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**Nobel Biocare Edition**



**Global Symposium • New York • June 23–26, 2016**



**Nobel Biocare Global Symposium  
June 23–26, 2016**

**Time**

June 24	7.30 a.m.–6.30 p.m.
June 25	7.30 a.m.–6.30 p.m.
June 26	7.30 a.m.–4.40 p.m.

**Place**

Waldorf Astoria  
301 Park Avenue  
New York, N.Y. 10022, USA

**Organizer**

Nobel Biocare Services AG  
P.O. Box CH-8058  
Zürich-Flughafen, Switzerland

**More information**

[www.nobelbiocare.com/global-symposium-2016](http://www.nobelbiocare.com/global-symposium-2016)

## More to explore at the 2016 Nobel Biocare Global Symposium

The success story continues: Participants get first-hand experience of Nobel's innovative products and solutions

■ The program of this year's Nobel Biocare Global Symposium was designed to fit the needs of each and every individual participant. While the general sessions provide attendees with an idea of one of the themes evolving around Nobel Biocare's product solutions addressed at this conference—treatment refinement, excellence in esthetics and challenging clinical situations—the master classes educate those who are interested in delving further into these themes. Those who want to learn even more can join hands-on courses, many of which have sold out already, and learn how to use the products.

On Thursday and Friday, attendees had the opportunity to gain practical knowledge of the All-on-4 treatment concept protocol by drilling and testing components on models and learning what to consider in order to optimize provisional restorations and outcomes. Under the supervision of well-known opinion leaders in the field, they also tested protocols and products for optimal implant positioning and reviewed surgical and prosthetic paths to successful restoration. Other courses focused on guided surgery and bone grafting as well as digital technologies. Participants also got detailed insights into the benefits of Nobel's diagnostic and planning tool for advanced patient cases and learned how the company's digital solutions help them in more challenging patient cases.

After lectures, master classes and hands-on sessions, the first and second days of the 2016 Nobel Biocare Global Symposium



Dr. Tristan Staas at the session about immediate protocols.

each culminated at two fabulous receptions. The Friday cocktail reception was hosted in the symposium exhibition area in the historical rooms of the Waldorf Astoria hotel. The second evening was hosted at an even more unique location, the famous New York Public Library, which is known worldwide through various blockbuster movies. The receptions provided a perfect opportunity for participants to network with their peers from around the world and enjoy food and drinks. Also on display were Nobel Biocare's innovative products.

Until Sunday, participants of the event can look forward to more exciting sessions, including several special forums, such as the Partnering for life forum today, at which participants will gain insights to help improve business and increase patient flow with tailored tools and support. (Please see interview with session moderator Dr. Scott MacLean on page 7.) To end the Nobel Biocare Global Symposium, a whole-day forum will be dedicated to compromised patient cases on Sunday. The session will inform participants about the factors that have to be considered for accurate treatment planning and execution, meeting patient demands and lasting results. ◀

**More to explore!**

The full program can be accessed at [www.nobelbiocare.com/global-symposium-2016](http://www.nobelbiocare.com/global-symposium-2016).



Where innovation comes to life  
Nobel Biocare Global Symposium  
June 23–26, 2016





- Hans Geiselhöringer

**From the President  
ADVANCING EDENTULOUS SOLUTIONS**

Since the very beginning, Nobel Biocare has focused on edentulous solutions, helping those who need it most. For over half a century now, this dedication to treating edentulism has remained unwavering, even in the face of skepticism, criticism and copycat products.

There was a time when people doubted the efficacy of the All-on-4 treatment concept. Now, 12 years and hundreds of thousands of patients later, we can be proud that we stayed the course. Because we kept the faith and trusted the feedback from patients, input from clinicians who shared our goal and, above all, the science, we have made substantial progress toward ending edentulism that would otherwise have been lost. There are now 48 peer-reviewed studies on the All-on-4 treatment concept—all using Nobel Biocare components.

Today, those who were our most vocal detractors are now trying to catch up, but we have a significant head start and are already advancing. The next generation of the All-on-4 treatment concept and products is already here. With new implant variants and restorative components, we are further improving workflow efficiency gains and ease of use to shorten prosthetic protocols and procedures significantly.

In addition, our forthcoming Trefoil edentulous concept will allow even more patients to benefit from a fixed implant restoration. Developed with some of the world's leading clinicians, it is a truly innovative full-arch restoration on three implants with a revolutionary prosthetic framework. Feedback from early testers has been excellent, and we are excited to be bringing this new, affordable option to the market soon.

With an estimated 3.6 billion people with missing teeth worldwide, edentulism is a global issue; some would even say an epidemic. The aforementioned solutions can help. The treatment of edentulous and soon-to-be edentulous patients is where the potential improvement in quality of life is greatest, and so Nobel Biocare's focus in this area will remain great as well.

# Welcome to the fully digital workflow

Tour gives global symposium attendees a step-by-step look at the practice of the future

by Dental Tribune International

■ Here at the 2016 Nobel Biocare Global Symposium, attendees have the opportunity to step into the future of implant dentistry by taking a guided tour of a digitally enabled practice. Everything is covered—from the waiting room to the surgery theater to the dental laboratory.

The tour begins in the consultation area, where a patient's treatment plan is developed. In a reading area, education materials are presented to the patient, so that he or she can understand the complete process.

Next comes the acquisition of data, where a patient's digital record is taken using the latest and most technologically advanced imaging systems. For the surgery itself, both fully and partially edentulous

patients can be treated, and tour participants can view operatories and ask questions of experts about the digital tools.

In the laboratory area, participants can learn more about the benefits of the new NobelDesign software.

The ultimate goal is to increase the efficiency and accuracy of diagnostics, treatment planning and guided surgery.

In addition to the current technology, potential future innovations designed to increase integration, collaboration and efficiency are also discussed. Participants see how Nobel Biocare's leading integrated workflow can accelerate, combine or even eliminate treatment steps.

Nobel Biocare is also advancing the restorative workflow in terms of components. An important new addition to Nobel

Biocare's assortment of components is the On1 concept. This innovative modular solution bridges the gap between the surgical and prosthetic workflows. The On1 Base connects to the implant at surgery and then remains in place throughout the healing process, prosthetic work and then the lifetime of the restoration. This leaves the soft tissue undisturbed without compromising on restorative flexibility, leaving the biological seal it creates in place for optimized healing. ◀◀

**More to explore!**

To take the tour, visit the digital practice exhibition, located on the third floor in the Astor Salon, at 10 a.m. and 12:30 p.m. today.



- Fig. 1: Scott Stapleton, left, demonstrates features of Nobel's design software to global symposium attendees Mariatindara Miuccio and Luca Giovanni Visintini of Italy during a digital practice tour Friday morning.—Fig. 2: Pascal Kunz tells attendees about the benefits of using digital technology to treat partially edentulous patients.—Fig. 3: Henrik Petersson tells attendees about implant systems.—Fig. 4: Andreas Pratschke (left) tells attendees about the vast menu of treatment technology available from Nobel Biocare.—Fig. 5: Each day during the Nobel Biocare Global Symposium, attendees have the opportunity to take a tour of the digital practice. These practitioners attend a tour Friday morning.—Fig. 6: Luca Giovanni Visintini of Italy gets some hands-on experience with the NobelDesign software.

# “The future is very bright for young implantologists”

Emerging leaders of the dental profession meet at the NEXT GEN forum



**by Dental Tribune International**

■ Yesterday during the second day of its global symposium in New York, Nobel Biocare hosted the NEXT GEN forum, a session specially dedicated to the next generation of clinicians. Together with periodontics and implant dentistry expert Dr. Isabella Rocchietta, Dr. José Manuel Navarro, who has already participated in the two prior global symposiums in 2010 and 2013, moderated the session. “I always enjoyed the fabulous scientific meeting in this tremendous city, and when I was asked to take part as a member of the scientific committee of this year’s meeting my response was clear,” Navarro told Dental Tribune International.

At the session on Friday morning, which was organized in collaboration with the Foundation for Oral Rehabilitation, up-and-coming young dental leaders engaged in a lively discussion with their hosts and the audience. A total of 14 speakers up to the age of 40 were divided into three groups representing the different facets of implant dentistry—oral surgery, prosthetics and practice management. They presented new insights from their research and challenging patient cases, but had only a 12-minute time slot to get their mes-

sage across. A considerable number of speakers were female surgeons, which reflects a workforce trend in dental implantology. Experts anticipate significant demographic changes in the dental workforce over the next few years. An increasing number of young dental professionals, and young women in particular, are enrolling in postgraduate courses in implantology today.

Given this trend, Nobel Biocare is set to support young clinicians. “It is very important for us, especially for my leadership team and me, to develop better programs for the next generation of customers. We want to help them grow their businesses and adapt our solutions,” said Hans Geiselhöringer, President of Nobel Biocare and Dental Imaging, at the opening of the session. He further disclosed that Nobel Biocare will kick off at least one program focusing on the next generation of implant dentists in the near future.

Navarro, who is also the current chairman of the European Association for Osseointegration (EAO) Junior Committee, believes that meetings like the Nobel Biocare Global Symposium provide a great opportunity for networking and team building among young and like-minded professionals in the field.



“While we can learn and benefit from the experiences of well-established key opinion leaders in implantology, I believe that it is equally important to listen to the younger generations that are coming up with robust training and a lot of energy to our field,” Navarro said. “It is from this younger clinicians that we get new out-of-the-box ideas and concepts that initiate real innovation.”

Comparing the way of practicing dentistry between the older and younger generation of professionals, Navarro notes: “The evidenced-based literature today supports a lot of the treatments that were considered experimental, if not crazy, in former days. In addition, treatment approaches have shifted dramatically from rehabilitating the edentulous patients with removable prostheses to very sophisticated, esthetically demanding, micro-millimetric implant dentistry were at times we forget the essence of the treatment per se, were patient expectations our own personal fulfillment should not take over.” He continues: “New technologies, such as

digital dentistry are growing at an exponentially rapid rate and it is becoming increasingly difficult to stay up to date for us dental professionals. However, every clinician should know what technology will suit his or her environment, everyday workflow, set up, clinical layout and, with that in mind, he or she should embrace that technology that will help provide better, faster, more precise, long-lasting treatments to more patients.”

“I think that the future is very bright for young implantologists as both dentists and patients benefit from the knowledge and technologies we have today,” Navarro concluded. “Let’s explore the doors that have already been opened to us and continue opening new ones, always reminding ourselves the essential of providing our patients with the best possible solution available to the best of our capacity.” ◀◀

**today Nobel Biocare Global Symposium Imprint—About the Publisher**

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# Excellent handling is only one aspect

GBR expert considers benefits of creos xenoprotect



**Nobel Biocare: What was your initial reaction when you first used the creos xenoprotect membrane?**

**Dr. Hadi Antoun:** That the membrane is easy to handle and, once moistened, does not stick to the site, so you can still change its position after placement.

**Why is it so important to have a membrane with easy handling?**

During surgery, we cannot afford to spend too much time adapting the membrane to the defect of each individual patient. We need a membrane that we can handle and cut easily, that does not stick to instruments and that can be adapted to the shape of the site after the biomaterial has been placed. Handling properties are important, but good handling alone is not enough.

**What then have you found to be the other main advantages of creos xenoprotect?**

Its elasticity and high biocompatibility. Biocompatibility is fundamental, while the elasticity means it can be sutured or fixated with pins and then tightened without tearing. It also resorbs slowly, allowing time for the ingrowth of bone cells to the site, remodeling and bone regeneration.

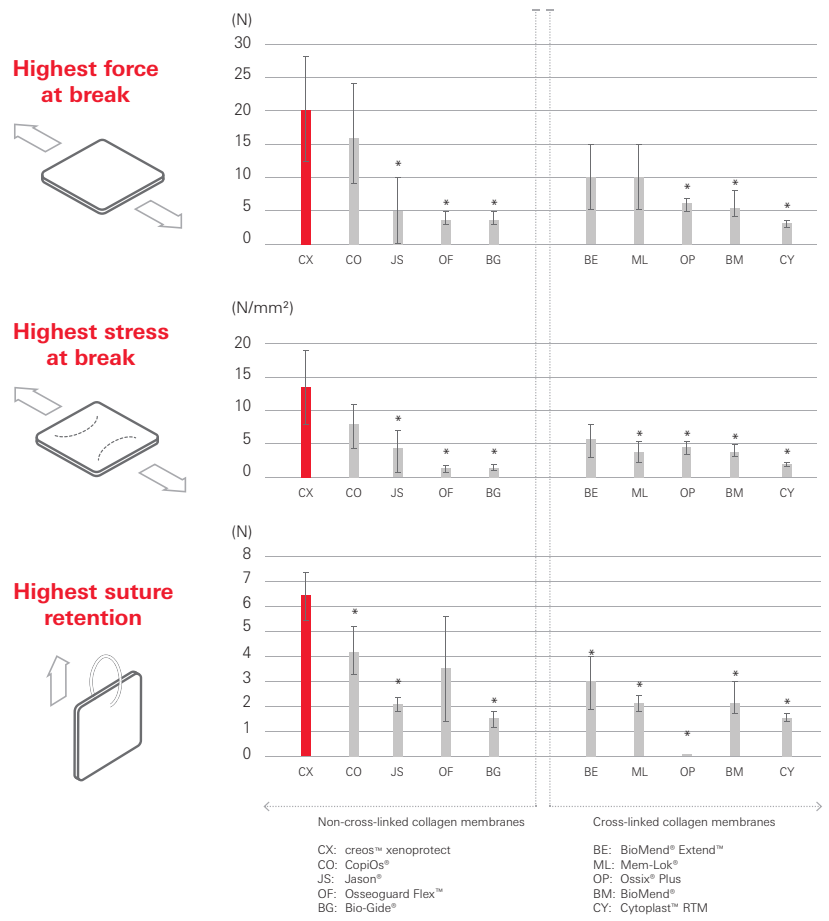
**In a case you have shared with our readers online (please see the link at the end of this interview), you used a combination of xenograft substitute and autogenous bone. What benefits does this combination offer?**

According to Dr. Hadi Antoun, creos xenoprotect provides numerous advantages, including good handling and slow resorption.

by Nobel Biocare

Having lectured and co-authored papers and a textbook on the topic, Dr. Hadi Antoun from Paris, France, is an authority on guided bone regeneration (GBR) procedures. In this interview, Antoun shares his experiences with creos xenoprotect, a non-chemically cross-linked resorbable collagen membrane with outstanding handling properties and an extended barrier function for GBR and guided tissue regeneration procedures. The dense mesh of creos xenoprotect holds the bone graft material securely in place for undisturbed healing.

creos xenoprotect is a very strong membrane when hydrated, making it easier to stretch, suture and fixate with pins.



\* Statistically significant difference compared with creos xenoprotect.

Gasser A, Wessing B, Eummellen L, Bühren A, Leemhuis H. Mechanical stability of collagen membranes: an in vitro study. J Dent Res 95 (Spec Iss A):Abstract 1683, 2016.

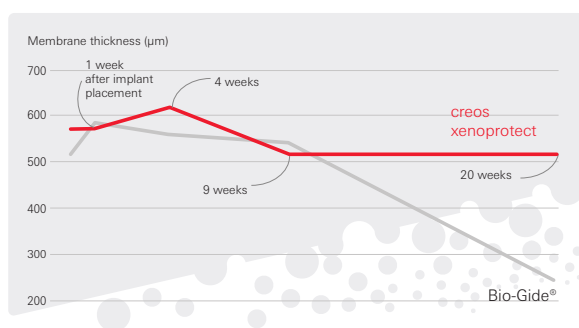
## Greater bone formation

Significantly greater bone formation in the center portion of the defect at day 21 with creos xenoprotect in vivo.<sup>1</sup>

9.2% area % Bio-Gide®

p<0.050

20.0% area % creos xenoprotect



## Slower degradation

Significantly slower membrane degradation with creos xenoprotect in vivo – for longer protection of the graft material.<sup>2</sup>

## Lower dehiscence rate

Significantly lower dehiscence rate with creos xenoprotect compared with chemically cross-linked as well as other non-chemically cross-linked membranes in patients.<sup>3</sup>

12% creos xenoprotect

22–32% Non-chemically cross-linked collagen membranes

39–64% Chemically cross-linked collagen membranes

1 Dahlin C, Dahlin A, Emanuelsson L, Gasser A, Omar O. Tissue dynamics of native collagen membranes for guided bone regeneration. J Dent Res 95 (Spec Iss A):Abstract 1141, 2016 (www.iadr.org).  
 2 Bozkurt A, Apel C, Sellhaus B, van Neerven S, Wessing B, Hilgers RD, Pallua N. Differences in degradation behavior of two non-cross-linked collagen barrier membranes: an in vitro and in vivo study. Clin Oral Implants Res. 2014 Dec;25(12):1403-11.  
 3 Wessing B, Emmerich M, Bozkurt A. Horizontal ridge augmentation with a novel resorbable collagen membrane – A retrospective analysis of 36 consecutive patients. Int J Periodontics Restorative Dent 2016;36:179-87.

The cells that survive transplantation in the autogenous graft provide osteogenic potential and growth factors that are released gradually. This complements the bovine hydroxyapatite, which is a biomaterial that resorbs very slowly. It acts as a scaffold for bone regeneration, providing the augmented bone with stability.

**You stated that, in this particular case, some remnants of the creos xenoprotect membrane could still be seen after six months. Were you surprised by this longevity?**

I was pleasantly surprised. Most resorbable membranes resorb after a few weeks or three to four months at most. The core principles of GBR dictate that the longer we keep soft tissue and fibroblasts away from the bone area, the greater the opportunity for new bone to form. As such, a long degradation time like this provides a greater chance of success.

**You chose to restore the case under discussion with a NobelProcera Titanium Abutment. Why did you opt for a NobelProcera individualized restoration?**

An individualized abutment with a scalloped contour in a biocompatible material like titanium is important for the attachment and adhesion of hemidesmosomes in the transmucosal part of the restoration. Bone preservation is very probably related to this barrier. Moreover, from an economical point of view, we do not have to deal with any additional costs related to a metal cast.

**Were you pleased with the results of this case?**

Re-entry at six months showed very satisfying results. Bone augmentation covered all exposed threads, and the most interesting observation was the bulky bone augmentation right up to the implant neck. There was more than 2 mm of newly formed bone on the buccal side.

**What would you say to a clinician considering trying creos xenoprotect for the first time?**

I would recommend trying the membrane. The results are very encouraging and, provided that the basic principles of GBR are followed, complications seem very rare.

For me, the combination of autogenous and xenogeneic biomaterials with the membrane has worked well. The final trimming of the membrane can be done after augmentation by stretching the membrane before fixating it. Tension-free soft-tissue coverage is a key factor for successful bone augmentation. ◀

### More to explore!

Further information about creos xenoprotect can be found at [www.nobelbiocare.com/xenoprotect](http://www.nobelbiocare.com/xenoprotect).

The case referred to in this article is available at [www.bit.ly/creos-antoun](http://www.bit.ly/creos-antoun).

# Creating new possibilities with All-on-4

How one lecture on the All-on-4 treatment concept changed the course of a young clinician's career

by Dr. Po-Chih Hsu, China

■ I work in a hospital where many patients suffering from edentulism are business travelers or cancer patients and simply do not have time to wait for bone grafting procedures to be completed. Attending a lecture by Dr. Paulo Maló in Taipei, Taiwan, in 2012 was a seminal moment in my career as a clinician.

As Maló explained the principles of the All-on-4 treatment concept, I realized what an incredible opportunity it presented. For me, this graftless technique was revolutionary. I saw immediately that it offered me a way to restore quality of life for my edentulous patients.

## Development and support

Of course, before I could start treating patients, I first needed to develop the skills required to implement the concept safely and effectively. As the lecture had been organized by Nobel Biocare, I turned to them for advice, and I could not have been happier with the response.

Nobel Biocare provided the opportunity for me and my prosthodontist to train at the Malo Clinic. This gave me a fantastic grounding in the concept and teamwork, but the support from Nobel Biocare did not end there. We stayed in close contact, and they helped secure mentors that I could turn to as I conducted my All-on-4 treatments.



• Dr. Po-Chih Hsu: "Nobel Biocare provided the opportunity for me and my prosthodontist to train at the Malo Clinic. This gave me a fantastic grounding in the concept and teamwork, but the support from Nobel Biocare did not end there. We stayed in close contact, and they helped secure mentors that I could turn to as I conducted my All-on-4 treatments."

**95%** of patients are satisfied with their new teeth.

74% extremely satisfied



21% satisfied

**98%** of patients would recommend this treatment.

88% definitely recommend



10% consider recommending to a friend

Patients responded to 20 multiple-choice questions about comfort, function, speech and other factors. The vast majority were satisfied with the treatment and would recommend it to others.

Babbush CA. Posttreatment quantification of patient experiences with full-arch implant treatment using a modification of the OHIP-14 questionnaire. J Oral Implantol. 2012;38:251-60.



Post-treatment quantification of patient satisfaction using a modification of the OHIP-14 questionnaire



250 patients

## From T & E to TV

Our partnership continued, and last year, we worked together on a public outreach campaign for the hospital where I work. In collaboration, we developed marketing materials and visual aids to support the program. This entailed a substantial public awareness drive as well, and as part of this, I appeared on national television to provide expert insight into how the All-on-4 treatment concept benefits the patient, particularly when it comes to cost, time and the lower number of surgeries required, since grafting can be avoided.

Featured alongside me were former denture wearers whose lives had been transformed by the treatment. As they described the improvements they had experienced, not just in esthetics, but in being able to eat more nourishing food, it was another important moment for me. It highlighted again the revolutionary nature of All-on-4.

Since introducing the All-on-4 treatment concept, I have also seen an increase in patient flow, which, of course, is a boost for business.

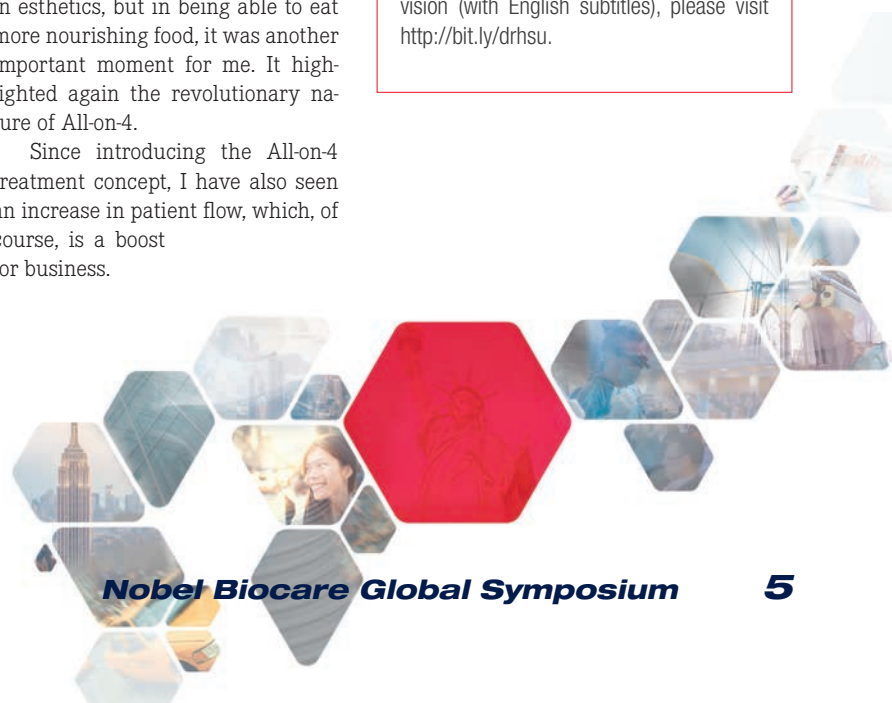
I have now treated over 100 patients according to the concept, and the demand has been so great that I have had to start a waiting list for new cases.

## Start your journey

I understand that some clinicians might be wary of taking time out to train in a new treatment concept. All I can say is that for me it has been a fantastic success, and it was made possible by a great partnership with Nobel Biocare. If you are considering it, I would really recommend giving your local Nobel Biocare team a call. Why not see where your All-on-4 journey could take you? ◀

## More to explore!

To see Hsu speaking on Taiwanese television (with English subtitles), please visit <http://bit.ly/drhsu>.



# “It is not about counting the seconds... it is about making every second count”

An interview with Dr. Pascal Kunz, Vice President of Product Management for Digital Dentistry at Nobel Biocare

by Dental Tribune International

■ **Dental Tribune International: Sooner or later digital technologies will prevail in all areas of dentistry. How has this trend transformed the dental industry and how will it continue to do so?**

**Dr. Pascal Kunz:** Digital technologies are changing the way we do things in many fields and in our daily lives. A great example of how such technology has successfully introduced new behaviors is GPS-based navigation. In the past, getting from A to an unknown B was time-consuming and involved a great deal of preparation. One had to buy a map and constantly refer to it to find one's way to a new destination, ask for directions, etc. Today, with seamless built-in GPS technology in cars or smartphones, one can focus on driving and find one's destination with much less hassle and more efficiently. One is still in control and one reaches the same destination, but far more simply and more effectively. In dentistry, we are striving for the same thing.

Digital technology is already improving treatment workflows and outcomes and will continue to improve processes. Our Nobel-Guide treatment concept, for instance, allows the dentist to digitize and combine patient information with the click of a button. What's more, the dental technician can be involved from the very start of the procedure—and this is, of course, essential when beautiful and long-lasting prostheses are the goal. Planning with the outcome in mind and all of the relevant information available in one place is definitively helping us to identify pitfalls upfront and treat patients better,



• Dr. Pascal Kunz

To return to the initial travel analogy, when it comes to predictability, it is crucial that both parties—the clinician as the driver and the patient as the passenger—have the same expectations of the destination they will reach once the journey is over. Digital technologies help visualize the procedure, the positive impact the treatment will have on the patient's quality of life and the final outcome, and—even more important for the patient—help minimize treatment time. In this respect, we at Nobel Biocare believe that it is our job to provide proven technology and make it part of protocols that can be safely replicated and taught to others.

she can send to the laboratory and use to order the surgical template from Nobel Biocare.

In short, the digital workflow allows the clinician to use the same technology for diagnostics and communication with the dental technician, reducing the number of visits and therefore the time to teeth. The goal with this technology is to achieve quality treatment according to a three-visit approach—diagnosis, surgery (including provisionalization) and restoration—and this ensures that the time spent with the patient is used as efficiently as possible. It is not about counting the seconds when the patient is in the chair; it is about making every second count.

**How does Nobel Biocare encourage dental professionals to adopt digital technologies?**

The Nobel Biocare Global Symposium is one of our most important endeavors in this respect. Every three years, all of our greatest lecturers and thought leaders gather at the event to jointly review and discuss current products and to help us introduce new solutions to our customers and provide training. After such a landmark event, through our expert salesforce at Nobel Biocare, who have been a key part of the digital evolution in implantology, we then continue to train and educate dental professionals all over the globe on the advantages of digital technologies at a more local level.

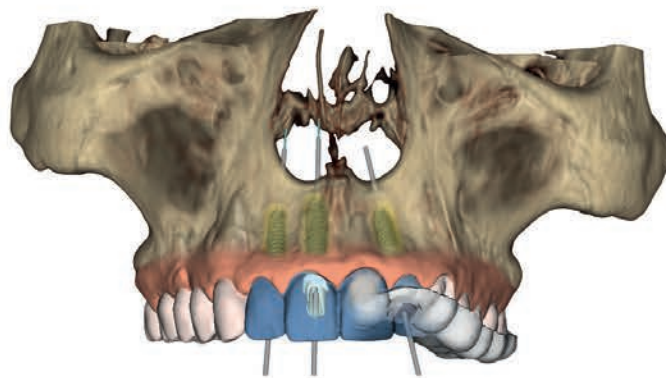
Our focus is to bring our innovations to those who want to make a difference and share our philosophy that the best treatment can only be delivered through a combination

**users digitally. How has the system been received?**

Since the introduction of SmartFusion three years ago at the last Nobel Biocare Global Symposium, we have seen a tremendous uptake in North America, as dentists increasingly started to team up with their dental technicians once they understood the impact and benefits for all parties involved, including the prevention of costly mistakes in the implant planning, placement and restoration process. On a global basis, we have seen a large and continually increasing uptake. Of course, the adoption of new technologies takes time, but today we already have over 11,500 registered NobelClinician installations. We can see that the profession really understands the advantages of integrated solutions, namely predictability, productivity and profitability—not only in a commercial sense, but also in terms of reducing the time and cost of treatment and restorations, and most importantly, increasing patient satisfaction.

**What position will Nobel Biocare hold in the global digital dentistry market, and what are the main challenges in the near future?**

We are confident that Nobel Biocare will have a very strong position. Within the Danaher group, dentistry is an important focus area, and within that dental platform, the Nobel Biocare team has a major role to play in advancing the global digital dentistry offering and becoming a leader in the field. Our focus is firmly on continuing to provide value to our customers, who stand to benefit from our synergies with the other brands in Danaher's dental platform. The future looks extremely bright for Nobel Biocare and our new colleagues at Danaher, for our customers and for their patients. We have some great ideas in the works. ◀



• “With SmartFusion technology, for example, he or she is able to take any CBCT or intra-oral scan and combine these in a fast and easy way.”

more predictably and more efficiently. The kind of automation we see as useful should enable clinicians and their teams to work together for their patients in a very effective way and according to the latest standards.

**In view of the global dental landscape and the increasing importance of implant dentistry, how will digital technologies continue to bring about greater predictability and quality to both the dentist and the patient?**

**In your opinion, what characterizes the state-of-the-art digital workflow in dental practice today?**

A true digital workflow is straightforward and as close as possible to the natural way of treating a patient. Ideally, it is closely connected to the clinician's diagnostic tools. With SmartFusion technology, for example, he or she is able to take any CBCT or intra-oral scan and combine these in a fast and easy way to obtain a fully automatic diagnostic setup of the missing teeth, which he or

of the skills of the profession and the most up-to-date technologies. This includes digital natives, who understand the technology more naturally, but is certainly not limited to younger professionals. We have seen that the main drivers of change are therefore the customers themselves.

**At the 2013 Nobel Biocare Global Symposium, your company announced a new fully integrated digital workflow, connecting NobelProcera technicians and NobelClinician**

## About

Dr. Pascal Kunz received his medical and dental degrees from the University of Basel in Switzerland. He has worked clinically in surgical departments and as a dentist in both private practice and the department of reconstructive dentistry at the University of Basel. In 2007, Kunz joined Nobel Biocare, where he is now responsible for the Digital Dentistry Product Management team for Danaher's dental platform.

# “Visual stimulation is an extremely powerful tool”

An interview with Dr. Scott MacLean

by Dental Tribune International

■ **Dental Tribune International: Dr. MacLean, could you please introduce yourself to the readers by sharing some details about your professional background?**

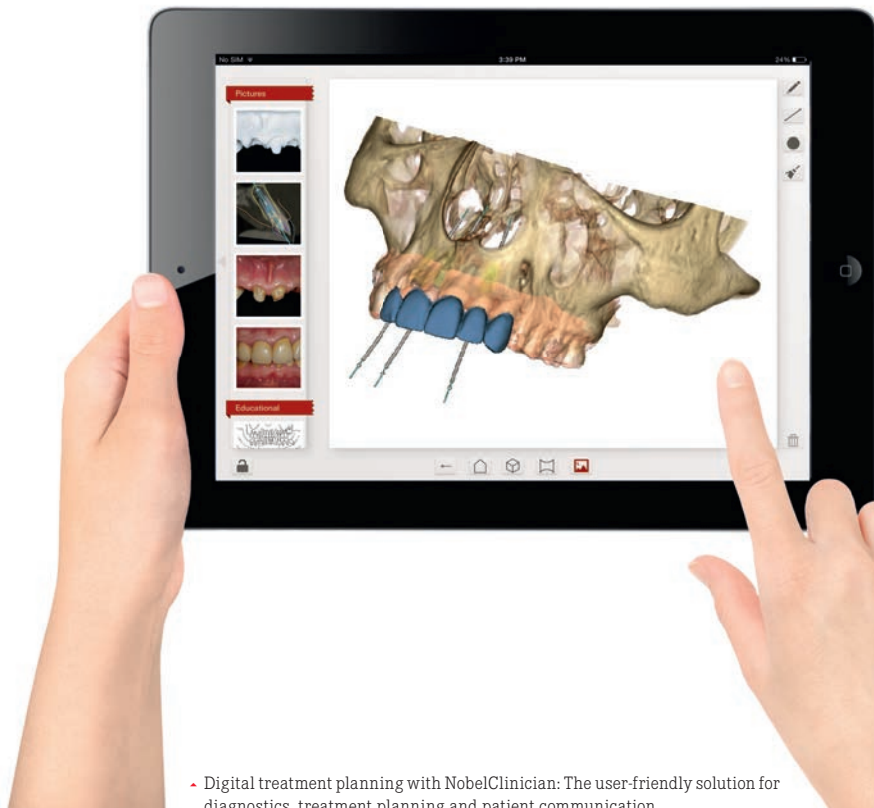
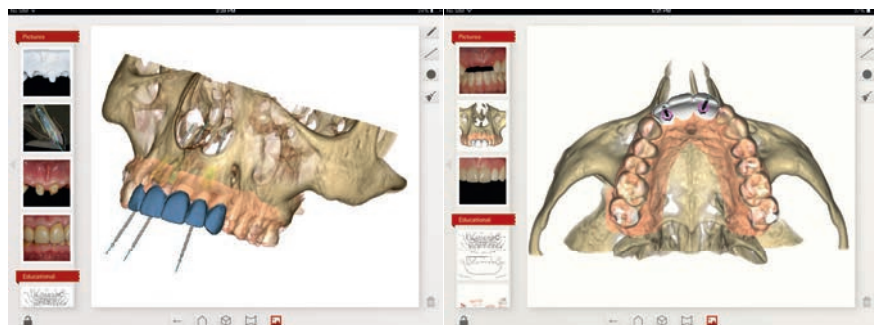
**Dr. Scott MacLean:** I have been a dentist for close to 25 years, with a main focus on dental-implant-related practice, both placement and restoration. My passion is to provide and teach dental implantology and improve quality of life; I have lectured internationally on these topics and have taught in the implant elective at the Faculty of Dentistry at Dalhousie University in Canada for more than ten years and it is now part of the overall curriculum. For about the same time, I have been involved with Nobel Biocare and the launch of new products, such as the NobelActive implant, NobelProcera system and different bone grafting materials.

**The topic of today's discussion forum at the Nobel Biocare Global Symposium is partnering for life. Could you briefly describe what attendees can expect?**

At the forum today, I will be talking about how dentists can improve communication with their patients in order to encourage them to value dental implants and understand why they should have them. One of the main issues in this respect is that dentists should explain and illustrate the benefits of dental implants for quality of life. We have to get patients excited and interested by educating them. As the patient population ages increasingly, longevity is becoming a major topic in all areas of



• Dr. Scott MacLean, specialist in restorative and implant dentistry, is part of the renowned faculty of the Nobel Biocare Global Symposium.



• Digital treatment planning with NobelClinician: The user-friendly solution for diagnostics, treatment planning and patient communication.

health care. There will be more older people who want quality of life, which is why they will have their hips replaced even at an advanced age, and if they are convinced about the benefits, they will want the same for their mouth in order to eat, smile, kiss and speak better.

**According to your experience, what approaches and tools can help dental professionals grow their practice and increase patient flow?**

There are many things we cannot describe. Thus, the most effective approach is to stimulate patients visually, as this enhances their limbic system and helps them make decisions. NobelClinician Software can be a great asset in this regard, as it can be used not only as a planning tool but also as an educational tool. Dentists can show their patients different aspects of the treatment outcome, which is what they are most interested in. This is comparable to the booking process in a travel agency. If you want to go to Hawaii, the agent will not show you pictures of hour-long flights but images of the beach to help you visualize your final destination. We sometimes focus too much on the details of the procedure itself, which might scare the patient and make him or her apprehensive about treatment. Visual stimulation is an

extremely powerful tool and helps the patient get more involved in the treatment.

**In your opinion, what are the indications that are most challenging for dental implantologists, and how can the software help facilitate treatment of these cases?**

The most important advantage of using NobelClinician is that one can draw on a great deal of information, especially about anatomical structures, and this capability was not available in the past in the early stages of implant planning, before even starting treatment. This helps increase precision and accuracy tremendously. Placing implants should always be both precise and accurate. However, this is not always the case. At a recent scientific meeting, I learned that only about 30 percent of implants are placed in the right position. ◀◀

**More to explore!**

Dr. Scott MacLean will be talking about the best approaches to patient communication at today's Partnering for Life forum, which will take place from 8 a.m. to 12 p.m. More information about NobelClinician is available at [www.nobelbiocare.com/nobelclinician](http://www.nobelbiocare.com/nobelclinician).



# Nobel Biocare Global Symposium: Scenes from the reception

Attendees unwind and network with peers from around the world the cocktail reception at the famous Waldorf Astoria in New York



From left: Hans Geiselhöringer, Dr. Pascal Kunz, Filippo Impieri and Dr. Peter Wöhrl.



The Thursday evening reception was held in the historical rooms of the Waldorf Astoria in New York.



The Nobel Biocare staff informed participants about the company's latest product solutions during the reception.



Participants enjoyed drinks and delicious finger food.





Participants from all over the world are attending the four-day conference in New York.



Representatives of the press joined an evening event out in New York.



At the cocktail reception, attendees engaged in lively discussions with their peers.



The third floor of the Waldorf Astoria hosts the symposium exhibition.



Scientific committee chairman Dr. Bertil Friberg (left) at the cocktail reception.



After a busy first day of lectures, master classes and hands on sessions, participants were invited to the evening.

