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“The future of dentistry is digital”: Dentsply Sirona’s plans for the Middle East

By Dental Tribune MEA

Dental Tribune Middle East & Africa spoke with Rajender Kumar, general manager for the Middle East and North Africa (MENA) at Dentsply Sirona, on continuing dental education and training activities, including the first Dentsply Sirona World in Dubai, and the company’s short- and long-term

strategies in the region. In the interview, he also expanded on Dentsply Sirona in MENA considering the recent global changes in company management.

Would you give us a short introduction to yourself?

I’ve been working for Dentsply Sirona for more than ten years now. I was based in India for approxi-

mately four years as a finance director, and then I moved to the MENA region in Dubai, working as the finance director for the MENA region. Then I moved to financial planning and analysis director for the eastern region, which includes Russia, countries of Common-



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Rajender Kumar, general manager for the Middle East and North Africa (MENA) at Dentsply Sirona. (Photo: Dentsply Sirona)

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module

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wealth of Independent States, MENA countries, Turkey, India and South Africa. In the last 15 years, I have worked very closely with vice presidents and the general managers and had very close collaboration with all the business partners in the region, and I feel like I have a good standing in terms of knowledge of the business. Since 1st of November, I have been appointed general manager for the MENA region, and I am glad to be in this position. I'm hopeful that Dentsply Sirona will do even better in the future.

In light of the shift in management, will we be seeing any pivotal changes in direction and strategy?

Indeed. Whenever there is change, one can expect this because different people have different perspectives, different ways of thinking. We as a company are also thinking a little bit differently than before. Three things are very important for the company to grow, in any of the regions. The first is dedicated, motivated and long-term team members. The second is trustworthy, sustainable business partners. The third is ground-level activities, our team members reaching out to dentists so that we can talk to them about our products, the opportunities we provide for better solutions for patients and how we can improve the oral health of patients. This has been a particular focus in the MENA region for the last month or so. We have also been working on ensuring a stable team, putting the right structures in place and filling positions that have been open for the last few months. Plus, we have made a little bit of change to the structure overall that will help us to grow the business more sustainably.

What are your thoughts on dentistry in the Middle East, and

where would you like to see it go from here?

The future of dentistry is digital, and this is not different for the Middle Eastern region. We are working towards the situation in which more and more dentists will be going increasingly digital in the coming years, and digital solutions will integrate itself in each dental treatments. We as a company and as management in the MENA region are working on educating our customers on our digital offering and how it can help to provide better solutions for patients.

How important is continuing dental education for Dentsply Sirona in the MENA region?

I believe that clinical education is one of the best tools to grow the business in any country. If dental professionals have not been exposed to our products, if they have not touched the products and, it makes it very difficult to build adoption of our solutions in everyday treatments of their clinics.

The pandemic resulted in a move to online education. What are your thoughts on this, and how do you see the future of dental education in the MENA region?

There are pros and cons for both online and in-person sessions and training, but I feel that a blended approach would be more successful, giving the options to our customers and allowing them to choose whatever they feel comfortable with. Online sessions offer the benefits of saving time, being able to choose according to interest and being able to view the recordings at a later stage. I think that online education is the future for any of the topics, but a physical presence is also very important because the human aspect is very important for good relations with any person and for any activity.

As the largest manufacturing company in the world in dental products and technology, how do you continue to keep the company consistently strong in terms of strategy and culture in the Middle East?

We have structures in place at each level, including at the corporate level and at the regional level. These ensure that we have all the processes in place to enable cultural diversity, including feedback mechanisms, such as surveys among all the employees to ensure that all voices are heard. If they have any concern or anything to share which could be better for the company, we are always open to that.

Which product lines do you feel are best represented in the Middle Eastern region, and which ranges still require more awareness?

In the Middle East specifically, we are very strong on the equipment side, and we have already identified growth opportunities areas especially from the implant side, and we are already working in that direction. This is also our focus for the future regarding digital dentistry, including combination with scanners. We continue to focus on the consumables part along our strong focus on digital. Consumables is the bread and butter of every dentist and guarantee our presence in a majority of clinics and to identify when they're ready to move to digital with us.

What activities are you planning to run to achieve greater awareness of your products?

We have just started training our staff members. We have a lot of new team members in the region, and we are bringing them to the Dubai office for training. Once our team is fully trained, our target is to train all our business partners

and their team members so that they also feel comfortable with our products. Our third target is the market. We are going to have a lot of hands-on sessions and product demos. Those types of activities will help us to grow the business in this region.

In this regard, would you like to say a bit about Dentsply Sirona World in Dubai and how it could support that?

Dentsply Sirona World is one of the activities that we will be hosting in the MENA region—for the first time! It is being held in Dubai in early February 2023. The idea is to have our own Dentsply Sirona event where we can invite people who are really dedicated to Dentsply Sirona's products where we can showcase our product portfolio and can educate them so that they can take this forward to improve the oral health of patients in the region.

What are the short- and long-term strategies for Dentsply Sirona in the MENA region for the coming years?

The short-term strategy is making sure that we are growing our existing business segments with our business partners and our team based in the different countries in the region. In the long run, we want to grow into a very sustainable business, and to that end, we need to identify long-term sustainable partners. We need to identify untapped markets, and we have a lot of scope to grow because we are not yet in the full MENA region. There are a lot of countries to which we can expand, and we need to invest in terms of employees, resources, clinical education, marketing activities and so on.

Are you allowed to share with us any new countries that you're thinking of entering in the region?

Yes. We have already started focusing on North African countries, including Morocco, Senegal, Tunisia and Algeria, for the last few months. This is in addition to our expanded focus on markets in which we already operate, particularly Saudi Arabia, the UAE, Egypt and Kuwait.

Do you intend offering your entire product portfolio in these new markets, or are you going to select specific products that you feel are best suited for those markets?

In the beginning, we are not going to focus on each product there but on the digital part of the business.

What about SureSmile?

The strategy for SureSmile in the Middle East is first in the UAE and then in the Saudi Arabia, and maybe in a couple of years' time, we will launch the product in another Middle Eastern country.

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¹ 3-point bending strength

Part 6: Sustainable dentistry in 500 words or more



In this six-part series, Dr Sanjay Haryana writes in brief about different aspects of sustainability in dentistry. (Image: gerald/Pixabay)

By Dr Sanjay Haryana

SINGAPORE: A year ago, we started this article series with FDI World Dental Federation, announcing its new initiative to “lead the charge on sustainability in dentistry” by uniting five leading sustainable dental industry partners, including the company that I work for, TePe Oral Hygiene Products. In April 2022, the first Consensus Statement on Environmentally Sustainable Oral Healthcare was released, and it seems appropriate to complete this six-part series with some of the findings gathered in this 70-page consensus report published by FDI.

The consensus is aimed at the oral healthcare community and has a cradle-to-grave methodology that includes the entire supply chain, that is, manufacturers, suppliers, dental professionals and waste management. Even though the consensus is relevant for everyone within the oral health industry, some sections can be perceived as

irrelevant to those who are not devoted to sustainability.

The aim of this article is to provide a brief overview of the consensus, particularly the parts that are pertinent to the dental profession, and to discuss how to put the preventive aspects covered in the report into practice. It also offers steps to achieve patient compliance, which is both most challenging and rewarding from a dental professional’s point of view.

A Joint Stakeholder Statement

Through this statement, we recognise that the oral healthcare sector—as a whole supply chain—has a responsibility to undertake its activities in a manner that seeks to improve the sustainability of oral healthcare products and interventions.

Through our collective ambition to reduce the environmental impact of oral healthcare, we recognise that there is a substantial opportunity and desire to work collaboratively across the sector, to engage

in sustainable practices with all stakeholders for the benefit of society. We recognise the need to establish a strategy to achieve meaningful and measurable environmental outcomes throughout the oral healthcare supply chain.

The consensus starts with this joint stakeholder statement, which recognises the complexity of sustainability in the oral healthcare industry, involving not just our clinical setting but rather the whole cycle, from the sourcing and manufacturing to the disposal of dental products. To foster a sustainable industry, dental professionals need to work together to decrease the negative impact of dentistry on the environment and to create a circular economy without compromising the quality of our care.

The consensus is based on scientific publications. To be able to shift the oral care industry towards a sustainable future, the FDI panel sets out six routes to sustainability in the consensus. These include the

four Rs (reduce, reuse, recycle and rethink); legislation, policy and guidelines; waste management; procurement and logistics; research and education; and materials for clinical use. A three-step process was suggested to address each of these.

Step 1: Create awareness in the oral care community and identify the challenges it involves

Dentistry’s impact on the environment is not clearly documented. However, it has been established that patient and staff travel account for two-thirds of the total emissions. This is valuable knowledge for the dental profession, since it demonstrates that our impact on the environment starts outside the dental practice.

Water usage is also highlighted in the consensus. Dental treatments are heavily dependent on water, from treatment to sterilisation. We should take this into account when choosing between single-use and multi-use products, since every sterilisation cycle requires water

and energy, and multi-use products are not always the best solution. Bio-based single-use products might be a better and safer option for our patients, but this needs further investigation. Home care also requires water, and there is a substantial waste of water during toothbrushing and other oral home care routines.

A third challenge that is mentioned is the dental profession’s “set behaviours and attitudes”, but there is no further in-depth explanation regarding the issue in the consensus. Being a dental professional myself, I can identify with set behaviours and particular attitudes. We work in a high-stress environment, and much of the operative success depends on paying attention to detail, choosing the appropriate material and following a rigid workflow. For dental professionals, changing set behaviours could affect treatment outcomes, which we are not willing to risk.

Step 2: Identify drivers and opportunities

Drivers are motivators for change. One of the drivers for the dental profession is the desire to be portrayed as a positive influence when it comes to sustainability, that is, to be a part of the solution instead of being a waste management problem. Our commitment to preventive dentistry will eventually lower emissions by reducing operative treatment in our patients and thereby decreasing travel and material usage. Additionally, the dental profession improves the quality of life for billions of people through bringing pain relief, creating beautiful smiles and regaining function for our patients. Sustainable workspace is also high on the list for the younger generation and is a great attraction factor for recruiting valued members of staff and marketing a dental practice.

Step 3: Create a strategic action framework for specific recommendations and identify best practices

Towards the end of the consensus report, there is a strategic action framework for each of the six routes to sustainability in oral healthcare. For dental professionals, the route of the four Rs is the most relevant one, especially reduce and recycle. Reduction through prevention focuses on reducing carbon emissions through fewer appointments, which results in fewer patient journeys and thus lower environmental impact, and on reducing material, since there will be less intervention if we keep our patients healthy.



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The consensus covers the complexity of sustainability from all possible angles. However, how should we employ it in the dental practice, and where should we start? I believe that we should go back to the basics and focus on oral home care, which is the bedrock of all dental treatment and disease control. After all, all success stories are dependent on plaque control. Oral hygiene information and instruction are a very small portion of our daily work, but can greatly impact our decisions and interventions. Therefore, there is a strong need to refresh our knowledge, starting from professional training, including ways to achieve compliance, which is considered one of the most complicated tasks in dentistry.

Reduction through prevention using compliance: Tips and tricks

1. Use a dental model to explain oral disease, the maintenance of a new dental construction and the impact of dental plaque on teeth. There are several such models available at dental dealers that are well worth the investment, such as caries, periodontal disease, fixed orthodontic appliance and implant models.
2. Select a suitable toothbrush (regular or compact size; soft or extra-soft, flat-trimmed or

multilevel bristle design) for use on the dental model and pay special attention to the brushing technique. The most recommended one is the modified Bass technique, but there are several techniques to choose from, including the Fones technique, scrub technique and Stillman technique.³

3. Select a suitable interdental cleaning device (floss, soft picks or interdental brushes) to show on the dental model, and pay special attention to the cleaning technique. Oral hygiene tools that are easier to use can be a good starting point for patients. For floss beginners, a preloaded floss stick or dental tape is a good start. For patients who require interdental brushes, a soft pick can be a great start. After teaching them the correct technique, upgrade to interdental brushes

at the next appointment. Interdental brushes are essential for managing periodontitis.

4. Demonstrate best oral hygiene practices in the patient's mouth and the areas that need extra attention while the patient observes in the mirror. Visuals are important, but the main advantage of the demonstration is the sensation and feel of the proper brushing technique, how the floss slides through the contact and continues along the tooth and under the gingival margin, and how much pressure to apply with an interdental brush. It is also important to instruct the patient to work the interdental brush on each tooth surface three to five times.
5. Let the patient repeat the oral hygiene practice in his or her mouth with the help of a mirror.
6. Write down the instructions on an oral hygiene prescription pad, including information on what products to buy and where in the mouth to use them. This is especially important for interdental brushes. Since many patients forget to buy the products, dental practices that can directly supply patients with oral care products as part of the service can maximise patients' chance of performing home care.

It might seem like a time-consuming exercise, but the demonstration only requires 5–10 minutes, depending on disease severity and patient motivation. Incorporating these steps into the routine and following them systematically will improve patients' oral health and offer cleaner mouths for us to work in. Less bleeding and better visibility can only lead to better opera-

tive dentistry. Good home care facilitates the minimisation of failures and redo's of our work. The only side effect of preventive dentistry is its positive impact on the environment.

To make the oral care industry sustainable, we must reduce emissions and waste and strive towards a circular approach. It requires a change in global legislation to get manufacturers, suppliers, dental professionals and waste management companies to work in the same direction and towards the same goal. Meanwhile, the dental profession should focus on what we do best, which is practising preventive and quality operative dentistry, and remember that reduction through prevention starts with plaque control.

Editorial note: In this six-part series, Dr Sanjay Haryana will give an overview of different aspects of sustainability in dentistry. A list of references is available from the publisher.

About the author:

Dr Sanjay Haryana is an Education and Odontology Specialist at TePe Oral Hygiene Products.

Close to 300 dental professionals attended the clear aligners conference by Straumann Group and Al Hayat

By Dental Tribune MEA

DUBAI, UAE: "ClearCorrect Contemporary Approach to Clear Aligners – the Past and the Future" capped off the first month of 2023 in the world of clear aligners at the Le Meridien Dubai Hotel & Conference Centre on 27 January 2023.

The event featured two parallel sessions – one for GP dental professionals and other specialists and one for Orthodontists. The guest speaker for the GP session was Dr. Tif Qureshi who is the past president of the British Academy of Cosmetic Dentistry (BACD) and spoke about the biomechanics of tooth movement, the importance of pre-alignment of teeth, case selection, case submission & clear aligner software overview and case examples & troubleshooting.

Dr. Ly Mar who is a Certified Specialist in Orthodontics and Dentofacial Orthopedics was the speaker for the Orthodontics ses-



sion. He lectured on diagnosis & treatment planning, clear aligner materials, shapes & their impact on success, trim line debate, aligner biomechanics, posterior & anterior anchorage, engagers, case submission & clear aligner software overview, treatment of Class II, III & complex malocclusions, traditional braces v/s clear aligners (auxiliaries) and troubleshooting & retention.



Participants of the ClearCorrect Contemporary Approach to Clear Aligners – the Past and the Future during one of the scientific lectures. (Photo: ClearCorrect)



Gemini EVO Laser: The next evolution in Laser Dentistry



Morgan says. “This is something that’s going to allow you to provide more, and better, services for your patients and you’ll actually recoup the money you invested... I mean, you know a lot of those fancy machines dentists have around their offices? Do they ever recoup their investment on those? Probably not,” she says with a chuckle. “But with the Gemini EVO laser, you most definitely will, in a short period of time.”

The increased power of the Gemini EVO laser over its predecessor translates to faster cutting for the clinician. “With the original Gemini laser, I never had a problem with cutting speed. And this new one cuts better than that,” Morgan says, stressing other factors play a big role in cutting speed. “Using [the Gemini EVO laser] isn’t a matter of going in there and sprinkling laser dust on a patient and you can just say ‘oh look! It got done!’ It still comes down to the clinician and how stable their hand is, like with any cutting instrument, because you can only cut so fast on a human body. But there’s no drag with the Gemini EVO laser.”

“I’ve had doctors say ‘Yeah, I have lasers and they’re in my closet. I tried to use them and they they never work so I just tossed them in the closet.’ And I think, ‘well that’s sad, because now you have one that really cuts,’” Morgan says. “You should just try it,” she adds emphatically. “I’m a true believer.”

By Daniel Lewis, USA

Diode lasers are reshaping how many dental procedures are performed and continued innovation is creating avenues for improved quality of patient care. The Gemini EVO diode laser sets new watermarks when it comes to efficiency and ease of use in laser dentistry.

“To tell you the truth, we have [redacted] lasers in our office, and we are boxing them up right now. We aren’t going to use them any-

more,” says Dr. Jaimeé Morgan, DDS, after using the Gemini EVO laser in her office.

Building on the foundation of the original Gemini laser, the Gemini EVO laser offers an enhanced user interface with dozens of presets, additional power, and first-of-its-kind analytics to refine your experience while tracking performance and revenue.

“The Gemini EVO laser is one of those pieces of equipment that I would like to surround in a big gold

box and tour it around my office to show everyone this cool piece of equipment I have,” Morgan says of the sleek visual appearance. While it’s sure to garner attention from your patients, what’s ‘under the hood’ is even more impressive.

The simplicity of the Gemini EVO laser stands out to Dr. Morgan. Presets allow users to seamlessly switch between a wide variety of functions without tinkering with settings. “This is so nice because of its ease of use. And dentistry is hard

enough, even if you love your job. At the end of the day, clinicians have stress. So why would I want a piece of equipment that I really have to think about every time I use it? With the Gemini EVO laser it’s just ‘turn it on, enter your password, and go to a preset.’ And then if it’s not cutting fast enough you up it, if it’s cutting too fast you take it down. It’s just so, so, so simple.”

The revolutionary app and Dashboard included with the Gemini EVO laser give real-time data to measure and improve usability. The laser interfaces with an app on your desktop or phone, showing details on performance and procedures. This data allows users to track revenue generated from the Gemini EVO laser. “It’s really cool to have it keep track [of revenue],”

Ultradent

For more information please contact sophia.yadi@ultradent.com



The standard tip for the Gemini EVO laser. (Image: Ultradent Products)



Photobiomodulation tips included with the Gemini EVO laser. (Image: Ultradent Products)

Treatment of a carious lesion with a composite with a single posterior shade

By Dr Nicola Scotti, Italy

When restoring posterior teeth with resin composite, functional aspects such as tight and anatomically correct proximal contacts and a naturally shaped occlusal surface that is wear-resistant and antagonist-friendly are even more im-

portant than perfect optical integration. This is why every dental practitioner should avoid spending a great deal of time on shade selection in these cases and focus on the factors that have an impact on the reliability and longevity of the restoration. Great support in accomplishing this task is offered by

CLEARFIL MAJESTY ES-2 Universal (Kuraray Noritake Dental), a resin composite with a single universal shade (U) for the posterior region that eliminates the need for shade taking and selection. It offers good marginal adaptation, low shrinkage stress and high wear resistance,

necessary for great long-term results.

The initial situation presented a wide primary carious lesion in the distal aspect of the second premolar (Fig. 1). The working field of the premolar was first isolated with a dental dam, and caries excavation and cavity preparation were

performed (Fig. 2). A sectional matrix and a wedge were then placed to optimise the fit. Both were held in place with a separation ring, which increases the interproximal space and hence ensures tight, anatomically correct proximal contacts (Fig. 3). Build-up of the proximal wall with CLEARFIL MAJESTY ES-2 Universal (Shade U) was then done, after selective enamel etching with phosphoric acid (K-ETCHANT Syringe, Kuraray Noritake Dental) and bonding with CLEARFIL SE BOND (Fig. 4). After that, a thin layer of flowable composite (CLEARFIL MAJESTY ES Flow High) was applied to the cavity floor to act as a resin coat (Fig. 5). Restoration was completed with CLEARFIL MAJESTY ES-2 Universal (Shade U). Although this composite blends in very well with the surrounding tooth structure, the natural look was finished off by adding a tiny bit of brown tint to the fissure (Fig. 6).

The restoration and soft tissue looked natural and healthy immediately after removal of the dental dam. The proximal contact was tight, and the occlusal anatomy well shaped for the patient's individual masticatory dynamics. The margin of the restoration was virtually invisible, but the buccal cusp appeared lighter because of dehydration of the natural tooth structure (Fig. 7). The final treatment outcome was very satisfying (Fig. 8).

Conclusion

The case presented demonstrates that the selected composite is well suited for simplified restorative procedures in the posterior region. The material handles well, offers the same mechanical properties as other materials from the CLEARFIL MAJESTY ES-2 series and blends in harmoniously with the surrounding structures without being too translucent. This way, it is possible to waive the shade taking process without compromising the treatment outcome. The time saved in this context may be spent on functional aspects—or even on another patient.

Editorial note: This article was published in cosmetic dentistry vol. 16, issue 1/2022.



Fig. 1: Initial situation.

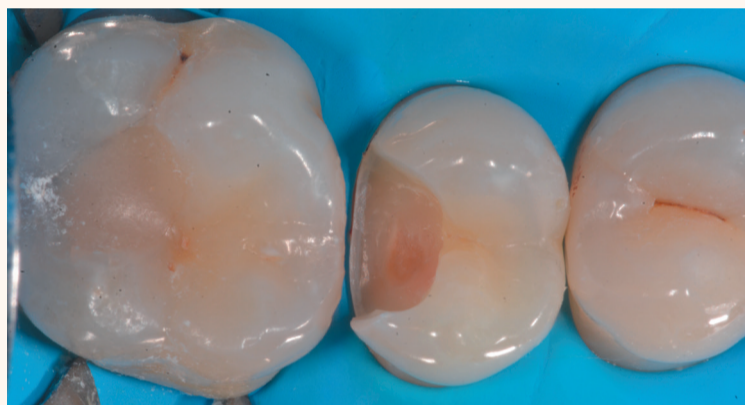


Fig. 2: The premolar after isolation with a dental dam, caries excavation and cavity preparation.



Fig. 3: Placement of a sectional matrix and a wedge to optimise the fit.

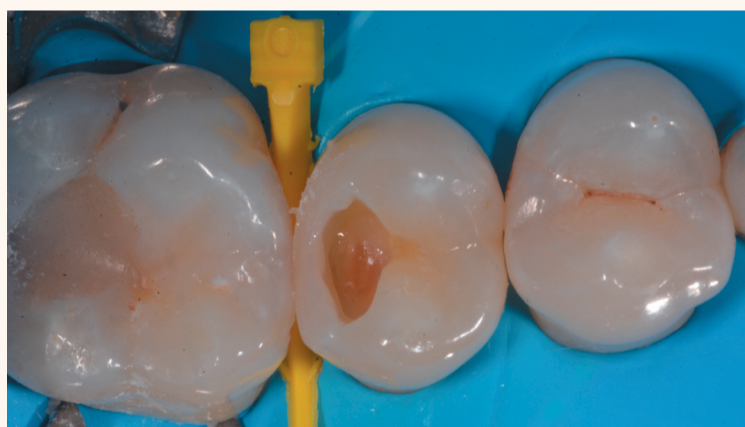


Fig. 4: Build-up of the proximal wall with CLEARFIL MAJESTY ES-2 Universal (Shade U).

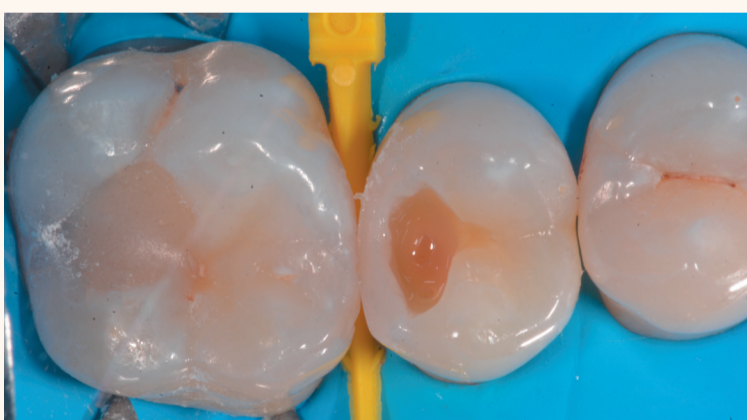


Fig. 5: A thin layer of flowable composite (CLEARFIL MAJESTY ES FLOW High) applied to the cavity floor.



Fig. 6: Restoration completed with CLEARFIL MAJESTY ES-2 Universal (Shade U).



Fig. 7: Treatment outcome immediately after removal of the dental dam.



Fig. 8: Final situation.



Dr Nicola Scotti is an associate professor at the Department of Surgical Sciences at the University of Turin's dental school in Italy. His main interests are dental biomaterials, resin-based composites, CAD/CAM materials and adhesive dentistry.

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