

# DENTAL TRIBUNE

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## PRACTICE DEVELOPMENT

What are the most fundamental factors of growing a successful dental implant clinic? An insight from Dr Ian Lane, Queensway Dental Clinic in the UK.

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## THE POWER OF ELECTRONICS

Implementation of electronically based intra- and peri-oral therapeutic and diagnostic devices creates new possibilities for all kinds of novel applications.

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## Australian government plans to terminate child dental care scheme

By DTI

**CANBERRA, Australia:** The Australian government has recently announced its intention to end the Child Dental Benefits Schedule (CDBS) from 1 July 2016 as part of the upcoming federal budget. The Australian Dental Association (ADA) has warned that over 3-4 million children in the country who would otherwise not have access to dental care now stand to lose A\$1,000 worth of dental care every two years.

"The Australian Government's plan to end the scheme effectively will remove a key programme which has been helping low-income families' children get much needed dental care," ADA President Dr Rick Olive, AM, commented. "The Australian Government is removing its commitment to the early investment in children's oral health. This will lead to lifelong dental issues, which will impact on their general health, welfare and livelihood," he added.

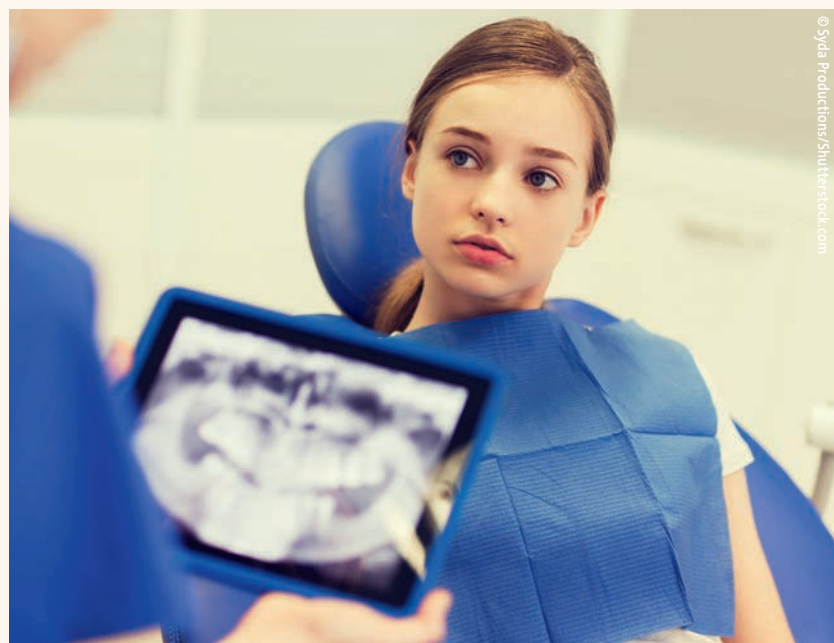
Through the scheme, which commenced on 1 January 2014, dentists across Australia delivered over 9.7 million dental services, including examinations, radiographs, dental cleaning, fissure sealing, fillings, root canals and extractions, to eligible Australian children in its first two years of operation. "97 per cent of these services have been at no cost to the patient," Olive said.

The ADA stated that, according to the proposed plan, the CDBS will be replaced with the Child and Adult Public Dental Scheme, which supposedly substitutes a budget allocation of A\$615 million per year to treat three million children with one of A\$425 million per year to assist five million adults and children. The association further said that if the government were serious in its wishes to deliver dental care to a wider section of the population it must not only retain the CDBS, but also develop additional similar schemes that will focus on needy sectors of the community, as identified in the National Oral Health Plan

signed off on by all Australian government health ministers.

The ADA has now called upon its members and the public

to sign an online petition at <http://bit.do/saveTheCDBS> against the plans to end the scheme. To date, it has gained over 18,261 signatures.



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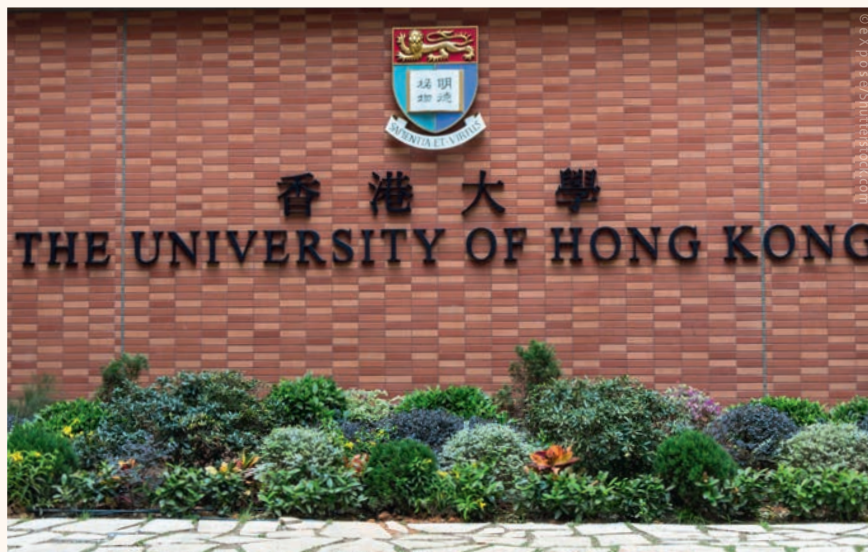


# University of Hong Kong tops list of world's best dental faculties

By DTI

**HONG KONG:** The Faculty of Dentistry at the University of Hong Kong has been ranked as the best dental school in the world by the latest QS World Universities Rankings by Subject 2016. The faculty has thus relegated the University of Michigan in the US to second place and surpassed last year's winner, Karolinska Institutet in Stockholm in Sweden, which came third in this year's list.

The Faculty of Dentistry of the University of Hong Kong was established in 1982 when most of the dentists practising in Hong Kong were still trained overseas. Today, about two in three dentists practising in Hong Kong have been educated at the faculty. The school has become the sole educational centre for dentists in the region, offering un-



dergraduate, research postgraduate, and taught postgraduate programmes in dental specialties, such as dental public health, paediatric dentistry, periodontology, endodontics, orthodontics, prosthodontics, as well as oral and maxillofacial surgery.

Training courses in dental hygiene are also provided at the associated teaching hospital. The faculty recently established Hong Kong's first Infection Control Teaching Suite, which provides hands-on training for future dentists and dental hygienists.

Dean Prof. Thomas Frank Flemmig said that the faculty is planning for significant growth in the upcoming years. "In order to address the shortage of dentists in Hong Kong, we will take in more undergraduate students. There will be an approximate 40 per cent increase in the number of students admitted to the Bachelor of Dental Surgery program in the fall of this year."

The annual QS World University Rankings highlight the world's top universities in 42 subjects, based on academic reputation, employer reputation and research impact. The rankings aim to help prospective students identify the world's leading schools in their chosen field, with the list of subjects extended each year in response to high demand for subject-level comparisons.

# DTI launches new international orthodontic magazine

By DTI

**HONG KONG/LEIPZIG, Germany:** The orthodontic segment has

grown significantly within the past 20 years owing to new technologies and products, as well as an increase in adult patients re-

questing orthodontic treatment. In response to this trend and to update dentists on the most significant developments in the field, Dental Tribune International (DTI) has added *ortho*—international magazine of orthodontics to its portfolio. The 2016 issue includes articles on clear aligners, vibration therapy and rapid maxillary expansion, as well as the latest product information and event previews.

The new high-gloss English-language magazine adopts an interdisciplinary approach involving orthodontics, oral surgery, periodontics and restorative dentistry, and aims to serve as an educational tool, providing comprehensive knowledge and information on the newest technology that can profitably be integrated into treatment concepts. The publication, which will be distributed at all major international orthodontic congresses and exhibitions, presents the latest research and case studies, as well as trends in procedures and techniques.

In order to connect with orthodontic specialists, the DTI team is scheduled to attend a number of orthodontic events around the globe in 2016, including the 92<sup>nd</sup> Congress of the European Ortho-

dontic Society, which will take place between 11 and 16 June in Stockholm in Sweden; and the fourth Scientific Congress for Aligner Orthodontics, to be held on 18 and 19 November in Cologne in Germany. DTI will be providing comprehensive live coverage of these and other events on its website. In addition, e-newsletters about the respective events will be sent to orthodontists worldwide.

From 2017, a new issue of the *ortho* magazine will be published twice a year with a print run of 4,000 copies. An e-paper edition of the magazine is available free of charge via the DTI online print archive.



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# EU reaches deal over medical devices regulation

By DTI

**BRUSSELS, Belgium:** The European Parliament and the Council of the European Union have announced a breakthrough in negotiations concerning the overhaul of medical device legislation. After almost four years, the EU bodies have agreed on a new system of quality and safety regulations affecting all medical device manufacturers. The rules are expected to be adopted by early 2017.

Essentially, all devices will have to undergo more thorough assessment of safety and performance before they can be sold on the European market. Control processes are to be radically reinforced, aimed at giving European patients and consumers rapid access to innovative, cost-effective devices. According to the European Commission, manufacturers shall benefit from clearer rules, easier trading between EU countries and an equal competitive environment that excludes those who do not comply with the legislation. The new regulations take particular account of the specific needs of the many small and medium-sized manufacturers in this segment.

The main elements of the law include wider and clearer scope for EU legislation. Software, instruments, apparatus, appliances and implants will all qualify as medical devices and be subject to the new safety and performance requirements. According to the press release, the regulations will help manufacturers to improve their devices continuously based on the latest clinical data and thereby maintain a high standard of quality. A central database will give manufacturers and patients all relevant information, such as certificates and clinical investigations.

Other elements include stronger supervision of independent assessment bodies by national authorities, as well as greater power and obligations for these assessment bodies, to ensure thorough testing and regular checks. Manufacturers should expect unannounced factory inspections and sample testing of devices that are already on the market. In addition, the regulations are intended to establish clearer rights and responsibilities for manufacturers, importers and distributors, which will apply also to diagnostic services and Internet sales; as well as better traceability of devices throughout the supply chain owing to a unique identification number. Finally, patients participating in clinical investigations will be better protected.

According to the Council of the EU press release, the new rules

are aimed at ensuring that medical devices and in vitro diagnostic medical devices are safe in two ways: strengthening the rules on releasing devices to the market and tightening surveillance once they are available. Furthermore,

the agreement seeks to ensure that patients have timely access to innovative health care solutions.

For dental dealers, the regulations might jeopardise existing

agreements if manufacturers are unable to achieve the level of quality that the new body requires.

Furthermore, dental organisations will be forced to cancel

preferred supplier arrangements and look elsewhere for partners.

## The next steps

In mid-June, the Council of the EU's Permanent Representatives Committee is expected to endorse the agreement, while the European Council and the parliament will probably follow by the end of the year after a thorough review process. The new regulations will apply three years after entry into force.

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# MIS previews new B+ implant surface

By DTI

**BARCELONA, Spain:** Only about one year after the launch of its revolutionary V3 Implant System in London, MIS Implants Technologies previewed its new B+ implant surface at the MIS Global Conference in Barcelona last month. As preliminary research results indicate, the novel surface treatment enhances early osseointegration with greater fixation of the implant, helps maintain long-term implant stability and reduces the risk of implant failure significantly.

The new implant surface is based on SurfLink technology, which was developed over a period of 12 years by Swiss company NBMolecules in collaboration with various academic institutions in Switzerland. It consists of a permanently bound layer of hydrophilic phosphorous-rich molecules applied to the implant surface, can be used with metallic or ceramic dental and orthopaedic implants, and offers a range of benefits not found with any other

surface treatment currently available.

In Barcelona, Dr Björn-Owe Aronsson, Executive Director and Chief Technology Officer at NBMolecules, introduced SurfLink to conference participants. He concluded that SurfLink is a unique bio-mimicking implant surface treatment resulting in a bone-like surface. Its unique properties make the implant hydrophilic, allowing for a new type of integration by eliminating the micro-gap between the bone and the implant, and enhance fixation at an early stage for long-term stability. Thus, the implant surface helps produce predictable results in challenging cases, such as patients with compromised bone healing and poor blood supply.

In addition, Dr Marco Esposito, Associate Professor of Biomaterials at the Sahlgrenska Academy of the University of Gothenburg in Sweden, presented the first

clinical data on the new implant surface. Results from preliminary studies have shown that B+ is clinically safe, he stated. In order to verify the findings in larger cohorts, several universities are currently conducting tests in humans, with over 100 participants.

At a press meeting during the conference, Doron Peretz, Senior

Vice President of Marketing and Development at MIS, explained that, together with the V3 Implant System with its unique triangular shape for enhanced hard- and soft-tissue regeneration around the implant, the B+ implant surface is the only real innovation in the dental implant market in the last several years and thus positions MIS as the leader in the value segment.

In an on-site interview with *Dental Tribune Online*, Prof. Mariano Sanz from the Complutense University of Madrid in Spain, said: "The implications of the B+ are very interesting. The preliminary results that were presented at this conference show that the B+ helps create a very stable interface. Reaching osseointegration is important and can be achieved through many implant surface treatments today. However, maintaining osseointegration is the most crucial aspect of dental implantology. If the B+ proves to do exactly this in the ongoing studies, then I believe it will be a great innovation."

The B+ will become available in March next year after the International Dental Show in Cologne in Germany. Sales of the V3 implant system started in the last quarter of 2015 in eight countries. To date MIS has sold about 20,000 of these implants.



# SHOFU helps clinicians polish in a snap

By DTI

**SINGAPORE:** Super-Snap X-Treme, the newest addition to the time-tested Super-Snap range developed by SHOFU, is intended to achieve a naturally lustrous polish on all types of direct aesthetic resin restorations. Used sequentially with the coarse-grit (black) and medium-grit (violet) Super-Snap discs, the extra thick, aluminium oxide-impregnated Super-Snap X-Treme polishing discs are



more resilient and provide the desired tactile feel while polishing to a natural gloss, the manufacturer said.

The advanced 3-D coating technology used in the surface contour of the finest Super-Snap X-Treme disc (red) assures a satiny smooth and lasting shine. The semi-spherical surface architecture of the red disc allows debris discharge to avoid clogging and secondary scratches while pre-

venting heat build-up during the polishing process.

The disposable, doubled-sided Super-Snap X-Treme discs are available in green (fine grit) and red (superfine grit) and come in 12 mm (standard) and 8 mm (mini) sizes. They are packaged in kits of 50 pieces each of the green and red discs in assorted standard or mini sizes, as well as refills of 50 of the individual discs.

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# “We are working hard on targeting new markets”

An interview with Oliver Klein, BEGO Implant Systems

Dental implantology is in a constant state of change. New implants, surgical protocols and innovative materials present dental professionals with the challenge of identifying technically reliable and high-quality solutions. For the past 25 years, German dental company BEGO has been well known for its implant systems. *Dental Tribune* spoke with Oliver Klein, Director of International Sales and Business Development at BEGO Implant Systems, about the company's implant solutions and its next steps into Asia.

**Dental Tribune:** Your BEGO Semados RS/R SX 3.0 implants have been available for over a year now. Intended for the restoration of incisors, they use an advanced connector design to ensure optimal stability. This technology is being used by an increasing number of international dental implant manufacturers. What distinguishes RS/R SX 3.0 from competing solutions?

**Oliver Klein:** The main advantage of the RS/R SX 3.0 is the true diameter of 3 mm. This implant line is mainly indicated for narrow anterior gaps. In addition, the user can select between two different implant types: a machined collar and a rough collar for solutions in the aesthetic zone. The dentist can choose the most suitable solution for all prosthetic indications from a wide range of abutments.

the market. The tapered, self-condensing RI- and Mini-Line implants are mainly used in poor bone qualities and quantities. The RS/R SX-Line—the implant twins—are becoming increasingly popular owing to their conical implant shape and self-tapping thread design. The concept of platform switching has been adapted to the RS/R SX-Line and an additional prosthetic line (PS-Line) has been developed. The implant family has been completed with a provisional implant (PI-Line). A complete range of prosthetic components is available, including screw-retained bridge restorations (MultiPlus) and CAD/CAM solutions.

**What is the major purpose of the BEGO Guide System, and how does it help dentists to better plan and place the company's implants?**

With the BEGO Guide Trays (available for the S- and RS/R SX-Line), the user can plan the implant positions properly using various software programs and reduce treatment time owing to predictable implant positioning and prosthetic rehabilitation. The convenient handling of the tools, especially the self-locking spoons, has more and more implantologists convinced.

**BEGO have introduced its implant technologies in different markets,**

Vietnam in the third quarter of this year and are pursuing market entry to Thailand and Australia. We are very pleased to have had a great response regarding our product portfolio, quality and service. Products made in Germany and offered by a family-owned company are very popular in these markets. The same applies to the Middle East, where we are very active in Turkey, Saudi Arabia and Iran—just to name some countries. Also in this region, we are working hard on targeting new markets to extend our business and meet our substantial growth goals.

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



Oliver Klein

AD



As Klein notes, dental companies need to produce high-quality solutions in times of constant change such as the BEGO Semados RS/R SX 3.0.

**Could you please elaborate on the Semados range of solutions? What different types of implants and prostheses does BEGO offer?**

The BEGO Semados implant family consists of several implant lines for different indications. The well-known S-Line, launched 25 years ago, is the global top seller. Owing to its straight implant shape and the simple surgical procedure, this implant system became a reliable brand on

such as the Middle East and Asia Pacific. What has the response been so far? Which markets will be targeted next?

We have already been very successful in China and Taiwan, and our products are available in several smaller markets too. To provide a better service and strengthen our further growth in the APAC region, we opened an office in Hong Kong in February. We are launching our products in


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# Growing a successful dental implant clinic

By DTI

In April 2016, Dr Ian Lane, a managing partner at Queensway Dental Clinic, together with Richard Elliott, Managing Director of Queensway's Dental Laboratory, presented a webinar to a global audience of over 350 dentists, giving their insights into what they feel have been the most fundamental factors of growing a successful dental implant clinic.

Queensway Dental Clinic ([www.queensway.co.uk](http://www.queensway.co.uk)) was founded in 1993, when Dr Paul Averley took over the north-eastern clinic. At the time, it was at the heart of an area where the population's oral health was significantly lower than that of the national average. Over the next 23 years, the practice grew into the award-winning business it is today—a journey that Lane believes would not have been possible without the partners, specialists, nurses, managers, technicians and therapists who have invested their time and passion in every step.

Between 1998 and 2013, Queensway Dental Clinic was the largest referral centre for conscious sedation in the region, and the clinic treated over 100,000 patients during that time. However, as of 2011, the business model started to change and the partners turned their attentions to expanding the private side of the clinic. By applying the same principles learnt from building a successful NHS practice, Queensway Dental Clinic grew from a four-surgery practice into a 25-surgery practice over time.

Lane suggested that this success can largely be attributed to the Queensway ethos with its patient-centred approach to dentistry: "We focus on holistic care, meaning there is real choice for the patient, as well as ensuring that shared decisions are made, over which patients have full control."

"We have always invested in our team," continued Lane. "Indeed, the strong foundations of our clinic have been built on the knowledge and experience of our team. To build a truly successful implant clinic, it is vital to have the right team in place."

With Gold Standard Investors in People accreditation, it is clear that Queensway Dental Clinic understands the importance of nurturing the skills of its team. Investing heavily in the continuing professional development (CPD) of every single member, it has seen its nursing teams progress through the Nobel Biocare basic and advanced nursing courses, as well as attain the dental implant nursing qualification from King's College London—and all are experienced to some degree with the All-on-4 treatment modality.



Dr Ian Lane

Of course, it is not just the clinical skills that contribute to the success of an implant practice. Queensway Dental Clinic has striven to improve the training of its front-of-house staff to ensure that patients receive only the very highest standard of service from the moment they enter the practice. This has included sending the team on lunch-and-learn sessions with Nobel Biocare representatives, having cue cards developed to act as prompts on the phone, and giving each of the staff the necessary understanding of implant treatment options in order for them to communicate this effectively to prospective and current patients.

Furthermore, Queensway understands the importance of investing in the skills of its partners and takes great pride in the individual achievements of its team members. Indeed, the partners at Queensway Dental Clinic have all graduated from the Kois Centre in Seattle in the US—five of only 15 practitioners in the UK to have done so.

"The skills we have learnt at the Kois Centre have transformed the way we practise," said Lane. "As well as improving the outcomes we can achieve for our patients. Seeing many patients who have suffered from many different problems with their teeth, it's vital that we have the skills—like those that the Kois Centre teaches so well—to be able to manage the complexity of these cases in a reliable way. Without a doubt, these skills have also enabled us to reassure our patients that they are being treated with the most up-to-date and predictable procedures and techniques."

Elliott too graduated from the Kois Centre and was the very first technician in the UK to have done so. This significant achievement is mirrored in the way Queensway invests in the skills and CPD of its laboratory technicians, representing recognition of the importance of technicians in the provision of implant therapy.

Indeed, owing to the training provided by the Kois Centre, as well as the benefits of Nobel-Clinician Software, the team at Queensway has managed to streamline their case assessment and treatment planning process. "We're all speaking in the same language now," said Lane. "We can provide effective risk assessments for our patients, deliver effective and reliable treatment plans for implant treatments, design our patients' smiles, provide diagnostic assessments with models and photos, and review cases with the entire team present."

Vital to all this, Lane went on to explain, are communication and working alongside colleagues who all have the same skill and experience. "This is why," he said, "we take our training and education seriously at Queensway."

It is also down to the implant provider. Since 1993 (with the exception of a very short departure in 2009), Queensway Dental Clinic has used Nobel Biocare implants. "It's the mix of quality service and quality products," explained Lane. "We don't use cheap products and Nobel Biocare doesn't provide them. In all, it helps us minimise the risk to our patients and enables us to achieve excellent results."

Working with Nobel Biocare enables the Queensway team to use a variety of different techniques, including immediate loading, and provides the opportunity to scan and plan treatments in full 3-D. It also allows the clinical staff of Queensway to liaise effectively with the laboratory staff, expediting and improving the process from start to finish.

This kind of professional knowledge, when brought together effectively with clinical, technical and management skills, has been one of the greatest contributing factors to the success of Queensway's implant business. "It's been a challenge," admitted Lane, "and it requires excellent communication from all aspects of our business, but it has certainly paid dividends—and it certainly would not have been possible without the relationship we share with Nobel Biocare."

This relationship seems in no way likely to end soon; indeed, the team at Queensway Dental Clinic and laboratory has found working with Nobel Biocare so effective that it has seen an 87 per cent increase in spending on Nobel clinical products, as well as a 250 per cent increase for laboratory items since 2011. "Having a single

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company solution in our busy practice has been incredibly useful in boosting our business," said Lane.

The figures speak for themselves. Since 2011, Queensway Dental Clinic has experienced an increase in its implant turnover of 220 per cent with up to 50 per cent of all of its private activity originating from its provision of implants. There has also been a concurrent growth of 125 per cent in

its laboratory business and this can be directly linked to its implant success.

However, having the knowledge and the products is just one part of achieving success. Putting everything into practice represents the greatest struggle for a large and busy centre like Queensway Dental Clinic. For this reason, the team strives to follow five essential tenets to ensure success.

Firstly, it is important to provide one point of contact. Lane explained that having so many disciplines together under one roof has created a service in which patients can feel confident. Rather than being passed around between different teams, patients at Queensway can conveniently be treated by one dedicated and well-trained team.

Furthermore, Queensway invests in progressive treatment

protocols. The team works hard to ensure patients' teeth can be restored in the shortest predictable time. This includes adopting new technologies and techniques, as well as learning to communicate effectively with all necessary services to ensure the optimum result can be achieved in the shortest, safest and most non-traumatic manner.

While Lane emphasised the importance of communication

within the Queensway team, he also stressed how important it is to communicate effectively with patients. By conducting applicable and in-depth research of the patient demographic in the area, the Queensway team can target its treatments to those who need them most. This information can then be transferred to tried-and-tested marketing campaigns, such as those used on the practice website, through Google or via social media. Queensway also utilises local advertising, which can often be the most successful method of reaching patients in the area.

Lane explained how crucial it is to invest in a good website: "As one of the main points of contact for most patients, a website has to be responsive; it has to be image led and easy to navigate. Our website is both smartphone and tablet friendly, in recognition of the massive usage of these two devices. All of the images on our website are of our own patients as well—no stock images are used."

Another key factor of Queensway's success is its ability to accept high-end treatments at any time. This means that whenever an enquiry is made about any treatment, it can be answered succinctly and accurately by a member of the team who understands precisely what is needed. Queensway Dental Clinic has a highly trained treatment adviser who can answer these queries, and the clinic offers a free 30-minute consultation with an implant dentist.

Lastly, Queensway Dental Clinic recognises the importance of delivering patient satisfaction and encouraging patients to recruit others. According to Lane, "At Queensway, approximately 80 per cent of all new patient enquiries are made through word of mouth or recommendations."

Everything the Queensway team does is geared towards ensuring that patients receive a service they cannot help but recommend. By carrying out monthly patient surveys, running patient forums and open evenings, taking testimonials and Google reviews, and building up a strong referral network, the Queensway team can collect, review and build upon patient feedback to ensure that its service always reaches a high standard.

In conclusion, by investing in exceptional training, by communicating effectively, by working with high-quality and supportive companies, and by maintaining high levels of service, Queensway Dental Clinic has achieved a great deal over the last 20-plus years. The dedication and hard work shown by its team are a testament to its past and continued success and serve as a shining example of what an implant business can achieve today and tomorrow.

The advertisement features a large image of tennis player Martina Hingis smiling and holding a pink Curaprox CS 5460 toothbrush. She is wearing a blue athletic top. To her right, a blue Curaprox CS 5460 toothbrush is shown vertically against a green background. The Curaprox logo and 'CS 5460' are visible on the brush handle. The text 'CURADEN BETTER HEALTH FOR YOU' is at the top right. The headline 'CURAPROX' is in large white letters on a blue background, followed by a red square with a white cross. The tagline 'TOOTHBRUSHING. IT'S A SERIOUS GAME. MAKE IT A FUN ONE.' is at the bottom right. The product name 'CS 5460' is prominently displayed in large white letters, with the website 'www.curaprox.com' and 'VISIT AND WIN.' below it. A pink box on the left contains the text 'MY DAILY RITUAL'.

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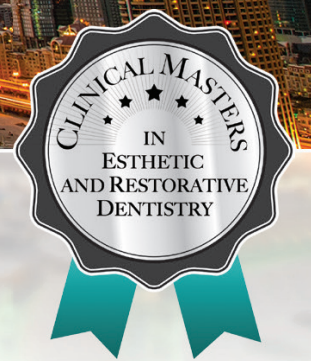
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