

# today

**SHOW  
PREVIEW**



**Inside today**

You will find an overview about the International Dental Meeting & Exhibition 2010 in Singapore, new developments and trends in the world of dentistry as well as a concise congress schedule.

»page 2



**Plan ahead**

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

»page 11



**Travel**

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

»page 14



**IDEM Singapore International Dental Exhibition and Meeting**

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

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

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

**Organiser**  
Koelnmesse Pte Ltd  
152 Beach Road  
25-05 Gateway East  
Singapore 189721  
Tel.: +65 6500 6700  
Fax: +65 6294 8403  
E-mail: info@koelnmesse.com.sg

**Congress Organiser**  
Singapore Dental Association  
2 College Road  
Level 2 Alumni Association  
Singapore 169850  
Tel.: +65 6220 2588  
Fax: +65 6224 7967  
E-mail: admin@sda.org.sg

**Supported by**  
FDI World Dental Federation

**For more information visit**  
[www.dental-tribune.com](http://www.dental-tribune.com)



## IDEM 2010 to focus on implants and dental aesthetics

■ An extended scientific programme focusing on the two most thriving trends in dentistry will be one of the major additions to this year's International Dental Exhibition & Meeting (IDEM) in Singapore. The biannual show, which recently won the Approved International Fair Award for its 2008 edition, is also preparing a workshop specifically targeted at dental business owners, the organiser Koelnmesse said. There, current issues in the industry such as fraud prevention, medico-legal liability or the role of technology in dentistry will be discussed.

Singapore has a long and successful relationship with the dental profession. Not only does the city state host the oldest running dental school in Asia; first implants were placed here by Dr Henry Lee almost 20 years ago. Nowadays, the island boasts a workforce of over 1,000 dentists that are both educated internationally and make use of the latest state-of-the-art equipment. Large internationally operating companies such as 3M ESPE and Straumann have taken advantage of Singapore's position as a trading hub and serve most of



Singapore. Photo: Ng Wei Keong

their customers in the Asia Pacific region from here.

According to the organiser, IDEM Singapore 2010 will see



Registration desk at IDEM Singapore 2008. (DTI/Photo Koelnmesse)

exhibits representing every segment of the dental market from over 350 companies and local dealers. For the first time, manufacturers from Slovenia

and the Republic of Columbia will showcase their portfolio. The British Dental Trade Association has also announced to host their first national pavilion at the show alongside joint participations of Australia, Taiwan, Singapore, Korea, France, Germany, Switzerland and the United States.

Including representatives from the industry, the show is expected to gather 10,000 dental professionals in Singapore.

Michael Dreyer, Vice President of Koelnmesse Asia Pacific, commented: "As dental care becomes more sophisticated in the region, the biennial IDEM Singapore has grown

in importance, providing the world's manufacturers and innovators from every segment in the dental trade, with a channel to launch new products and reach Asia's growing number of practitioners."

"IDEM Singapore 2010 provides dental practitioners with access to world-class dental education, combined with an extensive showcase of the latest in products, technologies and best practices," he added.

IDEM Singapore 2010 will be held at the Suntec International Convention and Exhibition Centre, 16–18 April 2010.

[www.idem-singapore.com](http://www.idem-singapore.com)

## Asian markets show potential for growth

■ A new report by Research and Markets, a market analyst company from Dublin in Ireland, has found that dental markets in the Asia-Pacific region exhibit a huge potential for growth due to low market penetration and high demand for modern and sophisticated technology and equipment. An increasing aging population coupled with a rising awareness for oral health, high aesthetics and improved dental treatments have also boosted the growth in this segment, the report states.

In addition, a growing disposable income, an increasing edentulous population and rising numbers of retired baby boomers have impacted the growth of the industry positively. Overall, the dental industry remained one of the most attractive segments of the healthcare industry with an estimated size of about US\$18.8 billion worldwide in 2008, according to the report.



**Come visit us!**  
**Stand D30/D32**

**FENDERMATE®**  
Composite Matrix

*The world's Fastest Matrix?*

- Inserts like a wedge
- Convex matrix shape creates natural contact
- Tight cervical marginal adaptation prevents overhangs
- Flexible wing exerts pressure for maintained separation and cervical adaption

3074-1002 © Directa AB  
FenderMate® is a trademark registered by Directa AB. Registered Design and Patent pending.

**DIRECTA AB** P.O. Box 723, SE-194 27 Upplands Väsby, Sweden  
Tel: +46 8 506 505 75, Fax: +46 8 590 306 30, info@directadental.com, www.directadental.com

# Promoting the business of dentistry

Welcome Message by Oliver P. Kuhrt, Executive Vice President of Koelnmesse

■ On behalf of Koelnmesse, it gives me great pleasure to extend a warm welcome to all exhibitors, delegates and visitors to the 6<sup>th</sup> edition of IDEM Singapore, the International Dental Exhibition and Meeting.

IDEM Singapore continues to play a pivotal role in bringing together the key stakeholders in the entire dental trade value chain. Through its trade fair and scientific conference, IDEM Singapore offers a breadth of



opportunities for professionals in all segments of dentistry and its related fields. The 2010 edition of IDEM Singapore aims to further hone its relevance to the industry and play a greater role in accelerating the business of dental care and its related services.

The 2010 Trade Fair features over 350 exhibitors from more than 28 countries, in an extensive showcase of the latest in clinical dentistry, dental technology and patient care. We welcome first

time exhibitors from Slovenia and Columbia, as well as a new country pavilion from the United Kingdom, led by the British Dental Trade Association.

To bring a sharper focus to this year's theme on the business of dentistry, IDEM Singapore will also feature a new 'Let's Talk Business' seminar. Targeted at dental practice owners and traders, the seminar offers an insight into the burgeoning business of dental care. Renowned international and local experts share their knowledge and experience on a variety of topics, from fraud prevention and medico-legal liability to the role of technology in dentistry.

Stamping its relevance to the industry, this year's scientific conference focuses on implantology and aesthetic dentistry, a rapidly growing discipline in the dental domain of today. We are pleased to continue our partnership with Singapore Dental Association in putting together this exciting programme. Eighteen experts from Germany, Italy, Korea, Mexico, Switzerland and the United States will present fascinating topics ranging from patient preparation before implantology, treatment planning, implant complications and failures, as well as the latest innovative surgical techniques and breakthroughs in implant dentistry.

In another first this year, the Singapore Dental Health Foundation is organising a consumer forum, in conjunction with IDEM Singapore 2010. The forum aims to educate the public about the possibilities and limitations of dental implants and to address their concerns as dental patients.

IDEM Singapore 2010 continues to provide dental practitioners with access to world-class dental education, combined with an extensive showcase of the latest in products, technologies and best practices. This successful synergy and innovative approach towards promoting the business of dentistry, is the reason for IDEM Singapore's continued position as a focal event for the dental community in the region.

I wish all of you great success at the trade fair and conference.

## The best of two worlds. Identium®

Polyether

A-Silicone

Identium®

Utilizing the best characteristics of two well-known impression materials, Kettenbach has developed an entirely new one: Vinylsiloxanether.® Designed especially for the one-step impression technique: Identium.®

For more information: Kettenbach GmbH & Co. KG, Im Heerfeld 7, 35713 Eschenburg · Germany  
Phone: +49 (0) 2774 7050, [www.kettenbach.com](http://www.kettenbach.com)

020819\_1409

## Koelnmesse donates to NUS educational fund

■ The organiser of IDEM 2010, Koelnmesse Pte Ltd, has recently contributed S\$20,000 towards the National University of Singapore (NUS), Faculty of Dentistry 80<sup>th</sup> Anniversary Bursary Fund.

The donation is supposed to support dental education and ensure that deserving dentistry undergraduates are given equal opportunities, Mr Michael Dreyer, Vice President, Asia Pacific of



Dental students in Singapore will benefit from a S\$200,000 donation by Koelnmesse. (DTI/Photo Michael Jung)

Koelnmesse Pte Ltd said. Recipients of this bursary can expect to receive assistance ranging from a few hundred dollars to S\$1,800. The donation, like all bursary funds, will be administered by a faculty. Recipients will be chosen annually by the faculty members.

"This is the first in a series of efforts that we will be making as part of IDEM Singapore's philanthropy programme," Dreyer said. "We wish to spread the message of hope and importance of education by contributing to the financial needs of young dentistry students in other neighbouring ASEAN countries and eventually to the Asia Pacific."

Dreyer added that his organisation will also remain committed to support initiatives of the FDI World Dental Federation to promote oral health awareness such as the "Sponsor a Window" programme.

## Additional educational offering at the Dental Tribune Study Club Symposia



**DENTAL TRIBUNE**  
**DT STUDY CLUB**  
 COURSES | DISCUSSIONS | TECHNOLOGY | ON-DEMAND

■ After a successful premiere at last year's FDI Congress in Singapore, the Dental Tribune Study Club will hold its first Symposia at the International Dental Exhibition & Meeting in Singapore. Each day will feature a selection of lectures led by experts in the field, providing an invaluable opportunity to learn from opinion leaders, while earning ADA CERP C.E. Credits. The lectures are free for IDEM visitors and running in hourly sessions from 10:00 to 16:00 in exhibition hall 401. For more information pick up your daily copy of today or go to [www.dtstudyclub.com](http://www.dtstudyclub.com).



• The DT Study Club Symposia will be free for IDEM visitors.

### Preliminary Programme— Friday, 16 April

11:00–12:30

#### Affordable Soft Tissue Diode Lasers

Dr George Freedman and Dr Fay Goldstep

The newest diode lasers cover the widest range of clinical indications. They are easy to use and incorporate in every practice. In fact, they are so easily affordable that they should be installed in every operatory.

13:00–14:30

TBA

15:00–16:30

#### A minimally invasive approach to predictable direct cosmetic restorations

Dr Shriju Joshi

The demand for cosmetic dentistry has seen a continuous growth, fuelled by media hype on smile aesthetics and the desire to attain the perfect smile. With the recent emphasis on preservation of tooth structure, cosmetic dentistry is moving from a more invasive towards a minimally invasive approach to attain long-term oral health while fulfilling the aesthetic expectations of the patient.



• The symposia will be held in exhibition hall 401.

The development of newer biocompatible direct aesthetic restorative materials and techniques has enabled clinicians to provide durable restorations for an immediate and convincing aesthetic result in a short period of time, while adopting a more conservative treatment protocol.

This lecture will briefly highlight the paradigm shift in cosmetic dentistry, with a focus on the application of reliable biocompatible aesthetic restorative materials combined with a predictable finishing protocol to ensure long-term clinical success of direct cosmetic restorations.



• Lectures will be held online and offline.

### Saturday, 17 April

11:00–12:30

#### Tooth Wear and New Technology to Manage Dentin Hypersensitivity

Dr Fotinos Panagakos

In this presentation, an overview of dental hypersensitivity will be provided. The various treatment options for managing dental hypersensitivity will be reviewed and a new in-office dental hypersensitivity treatment with clinically documented efficacy, Pro Argin, containing arginine and calcium, will be introduced.

13:00–14:30

#### Lasers, Restoratives and the Dental Medical Connection—Part I

Dr George Freedman and Dr Fay Goldstep

15:00–16:30

#### Exploring New Frontiers in Indirect Aesthetic Restoration

Dr Shriju Joshi

Cosmetic dentistry has seen continuous growth in recent years, fuelled by increasing media hype and the desire to attain the "perfect smile". Due to the recent change in treatment philosophy, a minimally invasive approach is being adopted in cosmetic dentistry, with an aim to preserve maximum natural tooth structure while still achieving the desired aesthetic result in the best interest of the patient.

Advances in dental material technology and the development of novel aesthetic restorative materials have truly brought dentistry to the 21<sup>st</sup> century. Biocompatible aesthetic indirect restorative systems such as Ceramage, a zirconium silicate filled indirect composite, has provided the clinician with a wide array of restorative options ranging from conventional crowns and bridges to minimally invasive onlays, inlays, veneers, etc.

This comprehensive presentation will explore the novel application possibilities of a versatile aesthetic indirect composite system with a focus on its application in minimally invasive cosmetic dentistry.

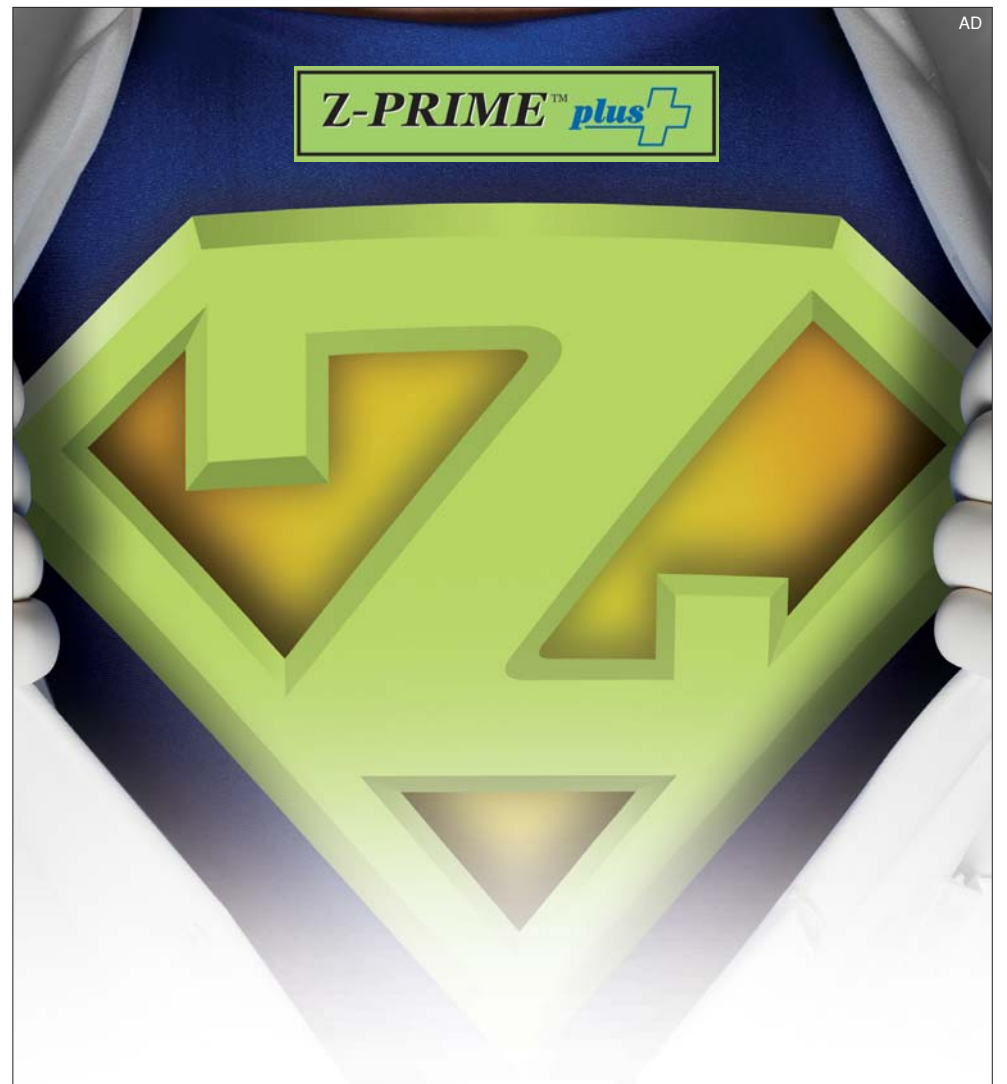
### Sunday, 18 April

10:30–12:00

#### Lasers, Restoratives and the Dental Medical Connection—Part II

Dr George Freedman and Dr Fay Goldstep

12:30–14:00 and 14:30–16:00 TBA



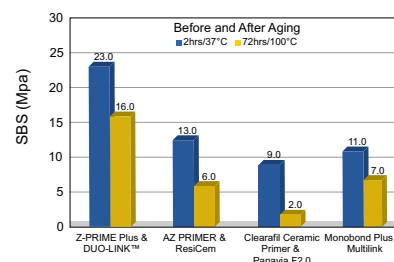
## THE NEW SUPERHERO FOR SUPERIOR BONDING

### Zirconia-Alumina-Metal Primer

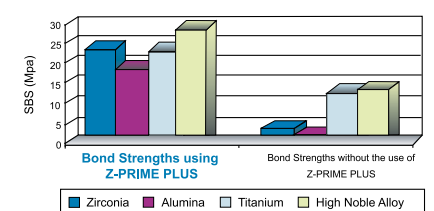
BISCO's Z-PRIME™ PLUS is a single-component priming agent used to create adhesion between indirect restorative materials and composite resin cements.

Achieve SUPERIOR bond strengths

- to zirconia, alumina and metal
- in self-cure or light-cure modes



Average Shear Bond Strength of different Zirconia Primers with their corresponding resin cement systems.



Shear Bond Strength of Z-PRIME PLUS with DUO-LINK™ (S/C) on different substrates.

To locate a distributor in your area visit [www.bisco.com](http://www.bisco.com), email us at [intl@bisco.com](mailto:intl@bisco.com) or phone us at 847-534-6000.

Come Visit Us at IDEM  
Singapore Booth #E24



Bringing Science to  
the Art of Dentistry™

RX Only

## Singapore less than average in health care spending

■ Countries in Asia have been found to spend less of their GDP's for health care than most other countries in Europe and the US. According to a new health care report by the Organisation for Economic Co-operation and Development (OECD) in Paris, France, only New Zealand provided more

money for health care in 2007 than the average of all observed countries. Singapore and countries like Japan South Korea or Australia spent less than the OECD average of 8.9 per cent.

The United States currently spends more on health than any other country—almost two and

a half times greater than the OECD average of 2,984 USD, adjusted for purchasing power parity. Luxembourg, France and Switzerland also spend far more than the OECD average. At the other end of the scale, in Turkey and Mexico health expenditure was less than one-third the OECD average.

The 2009 edition of the OECD Health at a Glance report also shows that all countries could do better in providing good quality health care. Key indicators presented in the report provided information on health status and the determinants of health, including the growing rates of child and adult obesity, which are likely to drive health spending higher in the coming decades.

The report also had new data on access to care, showing that all OECD countries provide universal or near-universal coverage for a core set of health services, except the United States, Mexico and Turkey.



Health care spending has improved in Asia but still is below average. (DTI/Photo Sean Prior)

## Qualitas enters Singapore market with acquisition of dental clinic

■ Qualitas Medical Group Ltd's subsidiary Qualitas Healthcare International Sdn Bhd has acquired 75 per cent stake in Dr Marcus Cooney & Associates Pte Ltd, which operates a Singapore dental clinic under the trade name SmileFocus.

Qualitas' founder, Chairman and Managing Director Dr Noorul Ameen said the acquisition was in-line with the group's strategy to expand its market reach into the region and other health-care-related businesses. "Our acquisition of SmileFocus follows our first

foray into the dentistry business in India earlier this year," he said in a statement in Kuala Lumpur last month.

Located at the Camden Medical Centre, SmileFocus provides a wide range of specialist dentistry services under one roof, including cosmetic dentistry, family dentistry, as well as implant and restorative dentistry services.

Dr Ameen said the expansion of the Qualitas brand into Singapore would complement its listed status in the country.

The acquisition will be paid in two tranches, either fully in cash or partly in cash and partly in Qualitas shares, with the final valuation equal to 7.5 times SmileFocus' profit after tax for the financial year 2010.

The cash portion will be paid partly from the group's proceeds from its initial public offering in 2008 and partly through internal funding.

The Qualitas Group has one of the largest networks of clinics in Malaysia, with 166 clinics throughout the country.

## Public dental clinics in Singapore charge for missed appointments

■ As the first health-care institution in Singapore, the National Healthcare Group (NHG) is charging a deposit fee to patients who do not attend their appointments at the group's five dental clinics. According to reports in the newspaper Strait Times, the fee of S\$8 (US\$6) will be waived for regular patients and those on public assistance or Medifund schemes. It will not be forfeited if the appointment is cancelled or rescheduled within at least three working days.

NHG dental clinics have seen a growing number of patients lately. In 2008, almost 70,000 patients sought treatment, which is an increase of more than 10 per cent compared to 2007. However, four out of ten patients failed to keep their appointments, wasting slots that could have been used

for patients who require treatment.

In the past, telephone messages were left and reminder letters were sent to patients a few days before their dental appointments. Patients were also sent SMS messages, but these measures did not yield a "positive improvement", a NHG spokesperson said.

Public dental clinics like those of the NHG group operate on an appointment-only basis. Walk-in cases are also attended to but only after the patients with appointments have received treatment. Not showing up on the designated date means that other patients are deprived of an earlier appointment. Waiting times are typically between three months and half a year.

Other clinics have declined to charge for missed appointments.

## Waiting lists in dental clinics trouble Singapore patients

■ Representatives of the Ministry of Health and the National Dental Centre (NDC) in Singapore have rejected criticism about long waiting lists for special dental procedures in governmental dental clinics.

In a public letter posted on the Singapore Dental Association's website in December, Dr Kwa Chong Teck, Executive Director of the National Dental Centre, and Chief Dental Officer Patrick Tseng said that for patients seeking elective specialist treatment, the NDC generally offers an appointment within two weeks.

They admitted, however, that there is a waiting list of patients requiring elective crown and bridge work, root canal treatment or dentures.

In Singapore, special dental treatments are subsidised only when patients are referred from governmental dental clinics. The national medical saving scheme, called Medisave, which is supposed to help individuals set aside part of their income to meet future personal or immediate family's hospitalisation,



A girl from Singapore waiting for her dental appointment. (DTI/Photo Jaren Jai Wicklund)

only covers one-day surgical procedures.

The Ministry of Health has rejected demands to extend the scheme for private clinics to reduce waiting times. Recent feedback on delayed procedures came from patients asking for non-emergency elective treatments, such as braces and dentures, a government official said. She added that heavy subsidy without means-testing for these procedures will inevitably lead to long queues.

"Medisave should be treated as a financial reserve so that treatment needs are met," Dr Ansgar Cheng, a prosthodontist working at Singapore Dental Group, told *today international*. "The key is to identify those dental treatments that should be regarded as needs versus the non-urgent optional treatments like tooth whitening, which should be taken out of the equation. There is no doubt that governmental clinics will be able to cope with the public demand with time."

## New CE scheme in Malaysia could benefit Sing dentists

■ Private dentists in Malaysia are soon required to participate in a Continuing Professional Development (CPD) scheme in order to continue practising. Through the scheme, which is an addition to the Malaysia Dental Act of 1971, those dentists will be able to collect points by attending CPD seminars and participating in other CPD learning activities organised by the Malaysian Dental Association (MDA) in collaboration with the country's Ministry of Health.

According to MDA president Dr Lee Soon Boon, the new scheme was developed to further advance the quality and standard of dental care in Malaysia. Speaking at the 17th FDI/MDA Scientific Convention and Trade Exhibition in Petaling Jaya in January, he said CPD is essential for dental practitioners to maintain and improve their knowledge and skills throughout their working life.

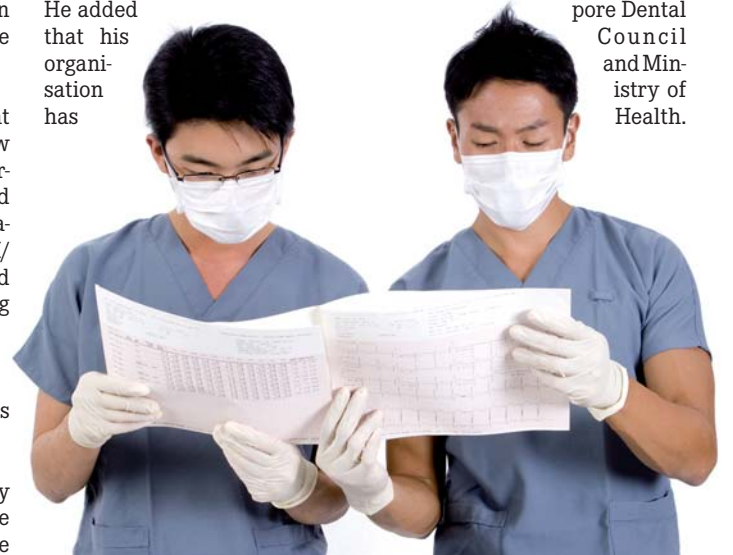
"CPD has been compulsory for dentists in the civil service for the past five years and we believe that expanding the

scheme to private dentists will greatly benefit the profession," he said. Currently, more than 50 per cent of Malaysian dentists work in the private sector.

Although a specific guideline has not been officially announced, the new scheme could also recognise points collected in other parts of the region, Dr Lee told *Dental Tribune Online*. He added that his organisation has

already established transnational cooperation with the Singapore Dental Association and has been invited to be an accredited CPD provider for Singaporean dentists and oral health therapists.

Dr Lee also said that the FDI/MDA convention was the first MDA-organised CPD event to be accredited by the Singapore Dental Council and Ministry of Health.



Private dentists in Malaysia will soon be required to collect CE points. (DTI/Photo Phil Date)

today

About the Publisher

dti | Dental Tribune International

Editorial/  
Administrative Office

Dental Tribune International  
GmbH  
Holbeinstrasse 29  
04229 Leipzig  
Germany  
+49-341/4 84 74-3 02  
+49-341/4 84 74-1 73  
www.dental-tribune.com

Phone  
Fax  
Internet

Publisher  
Director of Finance  
and Controlling  
Managing Editor  
Product Manager

Torsten Oemus  
Dan Wunderlich  
Daniel Zimmermann  
Bernhard Moldenhauer

Production Executive  
Production

Gernot Meyer  
Franziska Dachsel

today Show Preview IDEM Singapore will appear in advance of the 6th International Dental Exhibition and Meeting, 16-18 April 2010.

The magazine and all articles and illustrations therein are protected by copyright. Any utilisation without prior consent from the editor or publisher is inadmissible and liable to prosecution. No responsibility shall be assumed for information published about associations, companies and commercial markets. General terms and conditions apply, legal venue is Leipzig, Germany.



## PERFECT FIT BY DESIGN

In combining Soft Tissue and Bone Level implants with a comprehensive prosthetic portfolio, Straumann has devised one system for all indications. The **Straumann® Dental Implant System** – excellent product quality designed for convincing, naturally esthetic outcomes.



**Visit Straumann Booth at Sector K 02/01**  
**Saturday 17 April 2010, Suntec Convention Centre, Theatre L3**  
8:30 – 11:00 a.m. A New Era in Implant Dentistry  
1:30 – 4:00 p.m. Tissue Stability and Predictability  
Prof. Dr. Dr. Bilal Al-Nawas  
PD Dr. Anton Friedmann

COMMITTED TO  
**SIMPLY DOING MORE**  
FOR DENTAL PROFESSIONALS

# “Patients’ satisfaction towards functional reconstruction is very high”

An interview with Dr Bo Chen, Beijing University School of Stomatology

■ *With increasing public awareness of the benefits of dental implants, an increasing number of patients are considering this treatment option. While current studies often focus only on clinical aspects such as osseointegration, patient responses to psychological and psychosocial changes are only infrequently addressed. Today international Managing Editor Daniel Zimmermann spoke with Dr Bo Chen from the Department of Oral Implantology (Beijing University School of Stomatology in China) about her latest study on patients’ attitudes following implant placement and subsequent restoration.*

**today international: Dr Bo, studies on patient satisfaction figures of patients who have had maxillofacial surgery with implants are very rare, even in well-developed dental markets like Europe or the US. What motivated your study in China?**

**Dr Bo Chen:** Severe jawbone defects due to tumour resection present a major problem for functional restoration (mastication, swallowing and speech), which severely influences patients’ quality of life. Reconstruction of lost tissue in order to facilitate implant placement often means relatively complex maxillofacial surgeries accompanied by certain morbidities. Unlike Europe or the US, where patients suffering from

head or neck tumours are mostly treated by ENT surgeons and plastic surgeons, oral and maxillofacial surgeons in China treat such tumours in addition to conducting the subsequent bone reconstruction. The sample of such patients at the Peking University School of Stomatology is quite large compared with what is available in the literature. Thus, I decided upon investigating patient satisfaction of this kind of treatment series.

**Oral defects and edentulism can have a significant impact on people’s lives. How do they generally affect the social status of people in China?**

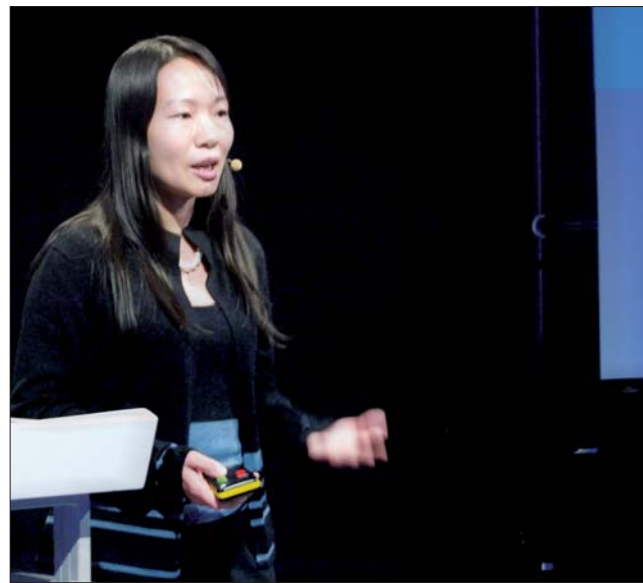
Oral defects and edentulism may lower body image significantly. People tend to limit their social activities and contact with their surroundings. They tend to be more depressed and frustrated, less tolerant of their family and irritable.

**Are dental implants already a standard treatment option for maxillofacial surgery in China, and if not why not?**

Maxillofacial surgery is practised at a high standard at the Peking University School of Stomatology and is quite affordable for the patients. But dental implants are not yet a standard treatment option in China. Although the lack of public awareness and availabil-

ity of competent clinicians may contribute to this, the high cost of this treatment option, which is usually not covered by insurance, may be the most significant factor.

these evaluations, which took 30 minutes on average. For those who could not come to the clinic, the evaluation was conducted by telephone.



• Dr Bo Chen during the presentation of her study at the PI-Brånemark Symposium in Gothenburg in October. (DTI/Photo Daniel Zimmermann)

**What measures did you use for the study and how did you implement them?**

Questionnaires in the form of a visual analogue scale (VAS) of patients’ treatment satisfaction were used in addition to OHIP-14 (Oral Health Impact Profile-14) in this retrospective study. Patients were invited to the clinic for

**In a nutshell, what was the outcome and what psychological and psychosocial changes following surgery did the patients report?**

According to a number of studies on patients suffering from head or neck tumours, frequent problems regarding the patients’ OHIP were reported, especially within

one year after tumour resection. The retrospective study indicated that patients were satisfied with the outcome of functional reconstruction with osseointegrated implants despite the morbidity of the surgery. Their OHIP score was not significantly different to that of a healthy population, which means that they did not have more frequently reported psychological or psychosocial problems. For the majority who did not undergo functional reconstruction, the high cost of implant treatment was their most significant concern.

**What conclusions did you draw from these results?**

The patients’ satisfaction of functional reconstruction is very high. Their quality of life has greatly improved as demonstrated by the OHIP score. For financial reasons, only about ten per cent of the patients are undergoing functional reconstruction with implants thus far.

**It is not easy to find figures on implant procedures in China. What is the estimated number of dentists placing implants and where are they located?**

Indeed, it is quite difficult to find reliable figures! The estimated number of dentists placing implants on a regular basis in China may be around 300. Thus far, they are mostly located in uni-

versity-affiliated dental hospitals in the large cities. Some, but not many, are in private practice.

**Industry experts have forecasted a 30 per cent annual growth rate in the implant market in China. What prospects do you predict for the specialty from a clinical perspective?**

The next decade will witness a boom in implant dentistry in China. There will be increasing demand for training and education in this field in order to guarantee standardised development. Owing to the shortage of competent clinicians, we foresee a critical period ahead of us. We certainly need to strengthen cooperation with any possible positive resources, including the industry, for training and educational programmes.

**The Chinese Stomatological Association recently announced a new partnership with the International Congress of Oral Implantologists to promote implant technology can improve quality of life. Is there a need for more public awareness in the field?**

There is definitely a need for more public awareness in the field. We are lagging far behind in this regard compared to Europe or the US.

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

# Dental CAD/CAM technology offers productivity, increases worldwide

By Constantine Gart & Dr Kamran Zamanian, USA

■ *NEW YORK, NY, USA, and VANCOUVER, BC, CANADA: CAD/CAM technology is undisputedly one of the most important developments in dentistry today. Especially on the lab side, CAD/CAM technology is expected to increase productivity, enabling labs to meet the growing demand for dental prosthetics and other restoratives.*

This growth is a result of the aging population and the increasing

demand for improved dental aesthetics. CAD/CAM technology has met challenges in satisfying dental laboratories’ expectations of what this technology will bring to their businesses. However, the technology is evolving at a rapid pace, as new trends and technological capabilities are emerging, representing the potential to surpass what it had initially offered dental laboratories.

**Zirconia drives CAD/CAM adoption**

Zirconia is the primary driver of CAD/CAM adoption, as the material can be milled into a crown or bridge only through an automated device, most often a CAD/CAM system. Zirconia’s biocompatibility and high aesthetic qualities have led to a rapid increase in its use for dental prosthetics. For example, the number of all-ceramic dental prosthetic units is projected to grow at a CAGR of 10.8 per cent and 10.5 per cent in the United States and Europe, respectively, over the next five years. This is well above the growth rate of other materials, such as porcelain fused to metal (PFM), which will see relatively flat growth.

While a large and growing portion of dental technicians prefer to use all-ceramic over traditional materials, all-ceramic acceptance has been met with resistance from dentists. All-ceramic materials have had above-average failure rates, with limited long-term clinical data to validate their durability and reliability. As a result, conservative dentists have continued to rely on traditional material such as PFM. However, the use of zirconia has greatly improved the overall durability of all-ceramic material, as zirconia is a stronger material than porcelain.

Despite the initial resistance, it is expected that zirconia will continue to gain popularity as CAD/CAM manufacturers invest in research and development of zirconia for durability as well as to encourage its use through the education of dentists and lab technicians.

**CAD/CAM is a viable replacement for lab technicians**

While zirconia has traditionally been the primary driver of CAD/CAM adoption, cost and production efficiencies are becoming more important factors. CAD/CAM technology is becoming more flexible in the type of services that it can offer dental laboratories. This is especially crucial as the number of dental technicians worldwide is projected to drastically decline in the future, due to the large number of older and retiring dental technicians.

In addition, there are fewer dental technicians entering this field due to insufficient monetary compensation. This reduction in work force numbers, coupled with the increasing demand for dental restorations brought on by the aging population, will create greater demands on dental laboratories’ production capacity for prosthetics and other restorations. Dental laboratories in the United States and Europe are also under strain due to competition from countries with very low labor costs such as China, Morocco, Turkey and Costa Rica.

**Stand-alone scanning units offer a cost effective solution**

The vast majority of dental laboratories around the world employ less than five dental technicians. Many of these laboratories hardly have enough volume to warrant the purchase of an expensive CAD/CAM system with in-house milling capabilities. To reach the smaller players in the market, CAD/CAM manufacturers such as 3M ESPE, DENTSPLY and Nobel Biocare have offered scanning units to dental laborato-

ries, enabling the labs to scan and outsource the digital restoration to be milled at other locations (either a centralized milling facility or dental laboratories with in-house milling capability).

This purchasing option allows large dental laboratories that generate sufficient volume and revenue to invest in a full CAD/CAM system with in-house milling capability, whereas small to medium sized dental labs have the option of investing in a lower cost scanning unit, simultaneously eliminating the continuing production costs of dental copings and frameworks.

Full CAD/CAM systems typically involve one scanner unit and one milling unit in-house. A stand-alone scanner CAD/CAM system consists of only a scanner unit, which sends the digital impression to either a centralized milling facility, or a dental lab with milling capability. The growing popularity of the two purchasing options is evident in the US and European markets, as there is an approximate ratio of one full CAD/CAM system to two stand-alone scanners in the total installed base.

**Prices for CAD/CAM systems continue to drop**

CAD/CAM systems are becoming increasingly more affordable to dental laboratories as their prices continue to drop. For example, in the US market, the average selling prices (ASPs) of full systems and scanners are expected to drop at CAGRs of 4.9 per cent and 4.3 per cent, respectively. Manufacturers and distributors are offering financing programs to help laboratories acquire the systems and, in

some cases, are giving the system away for free on the condition that the labs manufacture a certain number of proprietary prosthetics.

Likewise, the cost of the copings and frameworks milled by CAD/CAM systems are rapidly dropping; this, coupled with rising gold prices, has reduced the price of a zirconia crown almost to par with a gold crown. This has made zirconia milled framework a strong alternative to the traditional gold crown.

**CAD/CAM capabilities increase**

There are many dentists that only use PFM restorations and abstain from zirconia. To address this issue, CAD/CAM technology is expanding beyond its initial capability of milling only zirconia material and dental devices, to include other materials, such as: non-precious alloys, titanium, acrylic, resin, and even final abutments. This technological capability gives labs greater versatility in meeting customer needs by offering a greater breadth of materials and dental restorations.

The acceptance and integration of CAD/CAM technology into dental laboratories appears to be inevitable. Despite the many challenges that this technology has faced, ranging from uncertainty regarding the viability of zirconia material for dental prosthetics, to the technology’s economical feasibility, CAD/CAM technology has progressed and continues to adapt in order to offer greater versatility in services to both small and large dental laboratories.

(Edited by Fred Michmershuizen, DTA)

AD

DENTAL INSTRUMENTS – MADE IN GERMANY

**Trinovo**  
simple perfection

The new TRINOVO® handle design combines the advantages of simple cleaning and sterilisation with outstanding grip characteristics.

See us at:  
IDEM SINGAPORE  
Booth F 26

**K KOHLER**  
MEDIZINTECHNIK

Bodenseestee 14-16  
78333 Stockach Germany  
Tel. +49 7771-64999-0  
Fax +49 7771-64999-50  
www.kohler-medizintechnik.de

IPS **e.max**<sup>®</sup>

**“THE FUTURE  
BEGINS TODAY – WITH  
LITHIUM DISILICATE.”**

Oliver Brix, Dental Technician, Germany.

Be a visionary: Think about tomorrow, but act for today. IPS e.max lithium disilicate offers efficient and flexible solutions – without compromising esthetics.

all ceramic  
all you need



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

Ivoclar Vivadent AG

Bendererstr. 2 | FL-9494 Schaan | Liechtenstein | Tel.: +423 / 235 35 35 | Fax: +423 / 235 33 60

Ivoclar Vivadent Marketing Ltd. **Singapore**

171 Chin Swee Road | #02-01 San Centre | Singapore 169877 | Tel.: +65 6535 6775 | Fax: +65 6535 4991

**ivoclar**  
**vivadent**<sup>®</sup>  
passion vision innovation

# IDEM Singapore 2010—Scientific programme

## Pre-Congress Day— Thursday, 15 April

### 9:00–10:30 Single-Stage Vertical Augmentation with Circular Bone Grafts

Dr Bernard Giesenhagen, Germany  
Theatre, Level 3

The pre-implant augmentation of bone defects is usually performed with the use of autogenous bone grafts, followed by implant intervention three to five months later. The technique to be presented will demonstrate that when close fitting circular bone graft technique is applied, both the vertical three-dimensional augmentation of bony defects and implantation can be performed in a single procedure. The technique discussed recommends the use of a trephine drill with a diameter of 1 mm less than that of the trephine drill used to harvest the graft from the chin area to prepare the implant site to receive the graft. This ensures a very close fit so that a large number of vital cancellous cells are brought into direct contact with the graft. The technique is recommended for the augmentation of three-dimensional bony defects.

### 11:00–12:30 Advantages of Implant Site Preparation Using Piezosurgery

Dr Tomaso Vercellotti, Italy  
Theatre, Level 3

The evolution of implant site preparation will be discussed including a new and revolutionary ultrasonic technology for implant-site preparation using Piezosurgery. The presentation will introduce new concepts such as pre-surgical study, bone classification and new surgical techniques for the cortical and spongy bone as well as a new osseointegration procedure. The presentation will also highlight surgical and clinical advantages of the new technique concerning immediate loading in both edentulous crests and post-extraction implant cases. Histological and biomolecular results will be provided.

### 13:30–15:00 Soft Tissue Management Around Teeth and Implants

Dr Marcus Schlee, Germany  
Hall 404, Level 4

The last decades in implantology where characterised by topics like osseointegration, surfaces, design and biomaterials. Success was measured by the amount of bone loss. But is the implant with some exposed threads in a visible area really success for the patient? Today we have to deal with increasing aesthetic demands. How can we maintain papillae and how can we get them back? What about recessions? Do they really occur in every implant case? Factors causing recessions, strategies to avoid them and treatment modalities will be discussed including the management of severe periodontal compromised cases.

### 15:30–17:00 Maxillary Sinus Grafting: The Correct Surgical Procedure

Dr Pascal Valentini, France  
Hall 404, Level 4

Numerous surgical techniques for sinus grafting have been reported in the literature with different results. The lateral approach is the most documented technique; the presentation will discuss the anatomy and physiol-

ogy of the maxillary sinus as well as prevention and managements of operative complications.

### 16:00–18:00 Hands-on Workshop: Animal Bone\*

Dr Marcus Schlee, Germany  
Room 301, Level 3

### 18:30–20:30 Hands-on Workshop: Animal Bone\*

Dr Tomaso Vercellotti, Italy  
Room 301, Level 3

## Friday, 16 April

### 8:30–11:00 Implants:

#### A Periodontal Perspective

Dr Sebastian G. Ciancio, USA  
Theatre, Level 3

Periodontal disease is a significant risk factor for implant failure. It is clear that the pathogens associated with peri-implant mucositis are similar to those associated with periodontitis. The treatment of periodontitis/peri-implantitis involves the reduction/eradication of periodontal pathogens. Following effective therapy, beneficial and pathogenic species recolonize the subgingival area. Microbiologic studies have shown that a complex microflora, including periodontal pathogens, become established subgingivally around implants within one week after abutment connections, and this microflora continues to persist subgingivally for long time periods. In addition, it has been shown that healthy implants presented with low plaque scores and less periodontal bleeding on probing. In contrast, peri-implantitis is associated with elevated plaque scores and increased bleeding on probing. Current concepts in treatment of peri-implant mucositis will be reviewed as well as various medications which may contribute to this condition.

### 9:00–12:00 Hands-on Workshop: Human Cadaver\*

Dr Pascal Valentini, France  
KTP Advanced Surgery Training Centre, NUS

### 9:30–12:00 A SDA Masterclass Presentation Recipes for Predictable Anterior Aesthetics

Dr Gerard J. Chiche, USA  
Hall 404, Level 4

This presentation, spanning eight hours, will discuss the key areas for efficient aesthetic diagnosis and smile design. Topics to be covered include Aesthetic Diagnosis and Treatment Planning and Aesthetic Quality Control - Keys to Success.

### 13:00–16:00 Hands-on Workshop: Human Cadaver\*

Dr Bernard Giesenhagen, Germany  
KTP Advanced Surgery Training Centre, NUS

### 13:30–16:00 Implants in Atrophic Bone: Simplified Alternatives to Lateral Sinus Lifts and Cortical Bone Grafting

Dr Shadi Daher, USA  
Theatre, Level 3

The Plateau-designed Bicon implants have proven themselves over the decades to be reliable, predictable and versatile. These implants have always included consistently successful 8 mm-long implants. These implants and newer, shorter (6 mm and 5 mm

long) implants afford the practitioner an innovative and less invasive technique for implant placement in the atrophic posterior maxilla and mandible.

### 14:30–17:00 Recipes for Predictable Anterior Aesthetics

Dr Gerard J. Chiche, USA  
Hall 404, Level 4

### 17:00–20:00 Hands-on Workshop: How to Incorporate Implants in your Daily Practice

Dr Roland Glauser, Switzerland  
Room 301, Level 3

### 17:30–20:00 FDI Lecture: Tooth and Implant Supported Overdentures—Biomechanical Solutions for Success

Dr David A. Felton, USA  
Theatre, Level 3

Tooth or implant retained overdentures are rapidly becoming the standard of care for treatment of the completely edentulous mandible, and for treatment of the terminal dentition. This presentation will describe treatment planning decisions that are required to promote successful tooth and implant retained overdenture outcomes, and will provide clinical research data to support the use of implants to support and retain both maxillary and mandibular complete dentures. Longevity data for both tooth and implant retained overdenture prostheses will be presented. The biomechanics of overdentures will be discussed, and available attachment systems presented.

### 18:00–20:00 Recipes for Predictable Anterior Aesthetics

Dr Gerard J. Chiche, USA  
Hall 404, Level 4

## Saturday, 17 April

### 8:00–11:00 A New Era in Implant Dentistry—With Innovative Material and Surface Technology

Prof. Dr Dr Bilal Al-Nawas, Germany  
Theatre, Level 3

Small-diameter implants are especially beneficial in cases of narrow bone ridges. Due to their reduced dimensions, bone grafting procedures might be avoided. But narrow implants are also susceptible to complication due to their reduced strength and reduced osseointegrated surface. A brief overview on available data on small-diameter implants is given. In order to allow a wider use of narrow-diameter implants, a new material has been developed. This implant material increases the fracture resistance compared to cpTitanium. The rationale and preclinical data on this material will be presented together with the newest outcomes of various pre-clinical and clinical studies. Specifically, the results of a multicentre, randomised, double-blind study comparing cpTitanium implants and the new implants will be presented.

### 9:30–12:00 Functional Aspects of Implant Supported Prosthesis

Dr Ulrich Wegmann, Germany  
Hall 404, Level 4

The spectrum of materials used for implant-supported prosthesis has gradually changed in favour of full ceramic systems. The increasing emphasis on cosmetic aspects intensifies this

trend. They are intensified also by the increase in cost of precious metals. We must, however, accept that the new materials exhibit a smaller degree of error tolerance. The original ceramic systems, which are manufactured on a zirconia-ceramic base is one example. In the past when using high-noble alloys an insufficient functional design of the occlusal surface can be corrected by abrasion during function. This does not apply to ceramic systems with their clearly higher abrasion strength. Only a very accurate functional design of the occlusal surface in the laboratory can minimise these problems. A precondition of this is that all individual movement parameters of the patient are known with sufficient accuracy and passed on to the dental technician. A new electronic recording system enabling the dentist to collect all relevant information very precisely both in static and dynamic occlusion will be discussed.

### 13:30–16:00 Tissue Stability and Predictability—Replacing Multiple and Single Teeth in the Aesthetic Zone

PD Dr Anton Friedmann, Germany  
Theatre, Level 3

Aesthetic demands in dentistry and in dental implantology have become very important and evidence-based medicine has moved into focus in the patient's mind and various media. Developing or maintaining harmonious gingival contours and heights of papillae in any clinical intervention is a challenge. Gingival contours generally reflect alterations of the bone ridge.

### 14:30–17:00 Implant Treatment Planning and Considerations for the Complete Edentulous Mouth

Dr Suh, Bong-hyeun, Korea  
Hall 404, Level 4

Restoration of the completely edentulous mouth poses multiple challenges to the dentist. In the complete edentulous case the prosthodontist needs to consider the removable option with multiple attachments or a fixed procedure involving multiple implants. The lecture will include discussion on fixture locations and factors determining the number of fixtures and the treatment planning of various cases - including cases using fixed detachable, bar attachment, fixed removable hybrid and full fixed prosthesis.

### 17:00–20:00 Hands-on Workshop: The Quest for Optimal Restorative Aesthetics

Dr Ricardo Mitrani, Mexico  
Room 301, Level 3

### 17:30–20:00 Efficient and Low Risk Sinus Bone Graft Techniques

Dr Cho, Yong-seok, Korea  
Hall 404, Level 4

## Sunday, 18 April 18

### 8:30–11:00 Shortened Clinical Protocols—Choosing the Optimal Treatment Strategy

Dr Roland Glauser, Switzerland  
Hall 404, Level 4

Original protocols for placing and restoring dental implants included a strictly staged approach as the standard modus operandi. Over the years, a myriad of implant designs and protocol developments has been introduced aiming

at simplification without jeopardizing treatment outcomes. In particular, a main focus is on reduction of the number of interventions, the invasiveness of the surgery, the duration of the treatment, and improved tissue stability and aesthetics. Hence, the future is moving toward a differentiation strategy of "when" and "how" to favour modified clinical protocols, and when to follow more traditional staged treatment sequences.

### 9:30–12:00 Dentogingival Aesthetics—An Interdisciplinary Approach to Treatment Planning

Dr Ricardo Mitrani, Mexico  
Theatre, Level 3

One of the biggest challenges in contemporary dentistry is closing the gap between the different dental specialties. This challenge is magnified by dental patients' desires for aesthetically driven treatment options. A significant fraction of what contemporary interdisciplinary dynamics deals with are those cases where treatment involves either adding lost tissue (hard and/or soft) or removing redundant tissue for a dentogingival correction. To obtain consistent and predictable results, surgeons, restoring dentists, orthodontists and dental technicians should work as a team. This presentation will look at communication tools between specialists when considering conventional restorative dentistry and implant-supported restorations, and it will describe diverse clinical criteria involving treatment planning for patients with different needs, starting with systematic data collection and directing therapy to ensure periodontal health, biomechanical and functional harmony in an aesthetic outcome. The case-planning phase of treatment unquestionably represents the foundation of contemporary dentistry. Through this phase, the team of clinicians involved can set the vision or roadmap for therapy. The end result may be accomplished with a different procedure and/or sequence, but close communication between treatment team members is essential to determine the best treatment plan.

### 13:30–16:00 Immediate Loading of Implants—Pros and Cons: True Progress or Complete Hype?

Dr Marcus F. Abboud, Germany  
Hall 404, Level 4

Science meets practice—is the immediate loading procedure really compromising the osseointegration procedure? A clinical protocol together with case studies showing the provisional implant restoration placed at the same day of surgery will be described and show how soft tissue results can be enhanced. After six weeks, implants can already be restored with a permanent restoration—scientific studies regarding bone remodelling will show you why. Emphasis will be on the challenges of an immediate loading approach and the enhanced final prosthetic reconstruction.

### 14:30–17:00 Aesthetic and Functional Concerns for Fixed Implant Prosthodontics

Dr Keith Phillips, USA  
Theatre, Level 3

Implant dentistry has become an everyday procedure for tooth replacement due to predictability and conservation of tooth struc-

ture. However, many times implant prostheses can be compromised by inadequate space due to malpositioned dental implants in relation to the proposed prosthetic replacement. This can affect the ability of the technician to fabricate the prosthesis and the restoring dentist to develop a proper occlusal scheme. Through the use of case presentations, prosthetic and aesthetic guidelines will be developed to aid in determining and communicating the necessary space requirements to the dental team—the restoring dentist, surgeon and dental technician. The use of proper communication devices will help facilitate development of aesthetic and functional implants and supported prostheses.

### 17:30–20:00 Advanced Technologies in Implant Dentistry—Reality or Vision?

Dr Marcus F. Abboud, Germany  
Hall 404, Level 4

Participants attending this lecture will gain a broader understanding of modern implant techniques and advanced aesthetics in dental rehabilitation. One emphasis will be on the challenges of a navigated surgical approach and the enhanced final prosthetic reconstruction. Knowledge of the exact location of important anatomy, such as the mandibular nerve and the maxillary sinus cavities ensure that all implants are properly placed. The evolving 3-D cone imaging and computer technologies in combination with advanced techniques like immediate loading and guided bone augmentation procedures for natural aesthetic outcomes will be discussed.

### 17:30–19:30 Tooth Wear and New Technology to Manage Dentin Hypersensitivity

Dr Fotinos Panagakos, USA  
Theatre, Level 3

Dentinal hypersensitivity is a common and growing problem. It is an acute condition that is most typically associated with exposure of the root surface through recession of the gum line. The aetiology is complex and usually multi-factorial in nature. Gingival recession, tooth wear and erosion are dominant determinants. Clinically, diagnosis of the condition is often performed by exclusion of other potential sources of dental pain. It is generally accepted that the hydrodynamic theory best explains the mechanism of pain transmission. Pain associated with tooth sensitivity is generally transient in nature, occurring instantaneously after stimulus and diminishing rapidly thereafter. There are two primary approaches to treating sensitive teeth. One is to interfere with nerve transmission and the other is to physically block the tubules to prevent fluid movement. In this presentation, an overview of dentinal hypersensitivity will be provided. The various treatment options for managing dentinal hypersensitivity will be reviewed and a new in-office dentinal hypersensitivity treatment with clinically documented efficacy, Pro Argin, containing arginine and calcium, will be introduced.

\* For the hands-on workshops, participants are recommended to have a hepatitis vaccination.

Hand instruments will be provided. The fee includes coffee breaks and refreshments.



# Why the Straumann Dental Implant System stands for reliability, simplicity & innovation

What premium brands achieve and why cheap implants cannot be regarded as an option for the patient who wants value for money and peace of mind

Smaller suppliers are increasingly present in the market for dental implants, with cheap implant products and an aggressive marketing that is targeted at price. Some of these companies would not even exist without premium suppliers. In this article, Institut Straumann AG would like to show what premium suppliers do to develop implant dentistry on a scientific foundation and continuously increase treatment safety, while suppliers of cheap implants are exclusively sales oriented organizations with a short-term outlook.

## Swiss Precision

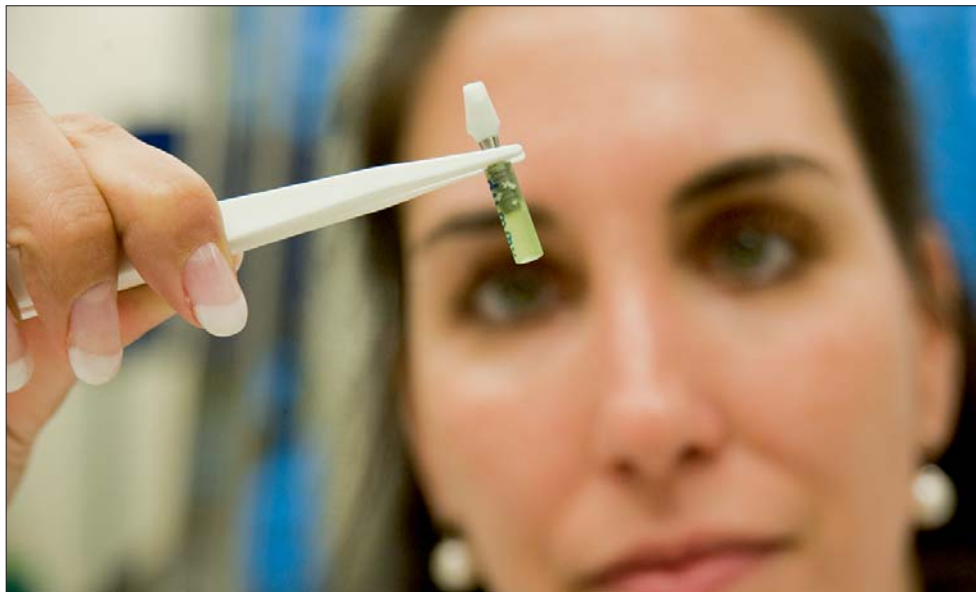
In 1954, Reinhard Straumann, drawing on his experience in the Swiss watch industry and engineering, founded the metallurgical focused Institut Straumann. The company, which has never changed ownership, still draws upon Dr Straumann's legacy of precision, scientific proof and pushing the boundaries of convention. When it comes to research, development and service, Straumann is committed to 'simply doing more' for dental professionals.

## Reliability from over 10-year of clinical data

Not only should the dental implant perform functionally and be reliable, it should also last on a long-term basis—which means that the bone and soft tissues around it need to be maintained. Comprehensive long-term clinical studies published in peer-reviewed journals and presented at international scientific meetings have always been important to Straumann and the Straumann Dental Implant System is backed by ongoing studies assessing aesthetic parameters over the long term. In 2004, an ongoing cohort study was presented at the 13<sup>th</sup> Scientific Meeting of the European Association of Osseointegration (EAO), which included 12-year data on esthetic parameters of Straumann implants. Nine-year data were published in 2003. Some manufacturers of cheap implants were not even in the business then and still have no clinical program in place.

## Clinical substantiation

Furthermore, Straumann conducts thorough preclinical and clinical tests on its products prior to market introduction.



\* Years of research, development and testing precede the launch of the excellent implant surface Straumann SLActive®.

in an economic rockbottom, expenditure in this connection in the first half of 2009 was over five per cent of turnover and thus more than in previous years. These investments are made available for basic research, both clinical and preclinical, which plays a central part in product development. Convincing scientific evidence has been produced with scientific studies that Straumann products are both safe and effective (and furthermore offer clinical advantages) are these introduced to the market.

offers a large variety of courses worldwide every year. These are a major contribution to raising treatment quality and enhancing the standard of patient care.

## Lasting quality and service

Look-alikes give the clinicians the impression that they are saving money but they don't talk about the long-term consequences. As in other fields, the rule applies: saving money at

the wrong end can become costly later. A recent comparative study conducted by the University of Connecticut reveals how quality standards between premium implants and look-alikes can differ (see text box to the left).

The consequences and costs that may result from the usage of such products should therefore be taken into consideration in advance.

## Litigation risk from mixing

Cheap implants often do not offer flexible solutions for technical matters. But making compromises is not worth even the cheapest price. Several low cost manufacturers sell copycat components intended for use on premium brand implants instead of the more expensive original components. Here again, there is no clinical evidence to support the claimed compatibility. There is no assurance of the same precision or material quality. Furthermore, the original manufacturer's liability for the product is voided and the dentist is responsible for mixing systems. As soon as components are mixed the Straumann guarantee becomes void.

## The Straumann Guarantee

Quality, education and accountability come at a price. Short-term savings can prove painful in the long term, and although premium solutions may appear expensive initially, they could well work out cheaper in the long run. The question is: can patients really afford to the drawbacks of cheap alternatives?

*This article first appeared in Starget magazine, No. 1, 2010.*

Straumann  
CONFIDENCE ON EVERY LEVEL

INNOVATION	PRECISION	RELIABILITY	SIMPLICITY
<ul style="list-style-type: none"> <li>• SLActive®</li> <li>• Roxolid®</li> <li>• Emdogain™</li> <li>• Bone Level</li> <li>• Tissue Level</li> </ul>	<ul style="list-style-type: none"> <li>• CAD/CAM restorations</li> <li>• CrossFit® Connection</li> <li>• SynOcta® Connection</li> <li>• Bone Level</li> <li>• Tissue Level</li> </ul>	<ul style="list-style-type: none"> <li>• 5-year, 98.8% success rate<sup>1</sup></li> <li>• 4 million+ implants</li> <li>• 10-year warranty</li> </ul>	<ul style="list-style-type: none"> <li>• One surgical kit</li> <li>• One prosthetic kit</li> <li>• Solid abutment</li> </ul>

SCIENTIFIC & CLINICAL EVIDENCE

## Innovation: SLActive® as an example

It is not uncommon for low-price players to promote their products with price differences by comparing their products against the most expensive, high end premium solutions. For instance one cheap manufacturer may compare the price of its undocumented, second generation surface with the price of Straumann's third-generation hydrophilic SLActive® surface. Endorsed by more than 25 and ongoing studies, SLActive® is one of the best investigated implant surfaces on the market.

The results of these studies are presented at international scientific congresses and in peer reviewed journals, endorsing the quality of the research. Straumann currently has 18 studies running in 139 centers in 17 countries and involving 2,061 patients.

## Straumann invests over five per cent on Research & Development

Research and development are the basis for launching innovative products and therefore for the company's future. Even

## Scientifically grounded products – the best investment for doctor and patients

The innovations of Straumann are a response to the needs of the steadily developing implant dentistry practice. As the SLActive® example shows, an innovative product can signify an expansion of the range of indications for the dentist working in implant dentistry, that is, the possibility of reaching new groups of patients in whom implant therapy was not possible previously for various reasons or would have involved risks. This expansion of the range of indications also signifies corresponding growth for their practice. SLActive shortens the treatment time and enhance clinical success.

Straumann customers are among the first who will benefit directly from the innovative, scientifically founded products that are designed to last—the outcome of years of intensive and accordingly expensive research.

## Training and education: an important element in the marketing mix

Basic training in implant dentistry now features in under and postgraduate education. However, there is a huge need for further education, specialization and refresher courses to ensure that practicing dentists, technicians, nurses and other dental professionals are able to offer the latest standard of care to patients. Straumann



## DENTAL TRIBUNE STUDY CLUB C.E. SYMPOSIA AT IDEM, SINGAPORE

APRIL 16 - 18, 2010 TIMES ARE LISTED IN LOCAL SINGAPORE TIME, WHICH IS 12 HOURS AHEAD OF EST.



The Dental Tribune Study Club Symposia at IDEM offer an ambitious schedule of continuing education lectures in various dental disciplines. Each day will feature a selection of lectures led by experts in the field, providing an invaluable opportunity to learn from opinion leaders, while earning ADA CERP C.E. Credits. Find us directly on the exhibition floor at J30.

THE SYMPOSIA SESSIONS ARE FREE FOR IDEM VISITORS. WALK-INS WELCOME. THE LECTURES WILL ALSO BE BROADCAST LIVE ONLINE, FOR THOSE WHO ARE NOT ABLE TO MAKE IT TO SINGAPORE. LIVE ONLINE ATTENDANCE IS ALSO FREE.

### APRIL 16

- 11:00 - 12:30 - AFFORDABLE SOFT TISSUE DIODE LASERS with Dr. George Freedman and Dr. Fay Goldstep
- 1:00 - 2:30 - DEATH OF A SALES MAN: BIRTH OF THE HELPING PROFESSIONAL with Peter Barry
- 3:00 - 4:30 - A MINIMALLY INVASIVE APPROACH TO PREDICTABLE DIRECT COSMETIC RESTORATIONS with Dr. Shrijju Joshi

### APRIL 17

- 11:00 - 12:30 - TOOTH WEAR AND NEW TECHNOLOGY TO MANAGE DENTIN HYPERSENSITIVITY with Dr. Fotinos Panagakos
- 1:00 - 2:30 - LASERS, RESTORATIVES AND THE DENTAL MEDICAL CONNECTION - PART I with Dr. George Freedman and Dr. Fay Goldstep
- 3:00 - 4:30 - EXPLORING NEW FRONTIERS IN INDIRECT AESTHETIC RESTORATION with Dr. Shrijju Joshi

### APRIL 18

- 11:00 - 12:30 - LASERS, RESTORATIVES AND THE DENTAL MEDICAL CONNECTION - PART II with Dr. George Freedman and Dr. Fay Goldstep
- 1:00 - 2:30 - RISK OF CORONARY HEART DISEASE IN ASSOCIATION WITH PERIODONTITIS AND PERIIMPLANTITIS with Dr. Hans-Dieter John

SLA® vs. SLActive®

SLActive® resulting in higher confidence for you and your patients

Straumann Results from preclinical studies presented by Becker J, Schwarz F (Heinrich-Heine University, 7 February 2007, Düsseldorf, Germany) at 15th Ann. Sci. Meeting of the EAO, Zurich, 2006

FREE FOR ALL IDEM VISITORS  
FREE COURSE  
LIVE IN SINGAPORE AND ONLINE

REGISTER ON WWW.DTSTUDYCLUB.COM

Program is subject to change.

**ADA CERP** Continuing Education Recognition Program  
 QUALIFY FOR ADA CERP C.E. CREDITS!  
 Dental Tribune America LLC is a recognized ADA CERP provider.