prosthesis cases to a packed audience of students and teachers and discussed denture retention issues among patients. She emphasised suitable lab practices for fabricating dentures and touched on specific knowledge for addressing denture-related issues.

Prof. HR Sukhia, Principal of the Dental College of SSCMS, awarded Prof. Irum Raja with a guest speaker shield. The speaker was complimented for her practical advice and clinical expertise. ***-PR***

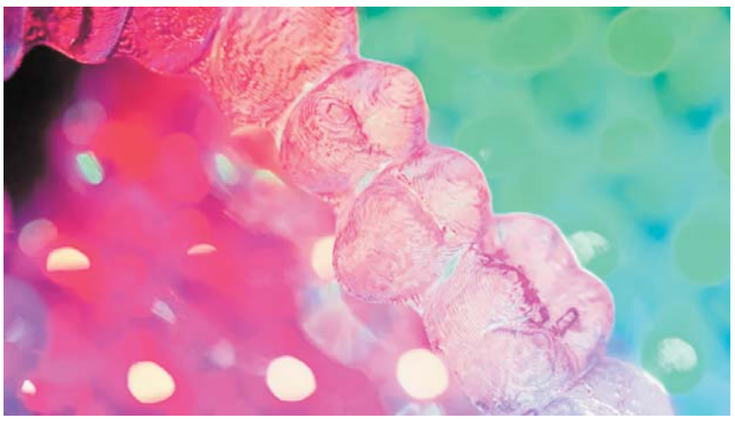
SmileDirectClub to launch SDC+ premium clear aligner treatment

By Jeremy Booth
Dental Tribune International

NASHVILLE, US: The pioneer of direct-to-consumer (D2C) clear aligner treatment will begin selling a premium, dentist-led treatment package within the next six months. Having previously announced its intention to compete with market leader Align Technology, the company has now revealed the name, price point and target demographic of its new premium service offering, for which it has been busy building a partner network of dentists and orthodontists.

SDC will launch SDC+ in selected markets in the fourth quarter of this year, or early in the first quarter of 2023. The premium treatment offering will be targeted at high-income consumers and will include in-office clinical care, improved access to the company's teledentistry platform and additional post-treatment care, such as retainers and SDC oral care products.

CEO David Katzman shared the new information with analysts during a conference call on 9 August. During the call, he said: "In our intense qualitative and quantitative research, we learned that higher income consumers will be far more attracted to our brand at a premium price when paired with greater access to a general practitioner throughout treatment."



Several research projects in Scandinavia have focused on improving the oral health of adolescent patients. (Image: Shutterstock/Evgeniy Kalinovskiy)

> "[A] big chunk of that extra US$2,000 is for the doctor"

Katzman said that treatment with SDC+ will be priced at US$3,900 (€3,818) and that dentists who oversee SDC+ cases will receive "significantly more" cash than they currently do when treating patients with SDC's current product offering. The average gross sales price of SDC's clear aligner treatment is currently US$1,917.

"[The higher price] improves not only the economics to us and our partner offices, but also enables us to provide this enhanced access to care while remaining price competitive with a premium service," Katzman said. SDC's move into the premium clear aligner category is more a targeted sidestep towards a higher-income demographic than a capitulation to the critics of D2C orthodontics. The company has taken a battering during the SARS-CoV-2 pandemic owing to a change in spending behaviour within its core demographic. With a median household income of US$68,000, SDC's target demographic struggled to pay its bills in the first waves of the pandemic, and rising inflation and the onset of a recession in the US have since obscured the light at the end of SDC's financial tunnel.

The company signalled a major change to its business model earlier this year and has proceeded to drip-feed investors with details about a new, premium treatment offering.

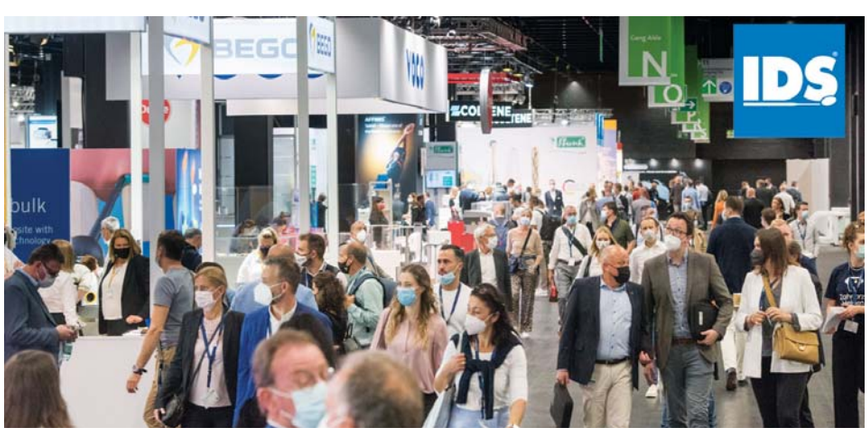
The company began building a partner network of general dentists and orthodontists well before it mentioned the launch of a premium product. It currently has a network of 690 practices in North America that are either active or pending training, according to company information. Katzman said that its partner network has effectively morphed into SDC+. He explained: "It's really one initiative now. So, every office that we sign up will have two offerings. One would be [SDC's teledentistry offering], which is the current partner network, and then they'll also be able to offer that US$3,900 dual approach where that GP in that office will play a bigger role in servicing that patient."

"[A] big chunk of that extra US$2,000 is for the doctor," Katzman stated.

IDS: High number of exhibitors confirm their presence

Almost all of the relevant key players have already registered

IDS, the International Dental Show in Cologne is demonstrating all of its strengths. At the coming event from 14 to 18 March 2023, almost all of the relevant key players have already confirmed their participation. In total, IDS is currently recording well over 1,000 exhibitors as well as 11 country participations with over 400 companies represented.



"The global appeal of IDS as the most important industry platform is the driving force for both a successful present and future of the international dental family. 100 years of IDS stands for innovation and constant performance at the highest level and is thus also a synonym for the strength of the dental industry.

Together we will position IDS as the leading international dental trade fair over the next decades," Mark Stephen Pace, Chairman of the Association of German Dental Manufacturers (VDDI), and Oliver Frese, Chief Operating Officer of Koelnmesse, emphasised in a joint statement.

Once again, IDS will cover the comprehensive spectrum of the dental world - from the dental and dental technology section, infection protection and maintenance, through to services, information, communication and organisation systems as well as organisation tools. ***-PR***