

today 18/19



Opinion

today international spoke with Teresa Duncan, USA, about fraud and embezzlement and what dentists can do for prevention.

»page 4



Plan ahead

You will find the latest update of the exhibitors list and floor plan of this year's International Dental Meeting & Exhibition in Singapore (IDEM) in our business section.

»page 8



Travel

Singapore can be best described as a unique mixing pot of Asian cultures. Besides a vibrant multicultural experience, there's much more to discover about the city.

»page 12



IDEM Singapore International Dental Exhibition and Meeting

Date
15–18 April (Congress)
16–18 April (Exhibition)

Venue
Suntec Singapore,
International Convention
& Exhibition Centre,
Halls 401–404

Visitor profile
Dental Traders, Dentists,
Dental Technicians,
Dental Assistants,
Dental Hygienists,
Pharmacists, Academics,
Associations,
Press and Media

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IDEM confirms role as major Asia-Pacific meeting

Organiser announces plans for 2012/More variety in the scientific programme



Fig. 1: Visitors still register for IDEM 2010.—Fig. 2: Exhibit at the booth of Dr. Ihde Dental, Germany, in hall 402. (DTI/Photos courtesy of Koelnmesse/Daniel Zimmermann)



Although final participation numbers have not been announced, there is no doubt that IDEM 2010 will be considered as another record dental meeting. An improved scientific programme and a higher number of exhibitors have again drawn thousands of dental professionals from all over Asia to Singapore. Most exhibitors said that they were also content with the quantity and quality of visitors within the first two days of the congress.

In an interview, Singapore Dental Association president Dr Lewis Lee told *today international* that the decision to hold pre-congress courses as well Master Classes has been accepted very well by most congress attendees. Sessions were more structured and overlapped less, so participants had the chance to attend more courses this year. He announced plans to broaden the programme in 2012 incorporating other topics like dental materials, orthodon-

tics or oral medicine. A larger number of hands-on workshops will be offered as well, he added.

Michael Dreyer, Vice-President Asia Pacific, Koelnmesse Pte Ltd, said that despite the organisational changes and the economic downturn, IDEM 2010 has been in line with the last edition in 2008. He said that his company will aim to improve the meeting further to make it available for more professional groups like dental assistants.

Visitors will have the last chance today to get their hands on the latest dental products and technology available on the worldwide dental markets. The exhibition on level 4 will be open until 16:00.

There will also be a full array of scientific sessions with speakers from Germany, Switzerland, Mexico and the United States. In addition, the Dental Tribune Study Club will be holding session from 11:00 to 14:30 in hall 401, booth J30.

Preparations for the next edition of IDEM have already begun and first speakers have been announced. Amongst others, there will be sessions on the management of endodontic disasters, the biological effects of current restorative materials on the pulp-dentin complex or current concepts on posts and cores. The next edition of IDEM is scheduled to take place 20–22 April 2012. More information on this event is available in hall 402, booth P12 or online at www.idem-singapore.com.

Scientific programme

Sunday, 18 April

8:30–11:00
Shortened Clinical Protocols—
Choosing the Optimal
Treatment Strategy
Dr Roland Glauser, Switzerland
Hall 404, Level 4

9:30–12:00
Dentogingival Aesthetics—
An Interdisciplinary Approach
to Treatment Planning
Dr Ricardo Mitrani, Mexico
Theatre, Level 3



Photo: Koelnmesse

13:30–16:00
Immediate Loading of Implants—
Pros and Cons:
True Progress or Complete Hype?
Dr Marcus F. Abboud, Germany
Hall 404, Level 4

14:30–17:00
Aesthetic and Functional Concerns
for Fixed Implant Prosthodontics
Dr Keith Phillips, USA
Theatre, Level 3

17:30–20:00
Advanced Technologies
in Implant Dentistry—
Reality or Vision?
Dr Marcus F. Abboud, Germany
Hall 404, Level 4

17:30–19:30
Tooth Wear and New Technology
to Manage Dentin Hypersensitivity
Dr Fotinos Panagakos, USA
Theatre, Level 3

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Collect CE credits in expo hall 401

DT Study Club Symposia has lectures on lasers and peri-implantitis



Dr Fotinos S. Panagakos, USA, held a dentine hypersensitivity session on Saturday morning. (DTI/Photo Daniel Zimmerman)

Today will be the last chance for IDEM visitors to collect ADA CERP credits at the Dental Tribune Study Club (DTSC) Symposia in hall 401 booth J30/K29. While Drs George Freedman and Fay Goldstep will continue their series on dental lasers with a morning session, Dr Hans-Dieter John from Germany will hold a live webcast about the risks of coronary heart disease in association with periodontitis and peri-implantitis.

According to Dr John, the lecture will introduce new technologies to detect and reduce risk factors for perio-

dontitis including aMMP8 diagnostics, biofilm reduction for implants and anti-inflammatory therapy.

Recent meta analysis reported an association between periodontal disease (PD) and coronary heart disease (CHD) and show a significant higher risk of 1.14 to 2.22 of developing CHD. The new chair-side detection of matrix metalloproteinase MMP8 allows clinicians to monitor the periodontal disease status in a site-specific manner and increase the patient compliance to treatment options and relevance to general health and CHD.

The consensus report of the 6th European Workshop on Periodontology showed that peri-implantitis occurs in 28–56 per cent of subjects and becomes a major problem to implant dentistry in the future. Current evidence indicates that most destruction of the periodontium is host mediated, driven by bacterial challenge.

Zirconium nitride hard coating technology for dental implants showed a significant positive effect on biofilm reduction and fibroblast adhesion and surface mechanical resistance.

It is the first time that the Dental Tribune Study Club is holding a forum at a Singapore meeting.

The website was founded in early 2009 as an online platform for comprehensive dental education. Besides live online courses, it also features discussion forums and video product reviews by renowned dental experts.

More information about the programme as well as how to become a DT Study Club member are available at www.dtstudyclub.com.

IDEM Night 2010—Impressions

Dental professionals met at The Forbidden City restaurant in Clarke Quay last Friday to celebrate a night of leisure, food, drinks and networking. (DTI/Photos courtesy of Koelnmesse)



AD

15

ANNIVERSARY

SINO-DENTAL 2010

June 9–12, 2010

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Joint Organizers
International Health Exchange and Cooperation Centre, Ministry of Health, P. R. China
Chinese Stomatological Association
Beijing University School of Stomatology

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25000
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more than
35
countries

more than
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exhibitors

The 28th Moscow International Dental Forum

Dental-Expo

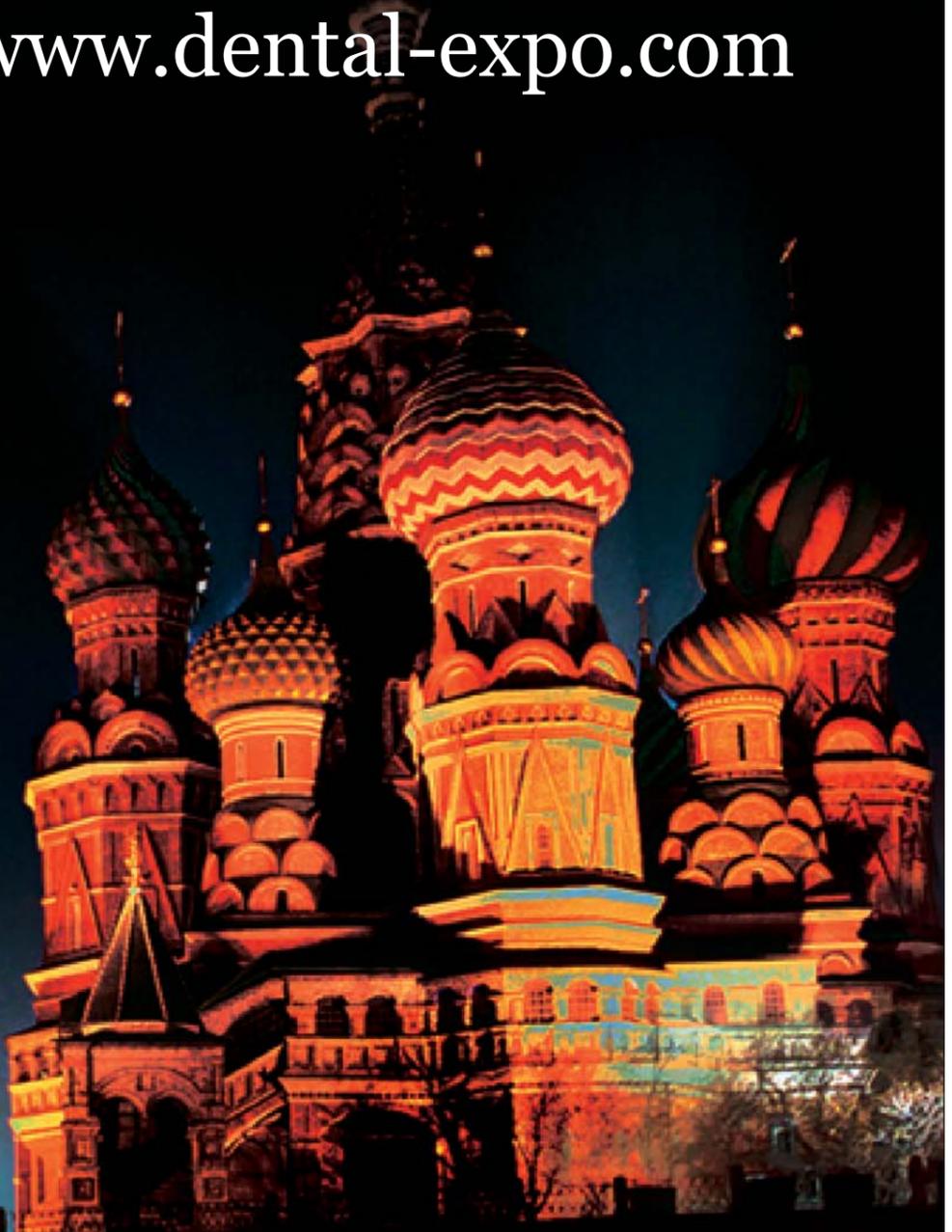
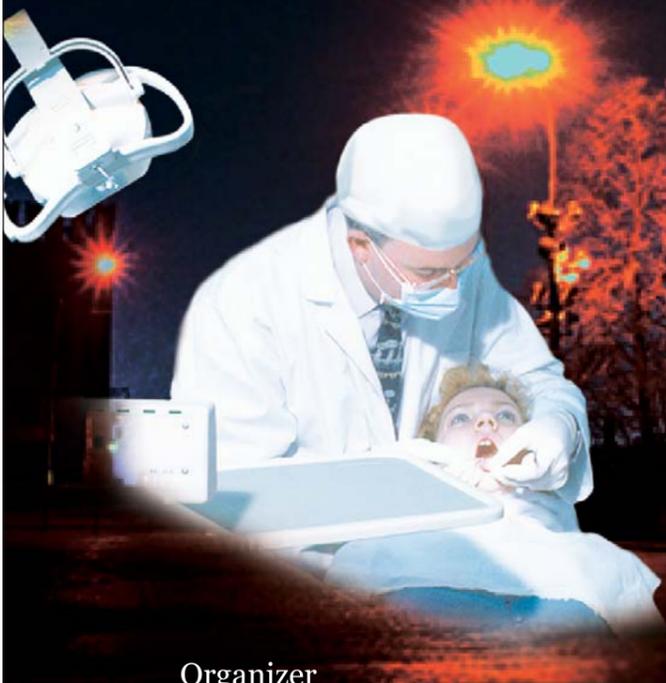
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New challenges for dentistry addressed at IDEM seminar

With the availability of more complex and costly treatment options, new challenges have arisen for dental professionals and the industry. Globalisation and dental tourism have also opened new possibilities and obstacles for dental practices in Asia and around the world. In order to address some of these developments, IDEM 2010 hosted its first LET'S TALK BUSINESS Seminar yesterday, covering a variety of business-related topics such as product liability, the management of advanced dental technology or fraud prevention in dental practice.

The seminar was attended by world renowned experts from Singapore, India and the United States.

Amongst others, the President of Global Management Group Ltd and founder of the T32



Dr Vivek Shukla discusses dental tourism. (DTI/Photos Daniel Zimmermann)

clinic in Singapore Dr Peter Tay talked about various dental delivery systems and how they can be used to provide better care for dental patients.



Dr Vivek Shukla, a health care business consultant from India, gave an overview about how costs and patient expectations can vary from country to country. According to a recent Globalysis study,

the worldwide health tourism market including dentistry was estimated US\$40 billion in 2006. The Asian market alone consists of 1.5 million medical tourists spending a daily average of US\$362.

In a third session, product liability was discussed by Catherine Tay Swee Kian, National University of Singapore.

Today's lectures will include medico-legal liability and malpractice in implant dentistry (Edmund Kronenburg, Singapore) as well as embezzlement and fraud in dental practices and how it can affect revenues (Teresa Duncan, USA).

Be involved in your business

An interview with Teresa Duncan, USA

Teresa Duncan is the President of Odyssey Management, a medical consulting company based in Alexandria, USA. As part of IDEM's LET'S TALK BUSINESS seminar, she will hold a lecture today on embezzlement and fraud in dentistry. Today international spoke with Ms Duncan about this issue and what dentists can do for prevention.



today international: Ms Duncan, fraud and embezzlement seem to be a common thing in dental practices.

Teresa Duncan: Yes, I think the instances of embezzlement are definitely on the rise. Even before the recession hit our economy, already a third of dentists in the US were embezzled in some form. There is a new report coming out soon and I am curious to see the results. I expect the numbers to be even higher because I am constantly getting calls from new clients who have been embezzled.

In your lecture today you will also talk about case studies in Asia. Did you notice any major differences to the US?

Even in Asia the number is high though they are not as large as in the United States. This shows me that there are a lot more checks and balances here or at least higher awareness of the problem. The main difference is the form of embezzlement, for example, when cash is stolen. Embezzlers in the US are more careful in that respect.

There are also cultural differences and reporting is not as common as in the States. Many of these cases are handled in-house. In addition, embezzlers are also able to move between the jobs very easily.

I hope that with Singapore's economy recovering so quickly, cases will go down.

What are the most common methods of embezzlement?

The most common method is to steal cheques and deposit them on one's own account. In many cases, cash is also taken from the patient but not recorded in the practice management system.

The common theme of all these things is that the dentists are not aware of the reports that he or she could be running or is not paying too much attention to the business side of their profession. So they don't realise what's happening under their nose. I often hear from clients that they produce like crazy but there is not even money left to cover the payroll.

What are your recommendations to prevent fraud?

Doctors should be aware of the reports that they can run with their practice management systems. At least they should ask for a daily deposit book or charge summaries. The most important thing is to pay attention and be involved in the daily business.

Thank you very much for the interview.

AD

When I bought my Fidelis my colleagues told me Fotona never stops innovating. They never stop pushing the boundaries of laser dentistry. How right they were! I've just started working with my new set of Preciso endodontic and Varian periodontic fiber tips. Both are fully compatible with the AT/HT Fidelis Er:YAG laser. I can now choose from almost 20 fiber tips to make my hard and soft tissue treatments less invasive, more effective and to reduce my patients' chair time.

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The AT Fidelis includes the newest Comfort Mode touch screen navigation system. Its pre-set treatment programs and data storage facility offer ultimate treatment management. Selecting the right treatment settings has never been easier!

Its Advanced Mode enables users to quickly fine-tune procedures through its all-encompassing interface. The AT Fidelis offers the industry's only Tissue effect Graphical Interface (TeGI) which provides precise graphical representations of laser-tissue effects as treatment settings are changed. For improved user comfort, the AT Fidelis features a wireless footswitch. While ESC Technology allows you to perfect water and air spray mixes, the AT Fidelis does not require external air or water sources, making it uniquely mobile.

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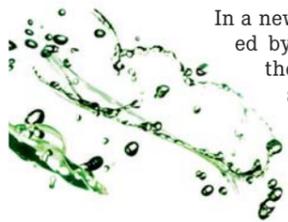
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NEW STUDY SHOWS HIGHER STABILITY IN SLACTIVE IMPLANTS



In a new study presented by researchers at the 25th Anniversary Meeting of the Academy of Osseointegration in Orlando, USA, implants with

SLActive surface technology from Straumann have shown higher stability compared to five other commonly used implants.

The study, which was conducted on rabbit bone, was assessing the implant stability by removal torque evaluation after three and six weeks. It found significant differences

between SLActive and all control implants.

A histological evaluation of the bone healing is currently ongoing, the researchers said.

Straumann's SLActive, launched in 2005, is an innovative, dental implant surface technology, which has clinically proven to cut healing times in half to just three to four weeks. The technology is said to minimise the stability dip in the critical early stage of healing and increases implant stability. The implications of this are shorter treatment protocols, higher predictability and reduced risk with earlier loading,



resulting in better patient care and satisfaction, the company said. SLActive could open the door to successful implant treatment in patients with poor bone quality or other challenging treatment situations such as patients with diabetes, osteoporosis, or patients who are smoking.

SLActive implants are currently available in all major markets in Europe, Asia and the US.

STRAUMANN, SWITZERLAND

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NEW TETRIC N-FAMILY FROM IVOCCLAR VIVADENT

At IDEM 2010, Ivoclar Vivadent is introducing a new comprehensive nano-optimised restoration system for high-quality standard restorations. The new line of products comprises the products Tetric N-Ceram, Tetric N-Flow, Tetric N-Bond and Tetric N-Bond Self-Etch.



According to the company, the universal composite Tetric N-Ceram is based on the popular Tetric Ceram and designed for the fabrication of high-quality standard restorations in the anterior and posterior region. Important properties like polishability, low shrinkage and wear could be enhanced with the help of nanotechnology. Tetric N-Ceram is complemented by the flowable composite Tetric N-Flow which also offers excellent handling properties as well as an exceptionally high level of radiopacity. Owing to the material's outstanding wetting ability, it is particularly suitable for use as a cavity liner and offers the stability required for Class V restorations.

Tetric N-Bond is a light-curing single-component bonding agent for enamel and dentin bonding in conjunction with the total-etch technique. It uses nanotechnology and is acetone-free which is supposed to help postoperative sensitivities occur less frequently. It also enables a durable bond to be established between the restorative material and the dental hard tissues. Tetric N-Bond is suitable both for direct and indirect restorative procedures after prior light polymerization, the company said.

Tetric N-Bond Self-Etch is a single component, self-etching, light-curing adhesive for direct restorative treatment procedures (composites, compomers). A single layer of the acetone-free Tetric N-Bond Self-Etch material is sufficient to establish a sound bond between the composite and the enamel or dentin reducing the time required for direct restorative treatment. According to Ivoclar, it is possible to store Tetric N-Bond Self-Etch at room temperature without compromising its quality because of the monomers which are resistant to hydrolysis.

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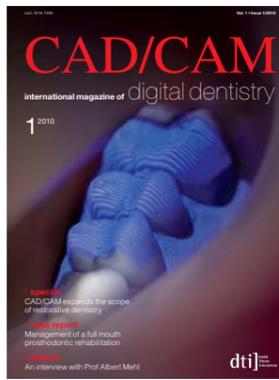
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DTI TO LAUNCH CAD/CAM MAGAZINE

CAD/CAM-based dentistry is one of the fastest growing market segments in dentistry. *CAD/CAM international magazine of digital dentistry* (CAD/CAM), the new *Dental Tribune* specialist publication, will present the most significant international developments and experiences in digital dentistry to practitioners and industry leaders around the world, with the aim of providing comprehensive knowledge and information on the latest technology that can profitably be integrated into treatment concepts.

The quarterly magazine will be sent to specialists around the



world and distributed at all major international congresses and exhibitions as well as at many specialty-specific events.

The range of topics covered in the magazine will include CAD/CAM, digital imaging, rapid prototyping, virtual articulation, dental materials, impressing, radiography, software processing, and innovations in digital dentistry. The content is a combination of scientific articles, case reports, industry reports, reviews (meetings, products, etc.), news, practice management articles, and lifestyle articles.

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IDENTIUM ONE-STEP IMPRESSION MATERIAL

Kettenbach, one of the leading international producers of impression materials, will showcase its Identium impression material during IDEM 2010 in Singapore. The material features Vinylsiloxanether, a new chemistry that combines all advantages of polyether material paired with those of an A-silicone.

According to the company, Identium has been developed especially for the one-step impression techniques, it has excellent flow properties due to its extraordinary hydrophilicity (immediate contact angle $< 10^\circ$) and is easy to remove from mouth or mold. It is also tasteless and



odorless. Identium for the one-step, double-mix impression technique is available in heavy, medium, and light-body consistency for Plug & Press automatic dispenser (5:1 ratio) system and comes in 50 ml cartridges.

Founded in by August Kettenbach, Kettenbach is located in Eschenbach in Germany. The company was created in 1944

for the development and marketing of medical and dental products. Today, the company is one of the leading international producers of impression materials for use in dentistry. It is also active in other surgical areas of medicine.

KETTENBACH, GERMANY
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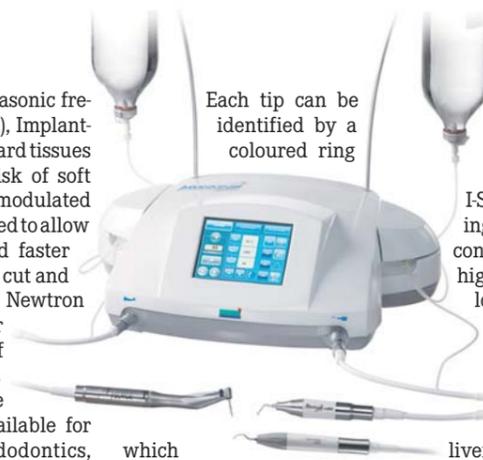
ACTEON SHOWCASES IMPLANTCENTER2 UNIT

Satelec, a founder of piezoelectric ultrasonic generators for dental use, has announced the introduction of its second generation devices in pre-implant surgery. The Implantcenter2 will take full advantage of the technological achievements of its predecessor, such as the Cruise Control System, the reliability, robustness, and high power. In addition, it now features LED technology.

According to the company, all surgical applications from

implantology to periodontal therapy can be done with this single unit. Its convex shape and large 5.7" touch-sensitive screen will make it the ideal device for bone surgery, they added. It offers a Piezotome mode for pre-implant surgery and a Newtron mode for all conventional treatments. The Piezotome mode facilitates and improves the safety of delicate pre-implant surgical procedures such as fine osteotomy, osteoplasty, sinus elevation, ridge expansion or syndesmotomy.

Thanks to the ultrasonic frequencies (28–36 kHz), Implantcenter2 is active on hard tissues while limiting the risk of soft tissue lesions. The modulated piezo signal is supposed to allow tissue relaxation and faster cell repair for a clean cut and better healing. The Newtron mode, on the other hand, is taking use of a wide range of tips on the market. More than 70 tips are available for periodontology, endodontics, prevention and prosthodontics.



Each tip can be identified by a coloured ring

which simplifies selection of the power

setting recommended for each procedure.

The micro-motor system I-Surge is especially convincing due to its unsurpassed constant torque and steady high-performance, even in lower revolution ranges. With a range of 100 to 40,000 rpm, it is said to offer the widest revolution range in its class. And with 6 Ncm, it delivers unrivalled torque in micro-motors, the company said.

The new technology in the handpieces triples the ultrasonic power in bone surgery. The addition of LED allow for an optimal vision of the operative field. The Piezotome2 and Newtron LED handpieces feature a long-life light ring including six ultra-powerful LEDs (100,000 Lux). The LED handpieces are autoclavable at 134°C.

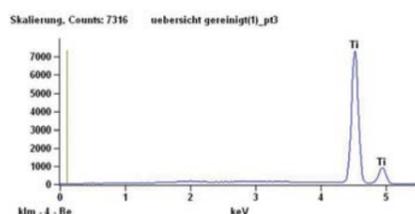
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AD

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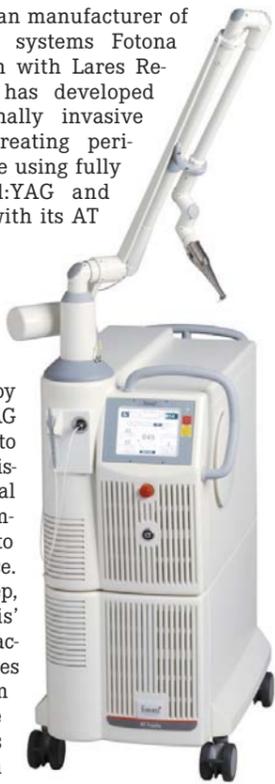
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MI PERIODONTAL DISEASE TREATMENT WITH AT FIDELIS

The Slovenian manufacturer of medical laser systems Fotona in co-operation with Lares Research, USA, has developed a new minimally invasive method for treating periodontal disease using fully optimised Nd:YAG and Er:YAG laser with its AT Fidelis system.

In the so-called Wavelength-optimised Periodontal Therapy (WPT) the Nd:YAG laser is used to remove the diseased epithelial lining and improve access to the root service. In a second step, the AT Fidelis' Er:YAG laser accurately removes calculus from the root surface and coagulates a stable fibrin clot.



According to Fotona, treatment acceptance of WPT is extremely high considering alternative treatment with a scalpel or a suture. The company offers a complete range of procedure optimised fibre tips and handpieces for its AT/HT Fidelis line.

FOTONA D.D., SLOVENIA
www.fotona.com
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NEW SOLUTIONS FOR CLASS II CAVITY PREPARATIONS

Placing a matrix band to attain a good contact point and avoiding interproximal overhang after excavation for Class II fillings has always been a time consuming and laborious procedure. Directa has announced to offer a unique and easy solution for this procedure by combining a separating plastic wedge with a stainless steel matrix. The FenderMate is available in regular and narrow width and for left or right application and will be colour coded for better identification.



According to the Swedish company, the combined matrix and wedge are inserted as one piece. A new technology contours and complements the curvature of the patients tooth and holds its shape without having to use a retentive ring that inhibits access to a cavity. The contact point is created by the dual curvature of FenderMate so that further burnishing will not be necessary.

With the combination of FenderMate and FenderWedge, Directa also offers a tissue friendly approach for the preparation and filling of Class II cavities.

DIRECTA, SWEDEN
www.directadental.com
Booth D30/E29

A POWERFUL LAD SYSTEM

The principle behind light activated disinfection (LAD) is the use of a specific light source to activate a photosensitizer, which serves as a catalyst in transforming oxygen molecules into highly reactive oxygen specimens, such as negatively charged oxygen ions and oxygen radicals. As the photosensitizer has an extremely high affinity to bacterial membranes, the bacteria are instantly destroyed when the reactive oxygen specimens are formed. The technique is especially useful in the oral cavity as it disrupts the biofilm in which the bacteria are embedded.



With FotoSan, CMS Dental from Denmark, introduces a LAD system that is able to treat

a wide range of indications including endodontics, periodontics, periimplantitis, gingivitis, pericoronitis and caries. An introkit

including two autoclavable covers for the light head, blunt tips for surface treatment and long tips for more profound treatment and endodontics, will be available to IDEM visitors.

The photosensitizer comes in three different viscosities facilitating the practical applications.

According to the company, the treatment with FotoSan lasts only 10 to 30 seconds and has no side effects.

CMS DENTAL, DENMARK
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AD



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1:30 – 4:00 p.m. Tissue Stability and Predictability
Prof. Dr. Dr. Bilal Al-Nawas
PD Dr. Anton Friedmann

COMMITTED TO
SIMPLY DOING MORE
FOR DENTAL PROFESSIONALS



IDEM Singapore 16–18 April 2010, Suntec Singa

CONVENTION HALL 404

CONVENTION HALL 403

CONVENTION HALL 402



