

# today 08 09

**Interview**

*today* spoke with Eva Maria Roer, CEO of DT&SHOP, about the many highlights her company will present at IDEM Singapore 2016 including its CAD/CAM units and new FINOCAM A5 milling machine.

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**New Dentist Forum**

IDEM presenter and Dental Gateway director Dr Christine Bellmann about career opportunities in dentistry and how to find a healthy balance between fulfilling career goals and having rewarding downtime.

»Page 8

**What's on in Singapore**

Owing to its rich cultural and culinary scene, Singapore offers something for nearly everyone. Here are some tips how to spend your time off in the Lion City.

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## More than 8,000 professionals expected for IDEM 2016

Ninth edition of Asia Pacific dental show to open this morning at Suntec Singapore Convention and Exhibition Centre

■ Since 2000, Koelnmesse Singapore has been hosting the International Dental Exhibition and Meeting (IDEM) in partnership with the Singapore Dental Association. This morning, the event will be held for the ninth time to update dental professionals from all over the Asia-Pacific region about the latest developments and innovations in their field.

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manufacturers and dealers from all over the globe have registered this year. Twelve national pavilions will be present at the show, including joint participation by China, Japan and South Korea, as well as Germany and the US. There will be a number of world-premiere product launches by leading dental suppliers, including new implant systems, dental disinfection lines and digital practice management solutions. Many of these products will be available to dentists in Asia for the first time.



Registration counters on Wednesday morning. This year's IDEM is held for the ninth time.

Over the course of the next three days, more than 8,000 dental professionals are expected to attend the meeting, which will present a diverse clinical programme, as well as a multiple-level trade exhibition, for which 550 dental

Participants at this year's show will also be able to find out more about the latest dental tools and technologies during the daily symposium programme being presented by the Dental Tribune Study Club again at Booth 6N-17 in the exhibition hall on Level 6.

"Since its conception in 2000, IDEM Singapore has gone from strength to strength, with every

edition attracting more buyers to the exhibition and more delegates to the conference, and with visitor numbers doubling over the past decade," commented Michael Dreyer, Koelnmesse vice president for the Asia-Pacific region. "This year, we are most delighted to be holding the event for the ninth time, presenting an even larger conference and exhibition."

health, implantology and infection control, among other topics. The official opening ceremony will take place at 10 am outside Hall 403/404. Singapore Minister of Health Gan Kim Yong has been announced as the guest of honour.

For more information on IDEM Singapore 2016, please visit the official congress website at [www.idem-singapore.com](http://www.idem-singapore.com). The latest news from the show floor is available daily through the *today international* congress

newspaper or online at the *Dental Tribune Asia Pacific* website ([dental-tribune.asia](http://dental-tribune.asia)). □

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## Useful information

**Exhibition opening hours**

- Friday, 8 April: 10.00 am–6.00 pm
- Saturday, 9 April: 10.00 am–6.00 pm
- Sunday, 10 April: 10.00 am–4.00 pm

**Registration**

Dental professionals can still register for IDEM Singapore 2016 onsite at the registration counters on Level 3. There are discounts for members of the Singapore Dental Association, as well as for auxiliary staff and dental students.

**Internet**

Free wireless internet is available in all areas of the exhibition centre.

**Money**

ATM machines can be found throughout the Suntec City Mall. Banks in Singapore are open from 9.30 am to 3.00 pm on weekdays, and 9.30 am to 11.30 am on Saturdays.

**Embassies**

Foreign representation offices can provide help in emergency situations like lost passports or visas. They can also assist with travel arrangements or give legal advice. Contact information for foreign missions other than those provided in the list below can be found at the website of the Ministry of Foreign Affairs ([www.mfa.gov.sg](http://www.mfa.gov.sg)).

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## news

IDEM Singapore 2016—8 April

# "We are a very proficient partner in dental technology"

A sneak peek into one of the largest shops for dental laboratories

■ DT&SHOP, one of the world's main dental laboratory suppliers, is participating at IDEM Singapore 2016 with a 50 m<sup>2</sup> booth. Among the many highlights, the company demonstrates its CAD/CAM units and presents the new FINOCAM A5 milling machine for the first time. *today international* spoke with Eva Maria Roer, CEO of DT&SHOP. The successful female entrepreneur studied economics in Germany and Canada and is recipient of the Order of Merit of the Federal Republic of Germany, among the country's highest recognitions.



Eva Maria Roer

ucts. What distinguishes DT&SHOP from these companies? What services and products can you offer for this region?

Both nationally and internationally, we are a very proficient partner in dental technology. Dental laboratories need distributors that can offer the complete range of dental technology. This is difficult for smaller traders. We can support laboratories with our expertise and sales network. Our service is fast, our range attractively

priced and our team consistently competent—with regard to our full assortment including our own brand FINO.

Our head office is in Germany, from where we run our global operations. Every one of our customers, no matter where in the world, experiences our commitment every day. Our employees are specialists and always advise on the latest CAD/CAM technologies and systems. With FINO Digital, we offer comprehensive CAD/CAM systems for laboratories.

Our logistics and shipping centre stands out too owing to its many advantages. All orders are processed promptly owing to an innovative enterprise resource planning system. We have the most comprehensive product range in the segment and offer a stock availability of over 95 per cent. Most orders are dispatched the same day and quickly reach our customers in Asia. Also, orders are packaged safely using environmentally friendly materials.

Moreover, I am proud of our customer service. Our employees are very competent and speak more than ten languages. We place significant importance on providing expert

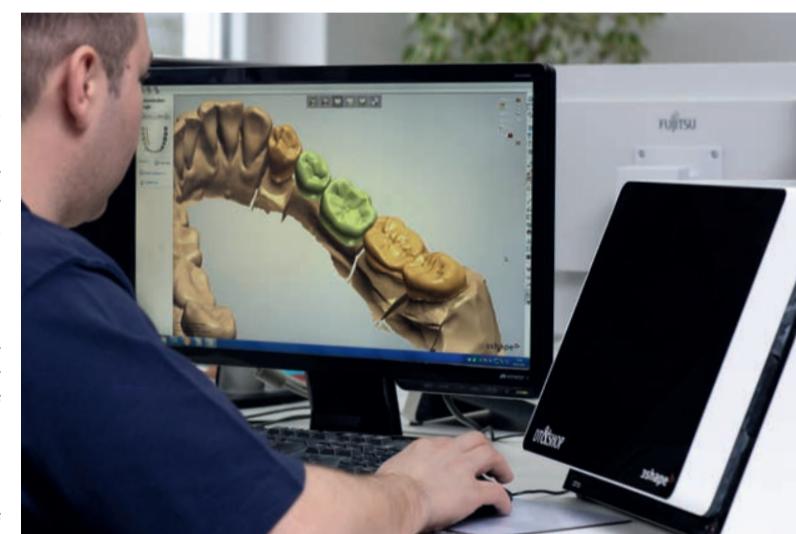
**today international:** Ms Roer, you have had a long and successful career in dental technology. Why did you decide to work in this segment?

**Eva Maria Roer:** At first, I just wanted to enter a niche segment. Back in the 1970s, dental technology was not nearly as developed and a relatively small industry. There were no CAD/CAM systems, of course. Today, dental technology is one of the most important and innovative areas within dentistry. The segment has embraced digitisation and used it for the benefit of the patient. The range of crowns, bridges, and partial and complete dentures available is enormous and diverse, as is evident in our shop's portfolio. In 2003, we had 30,000 products and there are nearly 50,000 items today. The assortment is constantly changing, which means that customer service too has increased throughout the years. At the same time, cheap providers began competing with quality shops like DT&SHOP. However, we responded with courage, determination, perseverance, joy and creativity to achieve our current market position, of which I am most proud.

**DT&SHOP is now among the world's largest service providers and distributors of dental technology. What have been the most important international milestones since the company's establishment in 1978?**

In 1978, we established DT&SHOP with less than US\$5,000. We introduced catalogues, then a revolutionary step in the distribution of dental technology. We also attached great importance to equality between women and men and to a high level of customer advisory services.

We always intended to develop into a major shop and have pursued this plan without deviation. Internationally, the German-speaking region was initially important for us. In 1991, we introduced the shop in Switzerland and Austria. With the Maastricht Treaty and the founding of the European Union in 1993, we added France, the Netherlands, the UK and Denmark. Today, we export to about 100 countries, have our own subsidiaries and associates in 15 countries, and communicate in many languages. Our customer service is mainly provided from Germany.



advice to our clients. Our customers in Asia Pacific value this service very much.

**In which countries of the Asian region do you see particular growth potential for your products and services?**

I first travelled to Asia in 1992 and have made several trips back to the continent since 1994. In China, there are import barriers, but the market is huge and remains very appealing. In alphabetical order, I consider Indonesia, Malaysia, Myanmar, the Philippines, Thailand and Vietnam to hold good business opportunities.

**In Asia, there are already quite a number of dealers in dental laboratory prod-**

**Thank you very much for the interview. ▲**

# DENTAL TRIBUNE STUDY CLUB in cooperation with IDEM

# LIVE SYMPOSIUM

IDEM SINGAPORE

April 8–10, 2016

Level 6, Booth 6N-17

FRIDAY, APRIL 8, 2016

11.00–12.00

ICBI  
Sabine Nahme

3D imaging solutions for powerful diagnostic value without guesswork

12.00–1.00

VIDEO PRESENTATION  
Dr. Robert Lowe

The next step in the evolution of direct composite placement

1.30–2.00

AIDITE  
Hongwen Li

Development of dental zirconia material

2.00–3.00

IAOCl  
Sammy Noumbissi

Zirconia Bioceramics in Dental Implantology: Rationale, Clinical Outcomes and Applications.

3.00–4.00

VIDEO PRESENTATION  
Dr. Ana Pucar

Prosthetic restorations and oral mucosa – Do we know how to prevent and treat possible complications?

4.00–5.00

TPP  
Stephen Jacques  
Luanne Theseira

Trans-Pacific Partnership (TPP) – What it means to the U.S. manufacturer and exporter of dental and medical equipment

SATURDAY, APRIL 9, 2016

11.00–12.00

AMEDIUSTEC  
Prof. Eli Machtei

Scientific evidence and cost-effectiveness associated with adjunctive therapies for periodontal and peri-implant diseases

12.00–1.00

VIDEO PRESENTATION  
Stephane Browet

Fibre-reinforced composites – A real breakthrough

1.30–2.00

AIDITE  
Hongwen Li

Development of dental zirconia material

2.00–3.00

IAOCl  
Sammy Noumbissi

One piece Tapered Zirconia Ceramic Implants for Optimal Aesthetics in Immediate Placement and loading Clinical Situations

3.00–4.00

3SHAPE  
Dr. Bruce Lee

Integrating digital workflow into daily practice – A clinical reality?

4.00–5.00

ICBI  
Sabine Nahme

3-D imaging solutions for powerful diagnostic value without guesswork

SUNDAY, APRIL 10, 2016

11.00–12.00

ICBI  
Sabine Nahme

Clinical and diagnostic advantages before, during and post-endodontic treatment to investigate the root morphology in 3D

12.00–1.00

VIDEO PRESENTATION  
Dr. Marius Steigmann

Soft tissue management for bone augmentation

1.00–2.00

VIDEO PRESENTATION  
Dr. Robert Levine

The integration of new technologies and their impact on oral health

[www.DTStudyClub.com](http://www.DTStudyClub.com)

# The right software to really meet dental practice management needs

PracticeDent Lite platform presented live today and tomorrow DT Study Club forum at Level 6

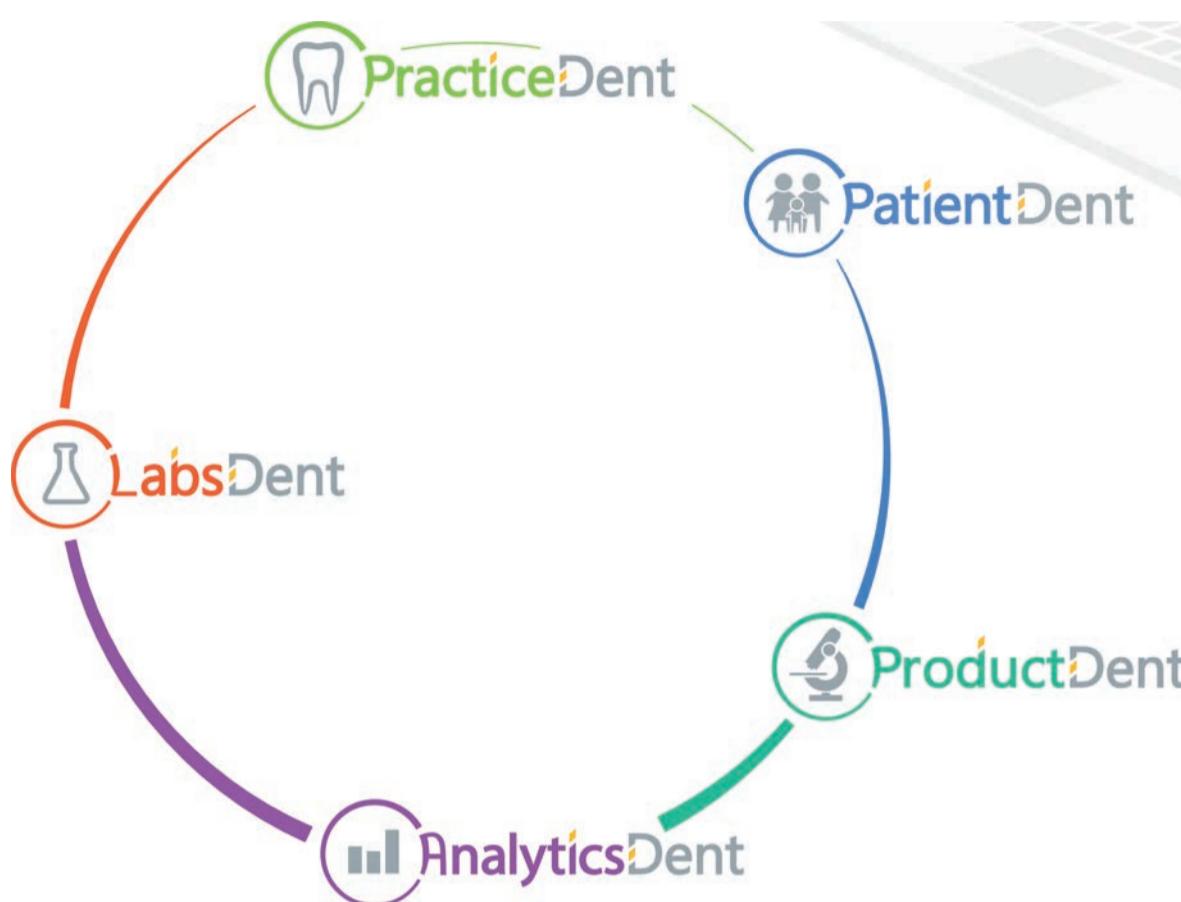
■ PracticeDent is a free cloud-based practice management service created to offer dental professionals and their teams an optimal mix of functionality and flexibility. The main goal of the system is to provide a full range of capabilities for all the roles within the practice, while departing from the stale, cluttered and user-unfriendly interface that has been so typical of practice management solutions in the recent past.

Owing to cloud computing, PracticeDent allows for accessibility anywhere and anytime, similar to many other well-known and respected platforms, which have been accepted as worldwide standards in communication and information management. Thus, the service is easily accessed via any Internet-enabled device (computer, tablet or smartphone), while data safety is ensured with state-of-the-art storage facilities (Amazon Web Services).

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As opposed to other practice management platforms, PracticeDent does not require any hardware or software installation and maintenance, nor does it depend on the computer's operating system. All the dentist needs is a Web-enabled device with a browser. The interface is intuitive, easy



to use and requires only a few hours of instruction.

The service is updated on a continual basis, receiving feature upgrades and more language options, and offers multiple possibilities for customer feedback and support.

## Free, cloud-based, readily available: PracticeDent Lite

PracticeDent Lite—the core version of PracticeDent—is free, giving the dental team access to the fundamental features needed for any dental practice. If extended functionalities are necessary, customers can easily purchase and activate various advanced modules as add-ons, depending on the specific requirements. While older

software would require additional installations, with PracticeDent, a simple checkbox activates, for example, advanced financial reports and graphs or extended patient profiles and health records. One click and the upgrade is done.

## A professional dental ecosystem

PracticeDent is the first in a complete line-up of interconnected services aimed at the dental sphere. The ecosystem, called MediCloud, consists of several integrated applications that work with and alongside PracticeDent. These include:

1. ProductDent, a distributor hub created to facilitate online commerce, allowing dental depots

to offer products directly to dentists through a dedicated e-shop integrated with PracticeDent.

2. PatientDent, a patient engagement tool that enables two-way communication between practices and their patients and allows patients to keep track of their dental treatment.
3. AnalyticsDent, a set of business intelligence tools and dashboards specifically designed for very large chains of dental clinics, aggregating data from all nodes and generating a comprehensive overview.
4. LabsDent, a management service for dental technicians and laboratories that provides full control over laboratory orders, the work schedule, client care and communication.

MediCloud, the developer of the software, is an innovative start-up based in Bulgaria. The company has striven to create the best medical management solution on the market. PracticeDent is officially supported by Curaden, one of the world's foremost manufacturers of oral care products. It has partnered with Dental Tribune International, the leading dental publisher, to ensure the availability of the MediCloud ecosystem to the international dental community.

The PracticeDent Lite platform will be demonstrated live on Friday and Saturday at 5 pm and on Sunday at 2 pm at IDEM Singapore (Booth 6N-17). Trade show visitors are invited to view the video and pose any questions to the PracticeDent team. ▲

## today About the Publisher

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# Invisible braces market to grow rapidly over next five years

Demand fuelled by emerging markets in Asia Pacific and Latin America

According to a recently published report, the global invisible braces market is expected to grow at a 12.16 per cent compound annual growth rate from 2016 to 2021. The report analyses the development of the ceramic, lingual and clear aligners segment in ten major countries and further shows that the process will be mainly driven by technological innovations and increasing demand for invisible braces among the adult population with aesthetic concerns about fixed orthodontic appliances.

While the market has witnessed a strong foothold in North America and Europe, rapid growth in the de-

mand for invisible braces is expected to be fuelled by the emerging markets in Asia Pacific and

Latin America through India and Brazil, whereas rising dental tourism in Mexico and Thailand

will continue to contribute towards the invisible braces market.

Among the leading companies operating in the market are Align Technology, Ormco, DENTSPLY International, 3M and ClearCorrect.

The 152-page report, titled "Global invisible braces market: Trends, opportunities and forecasts (2016–2021)", was published on 1 February. It can be purchased at [www.rnrmarketresearch.com](http://www.rnrmarketresearch.com). ◀

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# World première of Müller-Omicron's new disinfection line

■ Disinfection and cleaning agents for the dental market have to meet specific requirements. Among these are a powerful disinfecting effect and dirt-holding ca-

tal products based in Germany, is offering customers a completely new range of disinfectants for effective, user-friendly and safe disinfection. Owing to a new combi-

senting its new disinfection products for the first time at IDEM Singapore 2016 from 8 to 10 April, at the German Pavilion (Booth 4K-23).

sure time of only 5 minutes, Dentalrapid was the fastest-acting surface disinfectant at that time. Today, Müller-Omicron develops and manufactures innovations specifically for the dental market. The company has released its new dental disinfection line to coincide with IDEM Singapore 2016. Short exposure times, application-oriented effectiveness and absolute ease of use are only some of the advantages of the new range.

This includes alcohol-based and alcohol-free liquids for surface and wipe disinfection, as well as highly effective cleansing products for disinfection of dental suction systems, instruments and cuspidor bowls. With Dentoderm Sensitive HD gel, Müller-Omicron also provides a particularly gentle disinfectant for hygienic hand disinfection, while Dentaclean HC lotion cleanses and nourishes the hands.

Owing to the ever-growing demand for wipe disinfection, the new range now includes eight different wipe systems with various sizes and wipe grades. Müller-Omicron offers wipes impregnated with alcohol-based and alcohol-free solutions and dry wipes for use with disinfectants. The new impregnation solutions Dentalrapid SD liquid and the alcohol-free Dentalrapid soft SD liquid are distinguished by their very good skin compatibility. This has been confirmed by Dermatest, an independent test laboratory for dermatological products, which awarded Dentalrapid the top rating of "very good".

Other new products include Dentazyme IC pur a special cleaning agent based on enzymes that eliminates stubborn dirt quickly and reliably. Dentosuc weekly AC pur is suitable for weekly cleaning of suction systems, while Dentotol MD liquid is used for proper disinfection of cuspidor bowls. □



pacity, hygienic handling, low allergy potential and high material compatibility. Müller-Omicron, an innovative manufacturer of den-

nation of active ingredients, ensuring hygiene in dental practices and laboratories has just become easier. The company will be pre-

The foundation for Müller-Omicron's success was the introduction of its Dentalrapid FF disinfectant line in 1984. With an expo-

Müller-Omicron is one of only a few companies worldwide offering a complete range of quality disinfectants for the dental market.

# French quality in dental implantology: Global D presents prosthetic innovations at IDEM Singapore 2016

■ Global D, one of the foremost French producers of dental implants, is exhibiting its complete spectrum of innovative dental implants and surgical kits at IDEM Singapore 2016. The company's advanced products have helped thousands of dental implant specialists achieve optimum results in prosthetic dentistry. Global D's showcase includes its implants for the subcrestal, supracrestal and transmucosal placement, as well as slim implants, pre-implant solutions and surgical kits. Its implants combine technical performance, excellent stability and ease of use. Global D is displaying its range of products at the French Pavilion (Booth 61-02).

In 2013, Global D launched the smallest dental implant in the world for restoration of molars and premolars. In partnership with leading European universities, the company has since then further improved its different types of dental implants, screws and plates for maxillofacial surgery. "Global D stands for sophisticated technologies in the area of implant research and development and is consid-

ered an innovative thinker in maxillofacial surgery. In France, Global D has achieved a strong reputation and thanks to our high quality and continuous patient satisfaction,

sales have doubled within four years," stated Benoit Rodriguez de Souza, Director of Marketing at Global D. Since 1994, over one million implants have been produced.

The company's prosthetic solutions bear the CE marking and are certified according to LNE/G-MED, the leading French quality certification body. Global D manufactures all of its products in France using the latest technologies.

## 3.0 Implant: Simple, effective and flexible

One of the highlights at IDEM Singapore is the new 3.0 Implant. The 3 mm diameter, two-piece dental implant is designed for the restoration of narrow spaces in the incisal area where conventional implants would not be suitable. Intended for the restoration of maxillary lateral incisors, and mandibular lateral and central incisors, the implant optimises the management of the soft and hard tissue despite the small amount of space available. What distinguishes the 3.0 Implant from competing solutions is the new Acti-Lock Concept. This system has been proven as highly effective and reliable for locking the prosthetic components without any transfixation screws. The abutments can be activated and deactivated quickly and easily, leading to higher patient satis-

faction. In addition, the temporary or permanent abutments can be easily removed using a special 3.0 Implant abutment extractor.

"With 3.0 Implant, we have developed an innovative, minimally invasive and patient-friendly prosthetic solution in dental implantology. The Acti-Lock concept is easy yet effective," said Benoit Rodriguez de Souza. "It is based on a proven mechanical principle that includes an activator, which helps to increase the compressive force within the abutment. The implants do not move, integrate optimally in the periodontium and are ideal for immediate loading. We have eliminated the discomfort for the patient and achieved a very attractive appearance." Dentists have praised the 3.0 Implant for its very good primary stability, well-calibrated drills, excellent shape and easy-to-use surgical protocol. The 3.0 Implant surface design enhances bone contact and stabilises the bone profiles, with no crestal bone loss. In addition, the implants and abutments are designed to support long-term soft- and hard-tissue stability while enhancing osseointegration. □



The innovative Acti-Lock® Concept locks the prosthetic components permanently in the mouth without any transfixation screws. (© GlobalD)

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# Career opportunities and work-life balance in dentistry

By Dr Christine Bellmann

Dentistry is not just one of the most rewarding professions, but also one with a much broader scope of practice than ever before. Young dental professionals who have finished their studies and received their diplomas will have to individually decide which career pathway to choose. This choice is exciting, and also difficult, as there are numerous options and opportunities to consider.

The transition from dental student to a young working dental professional requires extensive adjustment. During university, students are told how to work, what to learn and what goals they need to fulfill. During practical work on a patient they are supervised by experienced dentists. As a working professional, it is now up to each individual to assess patients on their own and to judge their needs and treat them accordingly. It is not just dental skills that are put to the test, however, as

Every graduated dental student has to decide where and how to embark on their professional career. The majority of young dental professionals lay the foundation of their careers in private or public dental clinics, but some also stay at the university to engage in research or teaching careers. Whichever way is chosen at this stage, it does not need to be the final decision. Pathways can be changed and new roads can be explored but the decision should be thought through, as the first year(s) in any profession forms and influences the future career path.

Working in a dental office outside the university provides multiple options and opportunities. Dental practices come in every size and shape. There are small clinics and very large practices. Some have a specialisation or orientation, others are general dentistry practices. Each model has, for every individual, certain advantages and disadvantages, depending on

field, as knowledge can be gained during the daily workflow and, in combination with a postgraduate course, it can make the perfect choice. To choose the right clinic can be challenging and sometimes the best choice is to go with one's 'gut-feeling'.

## Your purpose of specialisation

A lot of young dentists want to specialize in one of the many fields of dentistry. After the decision is made on the area in which to specialize, they should take their time to work out what is the right path of specialization for them. What is their goal after specialization? What is the specialization to be used for; to work in a private dental clinic or establish one's own clinic? Go into research and education at a university? And what is the goal for the practice?

There are so many programmes on the market and it is not always the best decision to go for the most expansive, most time

Studying or working abroad needs to be thought through and well planned, otherwise it can very easily end in a major disappointment. At first, working abroad seems to be a great opportunity and just as exciting and it sure can be this but it does not have to be that way. An accurate assessment of the goals and the desired outcome of a life in a different country, needs to be conducted.

Others may decide to open their own dental clinic or take over an existing one. Running one's own business is a great opportunity to work in a comfortable work environment because it is self-created. Aligning a dental office to individual expectation, and having a financially successful and well-run clinic, can be challenging. Like any other business, strategies and standard operating procedures in various fields need to be established. It is not only the clinical abilities of the dentist that are important. Equally important are economic factors like analysis of the local conditions, human resource man-



Dr Christine Bellmann is director of Dental Gateway, a global dental consulting agency. On Saturday, she will be presenting a paper at the New Dentist Forum as part of the IDEM 2016 congress programme.

and healthy life. It makes sense to take the time to reflect on the past and think about future expectations of life and, perhaps, write those down to keep them in mind. During these decision-making processes, of all the possible choices that have to be made the most important factor that should be considered is one's private life, and what one wants in life. □



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there are also other important skills that a working professional will need to have. These may be skills that are not taught at dental school, like how to communicate with the patient, co-workers and assistants, as well as financial aspects and legal issues in the dental clinic. It is a huge challenge to act correctly and appropriately which can be overwhelming for some individuals. To be aware of those requirements is the first step to a successful transition.

one's expectations and goals. A bigger clinic, with more dentists, usually gives everyone more flexibility in relation to working hours, vacation planning, and in case of sickness. Smaller teams can have the advantage of being forced to step up and take more responsibility, from which great knowledge can be gained in living the motto: "learning by doing". Working in a clinic that has a certain specialisation will help a young graduate, if they wish to specialize in the same

consuming or for the one that is the furthest away from home.

Even though there are courses and postgraduate education programmes all around the world, a lot of young dentists leave their home country to gain experience and specialisation abroad. That can be an amazing experience and much can be gained from it. However, it is not the right choice for everyone as it can hold more challenges and risks than might be first expected.

agement, marketing strategies and legal guidelines.

With so many exciting opportunities in the dental field, and so many different options of how and where to work, it is easy to lose track about other important things in life. Time with family and friends or time for leisure activities is very important. In order to find a healthy balance between fulfilling career goals and having rewarding down-time is the key to a happy



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