

VOL. 14, No. 7+8



BUT IT'S DIFFERENT HERE

Why it is important for clinicians to gain a global perspective when observing best practise in dentistry.

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SINGLE-USE INSTRUMENTS

Robert Jagger, University of Bristol, explains why their use can provide significant advantages in general dental practice.

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**ORTHO TRIBUNE**

Read the latest news and clinical developments from the field of orthodontics in our specialty section included in this issue.

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Thirty two-year old dentist is the first Thai woman to climb Mount Everest

By DTI

BANGKOK, Thailand: As the first woman from Thailand to do so, a dentist from Prachuap Khiri Khan has successfully summited Mount

The 32-year-old's achievement follows that in May 2008 of her fellow-countryman Vithitnan Rojanapanich, who was the first person from the South East Asian country ever to reach the summit.

Chumnarnsit is one of the latest of almost 7,000 climbers to have ascended Everest since the first successful attempt by New Zealand mountaineer Edmund Hillary and the Nepalese Sherpa Tenzing Norgay in 1953. In 2016, over 400 people successfully reached the summit, according to figures from the Nepalese Ministry of Culture, Tourism and Civil Aviation.

This year's climbing season was overshadowed by the death of six people, most notably Australian climber Maria Strydom, who began suffering severe symptoms of altitude sickness 15 minutes away from the peak and died soon thereafter.

In total, the mountain has claimed 265 lives over the last 70 years. Only two years ago, 16 Nepalese climbers died in an avalanche in the Khumbu Icefall, which resulted in the mountain being closed for most of the 2015 climbing season.

Also notorious was the 1996 disaster, which took eight lives and was documented in a book and feature film.

Part of the Mahālangūr Himāl
section of the Himalayas stretch-

ing from Nepal to Tibet, Mount Everest is the world's highest mountain with a height of 8,848 m. It overtops K2, which is approximately 250 m lower, and the

nearby Kangchenjunga at the India–Nepal border. Every year, hundreds of climbers from all over the world attempt to scale the giant peak.

AD



Photo of Napassaporn Chumnarnsit at the summit as featured on Thai Everest Facebook page.

Everest. Napassaporn Chumnarnsit, who works at the provincial hospital in the southern town, reached the peak of the world's highest mountain already on the morning of 23 May as part of the Thai Everest 2016 expedition.

Chumnarnsit successfully climbed Everest through the popular southern route starting in Nepal. The mountain can also be accessed from a northern route in China, as well as sixteen other routes.



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First special needs dental clinic opens in Singapore

By DTI

SINGAPORE: The first dental centre functionally designed to cater for the elderly and people with special needs was recently opened at the National Dental Centre of Singapore in Outram. The Geriatric Special Care Dentistry Clinic offers a full range of oral health services customised for patients with complex medical needs, including a wheelchair-tilting device that allows patients to remain in the wheelchair during dental treatment.

The National Dental Centre opened the clinic in response to Singapore's rapidly ageing population and growing demand for these services. Customised for health conditions that are not easily managed at primary care clinics, the special needs unit has wider walkways, larger waiting areas and dental chairs, as well as handrails and low counters. More-



Wheelchair-bound patient being treated on wheelchair titling unit.

over, every treatment room is furnished with dental radiographic equipment so that patients do not need to be transferred to another room to obtain radiographs.

During the opening ceremony, health minister Gan Kim Yong stressed that oral health and dental care must be incorporated as

part of the government's overall strategy for ensuring good health among seniors. Although critical, oral health is an often underestimated component of the overall well-being of geriatric and special needs patients, he said.

"We must also invest in training dental healthcare professionals

to better serve our seniors and undertake more research in disease trends in geriatric dentistry," Gan stressed. In addressing this issue, the clinic will serve as a training ground for the next generation of oral health professionals who are specialising in this field.

As reported by Channel News-Asia, the Ministry of Health is already offering scholarships for dentists who are keen to take up the challenges of geriatric and special needs dentistry. So far, four dental professionals have completed specialty training under this programme in the clinic.

Being the first of its kind in Singapore, the clinic has seen more than 4,000 patients to date. A second geriatric and special needs dentistry clinic is being planned at the upcoming Centre for Oral Health at the National University Health System and is expected to open for service in 2019.

King's College London collaborates with China's largest dental group

By DTI

BEIJING, China & LONDON, UK: King's College London Dental

AD

Institute is extending its international reach with the launch of a number of activities that will see the institute partner with



BYBO Dental Group, one of China's largest dental providers, over the upcoming months. The collaboration started in July with a distance learning programme that will offer BYBO staff across China training and information on the management of tooth wear and occlusal change.

In addition to the distance/blended learning programmes, face-to-face lectures by King's academics, including Profs. Raman Bedi, Martyn Cobourne and Francis Hughes, at various sites in China began in June and will continue until the end of the calendar year, the university said in a press release. All information will be available to BYBO staff in both English and Mandarin.

In addition to continuing professional education, the partnership will include staff exchange, as well as the transfer of clinical

expertise and protocols, over the next three years.

Estimated to be worth £3.6 million, the collaboration agreement was first announced at the end of 2015.

"King's Dental Institute's commitment to improving oral health knowledge and provision in practice around the world shines through in this collaboration," commented Prof. Dianne Rekow, Executive Dean of the Dental Institute, on the partnership. "Not only is it a fantastic opportunity to share our world-leading expertise with BYBO, but it also offers us a unique chance for us to learn from one of China's most renowned dental providers."

Founded in 1993, BYBO consists of 200 chain dental clinics with approximately 6,000 employees across China, according to its figures.

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World Hepatitis Day: Infection increases mouth cancer risk

hepatitis C-related liver diseases. The most affected regions are Africa and central and east Asia. The hepatitis C virus is blood-borne and thus mainly spread through blood-to-blood contact. In rare cases, it can be transmitted

through certain sexual practices and during childbirth. There is currently no vaccine for hepatitis C.

The WHO introduced World Hepatitis Day in 2010, to be cele-

brated each year on 28 July. Millions of people across the world now take part to raise awareness about viral hepatitis and to call for improved access to treatment, better prevention programs and government action.

The study, titled "Association between hepatitis C virus and head and neck cancers," was published in the August issue of the *Journal of the National Cancer Institute* by Oxford University Press.

AD



By DTI

HOUSTON, USA: World Hepatitis Day is one of four official disease-specific World Health Organization (WHO) health days. It aims to raise awareness about viral hepatitis, which can be transmitted through unsafe injection practices and inadequate sterilization in the health care setting. Hepatitis C is associated with liver cirrhosis and other diseases. For example, a new study has shown that individuals infected with the hepatitis C virus are at a greater risk of developing oral cancer.

In the study, researchers at the University of Texas MD Anderson Cancer Center investigated medical records of 409 patients with new-onset primary oropharyngeal or nonoropharyngeal head and neck cancers, as well as 694 controls with smoking-associated cancer of the lung, esophagus or urinary bladder, who were all tested for the hepatitis C virus from 2004 through 2014 at the center.

They found that the prevalence of the hepatitis C virus was higher in oropharyngeal cancer patients (14 per cent), particularly human papillomavirus-positive oropharyngeal cancer patients, and nonoropharyngeal head and neck cancer patients (20 per cent) compared with controls (6.5 per cent).

The findings are of great interest for future research, according to Dr Harrys A. Torres, one of the study authors and an associate professor at the center. Given the connection found between the two viruses in this patient population, Torres and his colleagues plan to investigate other HPV-associated cancers and their possible link to hepatitis C.

WHO estimates that about 130–150 million people globally have chronic hepatitis C infection and approximately 700,000 people worldwide die each year from

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Henry Schein completes Asia investment

By DTI

KYOTO, Japan/MELVILLE, USA: Last week, Henry Schein announced the completion of a 50 per cent equity investment in One Piece Corporation, a subsidiary of J. Morita. Henry Schein first entered the Japanese market in October 2014, with an investment in Iwase Dental Supply, a full-service provider

of dental consumables, implants and equipment.

"We are delighted to move forward with our partnership with Henry Schein," said Haruo Morita, President and CEO of J. Morita. "We share a devotion to innovation, the ability to adapt to changing market conditions, and a strong commitment to industry leader-

ship that will enhance our efforts to help practicing dentists in Japan deliver quality oral health care."

With the partnership, Henry Schein has expanded its presence in Japan, the second-largest dental market in the world. One Piece is composed of eight dental dealers throughout Japan, which serve

approximately 6,000 dental clinics and had aggregate sales of approximately US\$125 million in the 2015 fiscal year.

Commenting on the partnership, Henry Schein CEO Stanley M. Bergman said: "We are committed to the Japan dental market and with Kenichiro Iwase, assuming the leadership of Henry Schein

Japan, we look forward to a strong partnership that will bring new services and solutions to the Japanese dental community."

Japan has approximately 90,000 dentists and about 64,000 dental clinics. With the addition of One Piece, Henry Schein Japan will serve approximately 20 per cent of Japan's dentists.

Red and white aesthetic harmony

By DTI

SINGAPORE: In order to help clinicians to create lifelike direct resin restorations, dental materials company SHOFU has introduced Beautifil II Enamel and Gingiva. Developed as complementary extensions to Beautifil II, both are made from specially modified multifunctional organic fillers and nano-fillers, providing them with exceptional handling characteristics, longer working time, high abrasion and wear resistance,



as well as stable shades, the company said.

Moreover, effortless and superior polishing with sustained polish retention achieves lasting aesthetics. SHOFU's proprietary S-PRG fillers release fluoride and exert an anti-plaque effect on the restoration surface. A special one-push syringe ensures controlled dispensing of the smooth and creamy material that is easy to sculpt into fine details to recreate the surface textures seen in natural teeth and gingivae.

Beautifil II Enamel is available in four naturally translucent and opalescent shades that facilitate lifelike shade reproduction and value adjustment in the final restoration to meet individual clinical needs. Beautifil II Gingiva offers five natural shade variations of pink to easily mimic the patient's gingivae while restoring areas with receded or missing gingivae or papillae, cervical defects, root caries or erosion, or exposed porcelain-fused-to-metal margins and abutments to achieve red and white aesthetic harmony.

Straumann: Controlling stake in MegaGen

By DTI

BASEL, Switzerland: Straumann has announced that is exercising its conversion right and call option to acquire a controlling stake in South Korean implant manufacturer MegaGen. The option was obtained in March 2014, when Straumann agreed to purchase convertible bonds from MegaGen for a total of US\$30 million (€27 billion).

The bond agreements between the two companies provide Straumann with the right to convert them into MegaGen shares. An additional agreement with the main shareholders of MegaGen entitles Straumann to purchase an additional number of shares in MegaGen to obtain a controlling stake in MegaGen.

Straumann's decision to exercise the conversion right and call

option has triggered the process in the agreements to determine the conversion rate and the price of the additional shares. MegaGen has disputed the conversion price and calculation procedure and has initiated arbitration in Seoul in South Korea under the International Chamber of Commerce rules. Expediency is in the best interests of all parties involved, and Straumann is in the process of responding in order to close

the deal as soon as possible. This could take up to two years, depending on the progress of the arbitration.

Straumann CEO Marco Gadola explained: "Our investment has helped MegaGen to drive its growth strategy and to achieve good results in 2015. However, with its domestic market highly penetrated and our industry consolidating rapidly, we are firmly

convinced that it is in the best interest of MegaGen's employees, customers and shareholders to have a strong global partner who can help the company to provide complete solutions and to expand internationally. At the same time, MegaGen complements our portfolio with differentiated products and could help us to address the value segment more effectively particularly in the Asia-Pacific and Middle East regions."

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“The journey of innovating the clinical workflow has just begun”

An interview with Nobel Biocare and Digital Imaging President Hans Geiselhöringer

From 23 to 26 June, Nobel Biocare held its global symposium in the world metropolis of New York in the US. The company staged a truly exceptional event with a high-class educational programme at the Waldorf Astoria in Manhattan. As the official media partner of the event, Dental Tribune International had the opportunity to meet with Hans Geiselhöringer, President of Nobel Biocare and Dental Imaging, at the symposium for a short interview.

Dental Tribune International: Has the global symposium met your expectations?

Hans Geiselhöringer: We are extremely happy with the symposium because it has exceeded our expectations in every sense, from the record number of participants to the motivation of our team and customers to engage in discussions, as well as the quality of the speakers and their presentations. We have always had high standards at our meetings, but I must say that I was really thrilled by the way innovation was presented not only by our company but also by the clinicians and experts themselves.

In addition, I found the NEXT GEN forum in particular incredible, as it gave us confirmation that we are on the right track to doing more for the younger generation

“I believe that even experts cannot predict the impact of the Brexit on the industry.”

of implantologists. I was positively surprised to see how enthusiastic and open our young clinicians are to working hard with us to move this project forward.

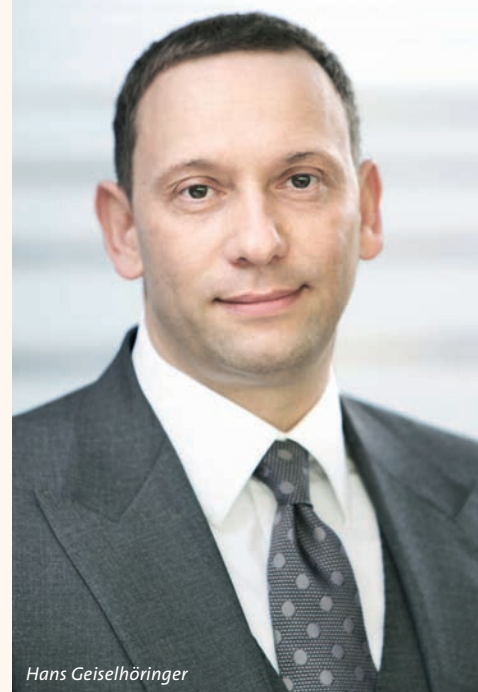
Overall, we have seen at this symposium that the future is bright, and I strongly disagree with some critical voices that suggest that there will no longer be real innovations in implantology.

In my opinion, the journey of innovating the clinical workflow has just begun.

With regard to training of the next generation of dental professionals, what kind of role can or should

Nobel Biocare play in implant education?

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Hans Geiselhöringer

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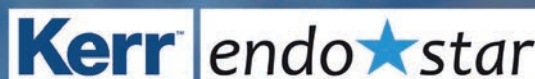

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To continue leading the value market

Dental implant manufacturer MIS announces future strategies

By DTI

BARCELONA, Spain: Founded in 1995, MIS Implants Technologies started out as a small implant company in the discount segment, but has developed into a successful global business over the past 20 years. At a press conference held during the MIS Global Conference in Barcelona in May, the management team gave a detailed outlook on the company's future strategic developments, product innovations and potential growth markets.

In order to pursue considerable growth and address challenges in the implant market, MIS made a number of organisational changes to the company structure several years ago. One of these was integrating research and development functions into the marketing and sales department, a move that transformed the department's way of working.

Since 2013, Doron Peretz, Senior Vice President of Marketing and Development, has been guiding the R & D division at MIS.

"The key to continuous growth is innovation. However, it is not easy to drive innovations from in-house. Therefore, our marketing team, who is most exposed to the current opportunities of the market, has contributed a lot to exploring and bringing new ideas to research and development, and we are progressing rapidly in expanding our portfolio with this approach," he said.

China, where MIS only recently opened a new subsidiary.

"Despite the vast number of dentists, the number of implants sold in China today is similar to the number in Israel. However, we believe that the situation will change when we train more dentists on how to use dental implants. Therefore, we are investing in education in particular," Peretz told *Dental Tribune*.

"...dentists will no longer accept low-value discount implants."

MIS management identified three markets offering opportunities for considerable growth, namely Germany, the US and

He further explained: "Today, the dental implant market is divided into the premium, the value and the discount segment.



Doron Peretz, Senior Vice President of Marketing and Development.

We predict that about five years from now this will no longer be the case. The main reason is that dentists will no longer accept low-value discount implants. MIS is currently leading the value segment and will continue to do so."

Peretz also disclosed that the company is planning to bring a number of new products to market over the next three years,

including the next generation of the V3 Implant System, which will be launched at the upcoming International Dental Show in March 2017. With some of these innovations, MIS is aiming to offer its customers products in the premium range. "In order to really grow, we have to participate in the premium segment, which currently accounts for about 70 per cent of the global implant market. We have to develop solutions and services that can compete against other products and bring added value in this segment," he said.

MIS CEO Idan Kleifeld added: "Today, it is crucial to offer complete solutions and in line with our philosophy 'Make it Simple', our primary principle is to simplify every stage of the implantology process. The combination of mechanical design of the V3, biological properties of the new B+ implant surface, and digital technology with the MGUIDE, allows us to provide clinicians with highly effective solutions that produce safe and predictable results."

"We want to become the most innovative company in implant dentistry and we are now close to fulfilling this aim with our latest developments," Kleifeld concluded.



MIS Implants Technology presenting its new B+ implant surface treatment at its Global Conference in Barcelona.

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Education is key. We believe that it is very important that clinicians start the thought process for the clinical workflow early. We have some programmes in place already and will promote these programmes to help and support universities in the education of young dentists in implantology. For example, we support academic institutions and dental students through the provision of NobelClinician Software licences for implant planning and patient communication.

Only recently, voters in the UK decided that the country should leave the European Union. How could the Brexit affect the dental industry and are there any immediate concerns for Nobel Biocare?

This is a question that is really difficult to answer, as the short- and long-term consequences of the Brexit remain unclear. I believe that even experts cannot predict the impact of the Brexit on the industry. From a personal point of view, I believe it is never a good thing to have many separate markets. However, whether

the Brexit will affect us as Nobel Biocare directly, I do not yet know.

How has the acquisition by the dental platform of the Danaher Corporation, which occurred at the end of 2014, affected Nobel Biocare's business?

We have seen only positive effects. The transition into the dental platform has given us new opportunities to develop resources for innovation, marketing and sales that we would not have had without this partnership. Collaboration with other brands within

the platform has opened up expertise that is allowing us to lead innovation in dentistry. We are learning from our colleagues and have gained tools that are helping us to refine our processes and accelerate results.

The new home of Nobel Biocare is a very good one.

The next big occasion in the dental event schedule is the International Dental Show in March next year. Are there even more innovations to come from Nobel Biocare?

I cannot disclose anything yet. However, I can tell you already that there will be significant innovations presented. The potential that we are going to bring to the market will be of the same magnitude as that experienced at the symposium over the past few days.

Nobel Biocare will accelerate its delivery of significant and meaningful innovations, each developed with the well-being of the patient in mind.

Thank you very much.

But it's different here

An international perspective on the business of dentistry

By Chris Barrow, UK



As a business consultant, I have been providing training, coaching and mentoring services to UK and Irish dentists and their teams for the last 23 years. Additionally, I have had the opportunity to work with clients in a number of European and other countries, including Turkey, India, the US, Canada and Australia. I consider myself a bit of a rebel and love to talk about innovation in business and how it applies in dentistry and the wider health care environment.

In this article for Dental Tribune I want to take you back to the mid-1990s and my first experience of working with UK dentists, providing team training workshops all across the country. In-

evitably, there would come a point in one of those early workshops at which an attendee would raise his or her hand and, instead of asking a question, make a statement that came down to something like "Chris, this is all very good and exciting, but you need to understand that here in [insert place name] things are different."

Candidates for "insert place name" ranged from the valleys of southern Wales to the West End of London, from north to south, from crowded to thinly populated areas; references were made to cosmopolitan, suburban and rural communities. The speaker would elaborate and suggest that whatever idea I was proposing would

fall on stony ground because of the idiosyncrasies of the local population or macro- and micro-economic circumstances.

As a speaker, one learns to deal with such objections and concerns with empathetic listening and compassion, but I gradually realised that, in each of these locations, there were dentists who were just getting on with the job and enjoying great success, because they were either oblivious of or immune to those self-limiting beliefs. Now, do not get me wrong here, if your dental practice is situated in a town where a significant proportion of the population is dependent on one major employer that then closes down, even the greatest optimist and positive thinker would have to take a reality check and respond. Thankfully, such economic disasters are relatively few in number. Most of the time, the aforementioned statements of difference are a self-fulfilling prophecy on the part of the conference questioner.

The caring speaker will try to engage the attendee in meaningful dialogue, but experience shows that, sadly, the critic rarely wants to be persuaded away from his or her unfalsifiable hypothesis. Bringing this phenomenon into the second decade of the twenty-first century, the most frequent use of the phrase "ah, but it's different here" relates to the digital marketing landscape. Whenever I comment in writing or at a conference on the explosive growth of digital, there will inevitably be a listener who wants to tell me that people in his or her postcode are not on the Internet, do not use social media and do not have e-mail addresses. Mirroring my earlier experience, I then meet dentists in the same location who are happily generating digital sales.

A recent internal survey of my top clients (located across diverse geographical and economic locations) revealed the startling fact

that almost 66 per cent of their website visits were from mobile devices—smartphones and tablets—thus demonstrating that website appearance on a 27-inch iMac screen is no longer as important as how it looks on mobile.

If I now refer back to the international locations in which I have had the opportunity to work, I can think of not one of the listed countries in which I would argue that the situation is different. Perhaps the most notable of these is Pune in northern India, where I was privileged in February to deliver a two-day workshop to 50 dentists

list of countries, there is not one excluded from the information and connection revolution that is reshaping all of our lives.

People are people. The independent traveller of 50 years ago would have commented on diverse cultures. In 2016, the same traveller will comment on similarities, whether good or bad. The global village contains dental patients and they have similar needs and expectations of value. So if you are looking for tips on how to improve your dental business, you now gain a global perspective when observing best practise.

"The global village contains dental patients and they have similar needs and expectations of value."

from that city and nearby Mumbai. Halfway through the morning on my second day there, an attendee rose to his feet and requested a hand mike and I knew what was coming: "Chris, we have all enjoyed your lecture so far, but you need to understand that here in India things are different," he said.

I listened, acknowledged and then simply carried on, in the knowledge that Mumbai is now regarded as the health care tourism capital of the world, that technology is influencing society as rapidly as anywhere and that the traditional Indian business model of sole-trader dentists with no nurse, no hygienist and no associate is rapidly being replaced by dental corporates and retailers, as is the case everywhere. In my original

I have visited and worked with the best in all of the countries listed and found that no nation is behind the curve when it comes to innovation in the business of dentistry and we can all learn from each other. Except, of course, in your place—if it's different?



Chris Barrow is the founder of 7connections business coaching. An active consultant, trainer and coach to the UK dental profession, he regularly contributes to the dental press, social media and online. Chris Barrow can be contacted at coach.barrow@7connections.com.

AD



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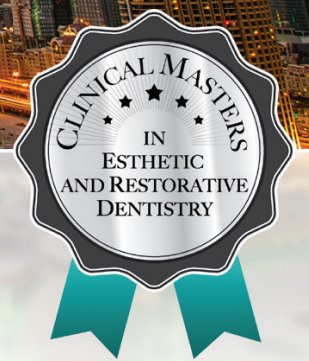
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