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New study investigates 3D-printing use in dental practice

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We're all in this together: Driving behavioural change for prevention and management...

Insertion E

## A glimpse into the advanced dental care at Dr. Sulaiman Al-Habib Medical Group

Interview with Dr. Abdulrahman Al-Sarhan, Executive Director of the Dental Department at Dr. Sulaiman Al Habib Medical Group

By Dental Tribune MEA

This exclusive interview is featuring Dr. Abdulrahman Al-Sarhan, the Executive Director of the Dental Department at Dr. Sulaiman

Al-Habib Medical Group (HMG). The conversation delves into Dr. Al-Sarhan's role, the innovative technologies shaping dental care, the group's commitment to patient satisfaction, and their pioneering efforts in in-

corporating artificial intelligence. Gain a firsthand perspective on the future vision of the dental depart-

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Dr. Abdulrahman Al-Sarhan, Executive Director of the Dental Department at Dr. Sulaiman Al Habib Medical Group. (Photo: Dr Al-Sarhan)

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ment, highlighting the group's dedication to staying at the forefront of technology adoption and providing cutting-edge dental services.

Dr. Abdulrahman, can you describe your role as the Executive Director of the Dental Department at Dr. Sulaiman Al Habib Medical Group and the key responsibilities that come with it?

I am Dr. Abraham Hassan, the Executive Director of the Dental Department at Dr. Sulaiman Al-Habib Hospital. Currently, we operate more than 250 dental chairs with 192 dentists working on them. We oversee a company with numerous departments and managerial levels, all reporting to me on a daily basis. My role involves managing the daily operations and overseeing the company on a daily, weekly, monthly, quarterly, and annual basis.

Dr. Sulaiman Al-Habib Medical Group has a significant presence with various clinics. Can you give the readers an overview of the dental clinics under your management and the range of dental services they offer?

In our dental clinics, we boast over 250 dental chairs equipped with the latest technology, including dental chairs, CBCT imaging units support three different types of 3D dental imaging, as well as panoramic, extraoral bitewing, and cephalometric imaging. Our

“Patient satisfaction is our compass, and technology is our guide. The future of dentistry lies in accessibility, quality, and efficiency.” — Dr. Abdulrahman Al-Sarhan

branches also feature digital dentistry or CAD/CAM technology. We organize our clinics by specialty, ensuring each specialty has its own privileges and equipment, allowing them to work efficiently within their scope.

The HMG is well known for its smartphone app to enhance healthcare services. How has technology, including the app, been integrated into the dental department, and what benefits does it bring to both practitioners and patients?

At Dr. Sulaiman Al-Habib Medical Group, we have a subsidiary company dedicated to cloud solutions and digital transformation. The mobile app plays a crucial role in enhancing patient experience, allowing for live consultations, appointment confirmations, online

payments, and online check-ins, providing convenience for both practitioners and patients.

The HMG is a leader in remote medical consulting services. How is this service utilized within the dental department, and what advantages does it offer to patients seeking dental consultations?

During the COVID-19 pandemic, the dental profession faced challenges, prompting us to adapt by increasing our use of remote consultations. We successfully implemented online, telephone, and video consultations, ensuring patient safety. This approach continues to provide patients with access to dental consultations in a safe and convenient manner.

How has the dental department leveraged technology to en-

hance patient engagement and satisfaction?

We have implemented various technologies to enhance patient engagement and satisfaction. For example, we have designed dedicated play areas with interactive elements for pediatric patients. Additionally, our dental pediatric clinic features ceiling screens above dental chairs with infotainment solutions, creating a unique and satisfying dental journey for our young patients.

Could you share any innovative practices or technologies implemented in the dental clinics that set Dr. Sulaiman Al Habib Medical Group apart in the field of dentistry?

Certainly! We have invested in several innovative practices and technologies, including the dental lab module. This digitalized module serves as a centralized dental lab platform, enhancing practical skills, creating measurable KPIs for lab staff, improving lab-dentist communications, and providing lab photos and cases for marketing and publication purposes.

The HMG is one of the pioneering groups to start using AI to aid patients in recognizing symptoms and choosing the right doctor. How is AI applied in the dental department, and what benefits does it bring to diagnostic and treatment processes?

We plan to integrate Artificial Intelligence (AI) into our dental X-ray system to analyze data more efficiently, facilitating the early detection of oral health issues. This initiative is designed to enhance the diagnostic and treatment processes for the benefit of our patients.

Looking ahead, what is the future vision for the dental department at Dr. Sulaiman Al-Habib Medical Group, especially in terms of technology adoption and providing cutting-edge dental care to patients?

Our vision is to consistently meet patient expectations throughout their treatment journey. We aim to incorporate the latest technology to enhance accessibility, quality, convenience, and efficiency. This includes reaching out to patients for appointments, offering a shift towards providing high-quality and innovative services.

When it comes to dental education, could you elaborate on some of the programmes your dental professionals go through to stay up-to-date with the latest advances in dentistry?

At Dr. Sulaiman Al Habib Medical Group, we take pride in our educational endeavors, including the esteemed Dr. Sulaiman Al Habib Academy. This premier hospital education institution offers a range of programs accredited by the Saudi Commission for Dental Specialists. The Academy encompasses fellowship programs and various diplomas in dentistry, including the sought-after dental implant diploma. Furthermore, we are introducing new initiatives, namely dental lab technician and dental assistant diplomas.

Our dedicated training and development department diligently organizes workshops, training sessions, and lectures, ensuring that our dental professionals stay abreast of the latest updates and advancements in the field of dentistry.

Any other information you would like to share with our Dental Tribune MEA readers?

I would like to express my gratitude to Dental Tribune for this interview opportunity. I hope to have added value to it. To all dental professionals, I wish you the best and encourage you to increase your knowledge through training sessions, lectures, and by exploring the valuable articles offered by Dental Tribune to enhance your expertise in the field of Dentistry.

AD



World Oral Health Day  
20 March

PRESENTS

TOOTHIE THE BEAVER IN

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# The goals of Dr. Eom Tae-Gwan, CEO of Osstem Implant

By Osstem Implant

I have been working at Osstem Implant for 22 years. From November 2001 to 2016, I served as the head of its R&D Center. Since 2017, I have been the CEO of Osstem Implant. My role in the field of oral healthcare service is to realize the founding philosophy of Osstem Implant, which is to "help dentists provide better medical service to contribute to the improvement of human health."

As the world's No. 3 implant company, Osstem Implant contributes to improving people's oral health by helping about 110,000 dentists worldwide provide better medical service. Taking a step further, we contribute to promoting health of a greater number of people by developing higher-quality products and securing many more dentists

In more specific terms of vision, the company aims to grow into the world's top implant company by 2026 by establishing subsidiaries in 46 countries and achieving USD 1.78 billion (AED 6.53 billion) in annual sales. After that, it aims to increase the proportion of its overseas sales to 85% and achieve USD 7.74 billion (AED 28.42 billion) in annual sales by 2036.

As such, my role is to solidify the ground for making Osstem Implant the world's No. 1 implant company and, furthermore, the world's No. 1 dental service company.



Dr. Eom Tae-Gwan, visionary leader and CEO of Osstem Implant, exemplifies a commitment to excellence in the field of dental implants. (Photos: Osstem Implant)

## "Customer feedback serves as the driving force for elevating our R&D capabilities"

With the goal of growing as the top global implant provider, the company is currently concentrating

more resources on R&D. The percentage of R&D investment in our revenue rose from 7% in the early days of my tenure to 11% now, while the number of researchers increased from around 300 people to over 600 people during these years.

After being inaugurated as the CEO of the company, I made efforts to spread the 'feedback system' of the research institute to the entire organization of the company. I did so in order to ensure that any negative effects of any policies lead to an understanding of the reasons for such effects through a verification stage. I ensure the verification of policies whenever they are planned and established, and receive feedback from customers when our products are sold. Feedback requires continuous contact. We can improve the capabilities and job quality of employees through constant feedback. The secret to technological development is endless repetition.

As soon as I joined Osstem Implant, I was appointed as the head of the R&D Center in Busan. In the initial phase, I focused on establishing a system for the R&D center. In five years, I succeeded in developing a new type of implant by applying stress mechanical engineering, which is my field of major. This was highly evaluated as 'quality product' in stress distribution effect, but not popular among den-

tists. It is because it involved a complicated procedure although the long-term stability after procedure was good. In other words, it was a technically sensitive implant for dentists.

As I realized that surgical procedures should be conveniently conducted in order to raise the success rate of medical instruments, I have devoted myself to the development of products with enhanced convenience since then. I optimized the shape of the screw, and the thickness and angle of the implant to enable dentists to easily plant the implant in ulitis, resulting in a big success.

Since each individual has a different oral structure, it is common that 3-5 surgical procedures out of 10 procedures are satisfactory when implants are used without optimizing the shape of the screw and thickness and angle of the implant. In this case, dentists highly welcomed such implants that are optimized for individual cases as their satisfaction ratio rose to 80~90%. Thanks to this, Osstem Implant could dominate the domestic market that had been dominated by imported products in a short period of time.

## Digital Dentistry as Envisioned by Osstem Implant

Although there may be slight differences by time, it is crucial that oral health service providers pay

more attention to digitalization and build their digital capabilities. I could perceive long ago that digital dentistry was the major movement of the age in the dental industry. Given that it is our core business and the degree of its technological difficulty is high, we have long been heavily investing in digital dentistry as I foresaw the necessity of developing our unique technologies.

Currently, we have launched equipment, such as milling machines and printers, and we are expected to introduce software products, such as computer-aided design (CAD), soon. Once digital dentistry is fully equipped, dentists will be able to treat patients more easily with a higher success rate. When they can simulate the position, direction and angle of placing implants based on the 3D image data of patients secured through computerized tomography (CT) and scanner, I believe that dentists can then minimize the side effects of surgery, while narrowing the skill gap between dentists. Thus, when digital dentistry becomes completely available, the ability gap between global dentists, as well as those in Korea, will be reduced, and this outcome corresponds to the management philosophy of the company that aspires to realize the healthy life of mankind.





# World's Top Selling Implant Provider





# Family of BRILLIANT filling materials grows

Flexible choice of shade and consistency

By COLTENE

The entire BRILLIANT composite family is characterized in terms of aesthetics by its Duo Shade System with its natural fading effect. The sophisticated shade system of BRILLIANT EverGlow also ensures a high degree of flexibility in the dental practice. Depending on the indication and individual "artistic" requirements, dentists can choose the right combination for them from a total of seven universal, two translucent and five opaque shades: from the efficiency version with just three shades to the extended range of seven for optimum shade matching and the set of 14 for highly esthetic effects with different translucency levels. With BRILLIANT Bulk Fill Flow, the BRILLIANT composite family has

now gained another member - making treatment even more flexible and uncomplicated in the future.

**With BRILLIANT Bulk Fill Flow, COLTENE is once again expanding its system of high-performance composites**

A new product in the BRILLIANT family is coming soon - BRILLIANT Bulk Fill Flow.

Not too long ago, restorative therapy in the posterior region resembled bricklaying: more extensive restorations were laboriously applied layer by layer and individually light-cured. Nowadays, bulk fill materials enable reliable curing down to the base of the cavity in one go. The use of such composite variants also saves valuable time and unnecessary work. Meanwhile,

bulk fill materials allow reliable curing down to the cavity floor in one go. The use of such composite variants also saves valuable time and unnecessary work steps. COLTENE is now launching a new bulk fill variant with optimum flow properties in the BRILLIANT composite family.

**Efficient restorations in the posterior teeth area**

With BRILLIANT Bulk Fill Flow, the international dental specialist

COLTENE supplements its system of high-performance composites with another smooth variant: the flowable bulk fill composite is easy to work with and cures completely within a very short time. With a depth of up to 4 mm, the adaptive material polymerizes completely and reliably in just 20 seconds. Due to its high abrasion resistance, neither a liner nor an additional top layer is required to ensure optimum stability and longevity. The surface

wettability and flowability in turn enable the best possible adhesion to the bonded cavity walls. Accordingly, BRILLIANT Bulk Fill Flow ensures quick and easy restorations overall, especially in the difficult-to-access posterior region, where stability is particularly important due to the high masticatory load.



# Hands-on excellence from W&H



The Synea Power Edition is the ideal solution for highly demanding applications. (Photo: W&H Dentalwerk)

lights in the line-up, including the new Synea Power Edition.

Anyone who does not yet have a ticket for the AEEDC should be quick. As every year, the trade fair program is extensive, the exhibitors diverse and the product innovations exciting. W&H can be found in hall 8, booth 805 & 807. "We are looking forward to numerous visitors, personal exchange, and being able to present our innovative product solutions," says Amine Soufi, W&H Cluster Manager.

**Hands-on for more product knowledge**

At the upcoming AEEDC Conference, Dr Anton Gerasimov and Dr Rawad Samarani will do courses on 3D ridge augmentation. Both are specialists in oral surgery with years of experience in their field.

Dr Rawad Samarani was appointed director of the "Advanced Implant Surgery Diploma" in 2019.

His expertise extends to lecturing and conducting courses on topics such as guided bone regeneration, full-arch implant rehabilitation, and immediate implantation in the aesthetic zone. Professor Anton Gerasimov is a distinguished specialist implantologist with over 19

years of combined experience in Russia and the UAE. He is a member of the Board of Directors of the International Board of Oral Implantology in Florida, USA. With such a wealth of knowledge, Dr Gerasimov and Dr Samarani are committed to advancing the field of oral implantology and sharing their expertise with medical professionals at the AEEDC.

**The new Synea Power Edition**

In line with numerous product highlights, W&H is also presenting the new Synea Power Edition in Dubai. The W&H high-speed contra-angle handpieces are specially designed for the processing and removal of high-strength ceramic materials such as zirconia. Offering a particularly robust design, additional torque, and stable removal rate, the new Synea Power Edition is the ideal solution for highly demanding applications such as crown and bridge removal.



Dr Rawad Samarani  
SAMARANI CLINIC & INSTITUTE



Dr Anton Gerasimov  
HARMONY MEDICAL CENTER

By W&H Dentalwerk

The AEEDC Conference goes into the next round: from February 6th to 8th, medical professionals from all over the world will meet

again in Dubai. This year, W&H places a spotlight on knowledge transfer, bringing together renowned speakers to give hands-on courses for trade fair visitors. W&H also has numerous product high-

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# Ultradent unveils new universal shade composite



(Image: Ultradent Products)

By Ultradent Products

Ultradent Products, Inc., a leading developer and manufacturer of high-tech dental materials, is announcing the launch of Transcend

universal composite, a new composite material providing unmatched esthetics and handling properties. Transcend composite is designed to simplify the restorative process by allowing dentists to

complete most restorations with just one shade of composite.

Thanks to Ultradent's Resin Particle Match technology, Transcend composite offers high levels of translucency, allowing for ideal

pigmentation and opacification to match the surrounding dentition. The Universal Body shade also has optimal opacity to help block the underlying tooth color, eliminating the need for a blocker shade.

"Transcend composite enables dentists to achieve excellent esthetic results with ease," says Ultradent Sr. VP of Research & Development, Neil Jessop. "Its unique formulation offers the perfect balance of flexibility, strength, and gloss retention to ensure the long-lasting results patients are seeking."

Transcend composite is a nano-hybrid formula that combines high strength and easy sculptability, making it ideal for both posterior and anterior composite restorations. The handling properties of Transcend composite have been finely tuned to be firm but malleable, allowing it to stay in place without drooping or slumping during manipulation. The material is highly

wear-resistant, but also less abrasive to opposing dentition than other composites on the market.

In addition to the Universal Body shade, Transcend composite features four dentin shades and two enamel shades for cases when a layering technique is appropriate. These layering shades were hand-picked to include only the most popular shades from Ultradent's esthetic composite lines to ensure dentists have the shades needed to accomplish restorative work done on a regular basis.

# Synea Fusion in the spotlight

By W&H Dentalwerk

Efficient, successful, popular – the Synea Fusion contra-angle handpieces are the best-selling contra-angle handpieces in the world from W&H and, in their class, combine outstanding quality and a long service life with low acquisition costs. The recently launched 'Spot on' campaign is now literally shining the spotlight on the popular medical devices.

The high performance, optimal ergonomics, and cost-efficiency of the Synea Fusion series guarantee the quality that convinces dentists around the world. More than 100 years of experience in medical technology and just as much know-how and W&H expertise have gone into the development of these medical devices, which have quickly established themselves as reliable and indispensable tools for any dental treatment.

## Innovation based on tradition

Ever since the company was founded in 1890, W&H has demonstrated a spirit of innovation and has been a pioneer in the dental industry. W&H is now represented with its products in 110 countries worldwide and, is one of the market

leaders in the industry, employing around 1,200 people. During a history spanning more than 130 years, the company has produced ground-breaking innovations such as Europe's first mechanical straight and contra-angle handpieces and push-button chucking systems, as well as scratch-resistant surfaces and shadow-free LED+ lighting technology. The Synea Fusion range fits seamlessly into this path of success and is now W&H's best-selling range of contra-angle handpieces.

## High quality and optimal cost-efficiency

Synea Fusion boasts an excellent price-performance ratio with extensive functionalities and a high level of user-friendliness. Quiet ceramic ball bearings, a hygienic monobloc design and the optimised grip profile are standard, as is the LED+ on the turbine handpieces, thus ensuring better contrast sensitivity and perfectly neutral light. Small head sizes guarantee optimal access and the best visibility of the treatment area, while the Quattro Spray provides the necessary cooling. The transmission instruments are thermo washer disinfected and can be sterilized, allowing for easy and

convenient integration into any hygiene and maintenance process.

## 'Spot on' for the most popular contra-angle handpieces and turbine handpieces in the world from W&H

W&H is now shining the spotlight on its bestseller in a new campaign: 'Spot on' is the new motto in

four different themes, which attract attention with bright colours and convincing arguments. With the unexpected shadowing, the campaign also features the cheeky humour which is just as much a part of W&H's identity as the values of reliability, expertise, openness, and sustainability.

For more information contact  
W&H Dentalwerk  
Web: [www.wh.com](http://www.wh.com)  
E-mail: [office@wh.com](mailto:office@wh.com)



The most successful contra-angle in the world from W&H. (Image: W&H)



# YOUR COMPLETE RESTORATIVE SOLUTION—

Transcend™ universal composite is the new release of the Ultradent's restorative family.

It provides unprecedented shade matching with just one Universal Body shade due to its patented Resin Particle Match™ technology that eliminates the need for a blocker.

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