Dental Tribune

The World's Dental Newspaper · United Kingdom Edition

Published in London | www.dental-tribune.co.uk | Vol. 11, No. 9

WHAT WOULD DR MO LAR DO?

In the seventh article of this series, Richard Lishman explains what to consider when purchasing a second practice.

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INTERVIEW

Dental Tribune spoke with Dr Rubén Davó about the new Trefoil implant solution from Nobel Biocare.

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ENDO TRIBUNE

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

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BDA survey shows most dentists want to leave NHS

By DTI

LONDON, UK: New doubt has been cast on the future of NHS dental care, as a recent survey issued by the British Dental Association (BDA) has found that the majority of dentists currently working in the service intend to leave it within the next five years. The results further showed that one in two dentists under 35 see no future for themselves in the NHS.

Instead, that demographic is now considering increasing the private work they do, working in private practice or moving abroad. Buying a practice is no longer considered a viable option, according to the poll, as only 16 per cent of those surveyed thought they would be able to own a practice in the next five years.

The worrying figures come after statistics from NHS Digital showed that the income of dentists in England and Wales has decreased by almost 35 per cent over the last decade. According to the BDA, the government is mainly to blame, as commitments to overhaul the controversial 2006 dental contract have not been honoured.

Demonstrations against NHS cuts in London.

"The dental contract has reduced our patients to a line in a spreadsheet. This conveyor belt model of care has decisively failed both our patients and the young dentists on whom the future of the service depends," said Chair of the BDA's Young Dentists Committee Dr Harman Chahal. "Young NHS dentists are being asked to make impossible choices. They are offered no reward for going above and beyond, just the constant threat of penalties for not hitting government targets."

Chair of the BDA's General Dental Practice Committee Dr Henrik Overgaard-Nielsen added that, while young dentists remain the backbone of the dental workforce, government has made NHS high-street practice so unattractive that the next generation is now looking to the exit.

"Practices across the UK are already reporting major recruitment problems. This is a crisis made in Westminster, and Westminster must respond," he urged.

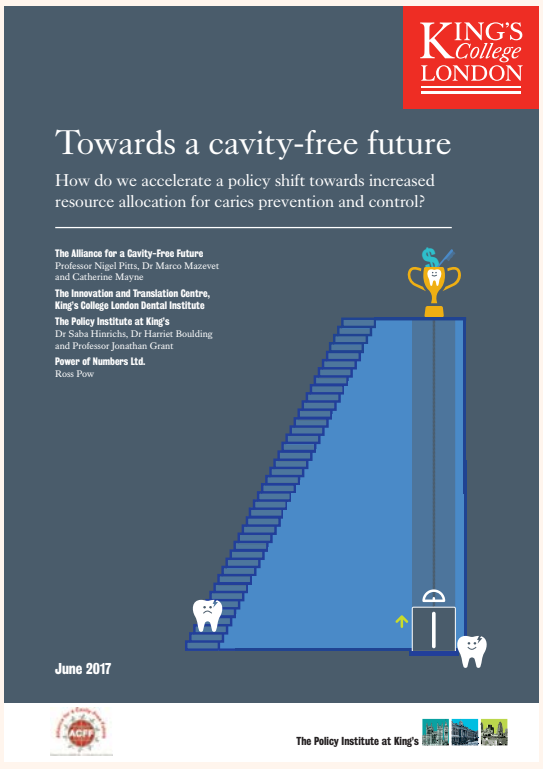
Report: Policymakers given steps to act against dental caries

By DTI

LONDON, UK: A new report, published last week by the Alliance for a Cavity-Free Future (ACFF) and the Policy Institute at King's College London in the UK, has highlighted the importance of demonstrating to policymakers the economic benefits of tackling the high rate of dental caries and gaining their commitment to the fight against the disease. The authors have further proposed key steps to speed up the process towards a cavity-free world.

The report is the product of discussions that took place at a Policy Lab meeting in June. This session for the first time brought together individuals from a range of different backgrounds—dentists, economists, public health officials, policy advisers, educators and psychologists—to provide new perspectives on the continuing problem of dental caries.

While the science on preventing the disease and stopping early-stage caries progressing is already well understood, efforts to apply it have so far fallen short, the report's experts emphasised. They estimate that the potential economic and health benefits of a cavity-free world are significant, especially considering that caries has common risk factors with other non-communicable diseases, such as diabetes and metabolic syndrome. Reducing the risk factors associated with caries could thereby also help improve health more generally and reduce the financial costs arising from other conditions, they explained.



To have policymakers actively engaged in the fight against the disease, systematic economic and comprehensive clinical data must be collected, the report urged. In addition, increased efforts should be made to accelerate the move towards a greater focus on preventative dental care. To this end, the authors proposed creating new remuneration systems for dentists to ensure that caries prevention and control are properly rewarded, as well as promoting efforts to encourage behaviour change in the public and implementing incentives for the industry to adopt more socially responsible agendas, among other measures.

Concerning the proposal to revise dental remuneration systems, ACFF Global Chairman Dr Nigel Pitts told Dental Tribune Online: "Current payment systems do not typically pay dentists to 'do prevention' and there is no financial incentive for dentists to spend time and resources on preventatively oriented care pathways. In order to see progress, this needs to change."

In addition, Pitts highlighted the importance of closer collaboration between dental and medical practitioners. "Maximising the effectiveness of caries preventative caries management will increasingly draw on a multidisciplined workforce of teams made up of

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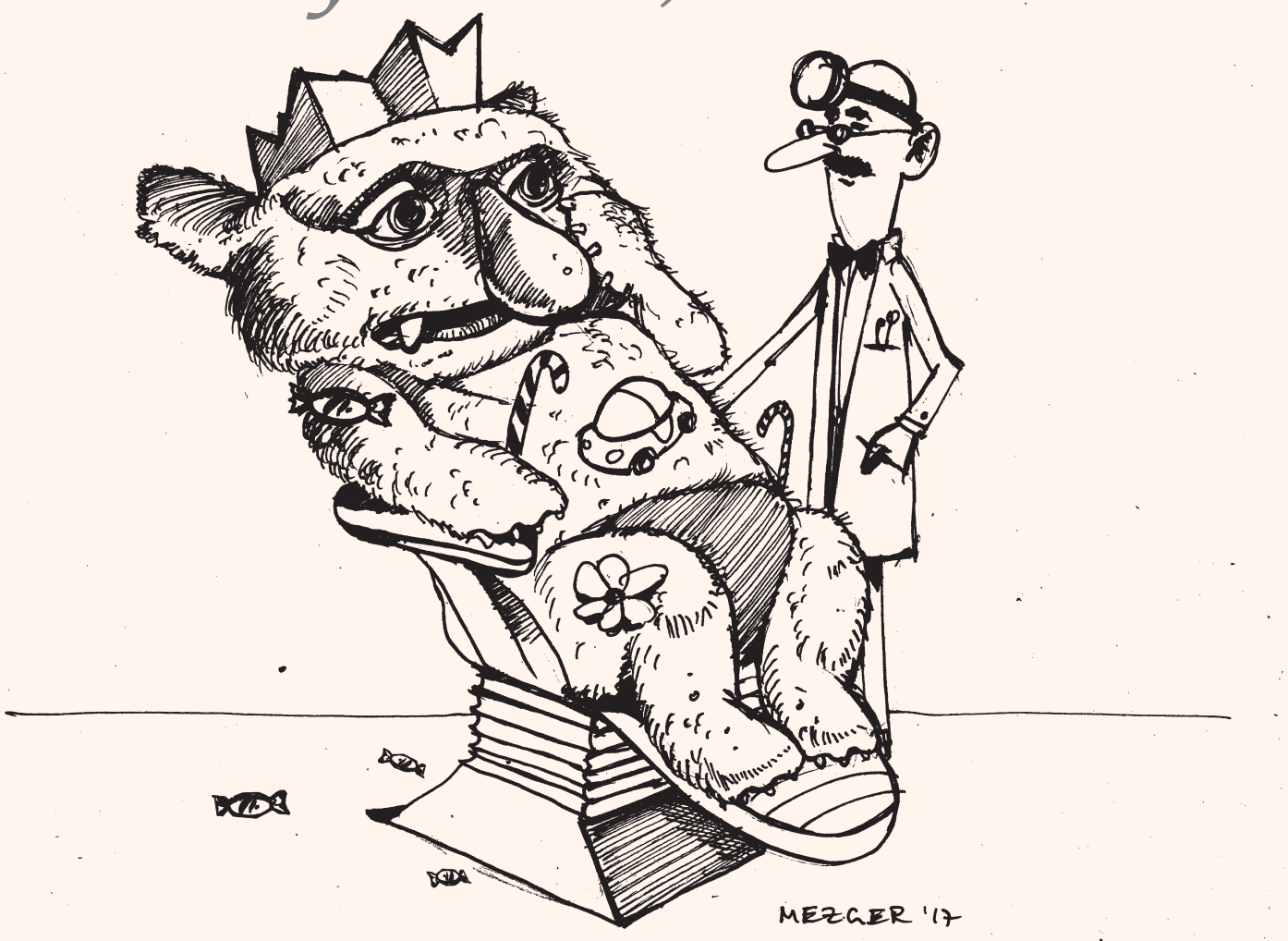
"Too many sweets, eh?"



GDC: First results of fitness to practise analysis published

By DTI

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LONDON, UK: Dentists who are male and have an Asian background are more likely to be investigated by the General Dental Council (GDC), an independent analysis of the regulator's fitness to practise (FtP) data has suggested. It also found that foreign dentists who registered by taking its Overseas Registration Exam were less likely to be involved in an FtP case than their counterparts from the European Economic Area region.

In fact, dentists from that area were over-represented in FtP proceedings, according to the data.

The analysis commissioned by the GDC is the first to examine data from its FtP process in depth and is part of the organisation's ongoing efforts to reform dental regulation. Although the findings do not necessarily reflect the actual situation owing to gaps in the information-gathering process, the regulator said it is planning to share them with its partners in order to help transform internal processes and policies, like the development of new materials to ease the transition of dentists who were trained abroad into UK dentistry.

They will also be used for a state of the nation report that is anticipated to be released in 2019, the GDC added.

According to the Professional Standards Authority, the regulator opened 250 cases in 2015/2016 that met FtP criteria.

"This is a major step towards improving our use of data and intelligence to inform upstream regulation initiatives—to improve patient protection, ensure the public maintains confidence in dental services and to better support professionals," explained the GDC's Executive Director of Fitness to Practise, Jonathan Green. "We made a commitment within shifting the balance to use data and intelligence to inform our approach to regulation and this statistical analysis of our fitness to practise data is one of the ways we are working to fulfil this."

"We have already started to use the findings to feed into our ongoing work to deliver our commitments," he also said.

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professionals with a mix of skills best suited to the environment they work in and the range of patients they support. This involves empowering the existing workforce with the knowledge they need and also, where possible, expanding the range of people who can advise, refer and, in some cases, treat around issues of dental caries and dental health."

Untreated dental caries in permanent teeth affects 2.4 billion people and was the most prevalent condition among all participants evaluated in the 2016 Lancet Global Burden of Disease study. Untreated caries in children's teeth was the tenth most prevalent condition, affecting over 621 million children worldwide.

"It is our job as dental and health professionals to ensure that the health of the public and patients is our priority. By working together across stakeholders to progress a shift towards prevention rather than just restorative treatment of caries, we will be ensuring a healthier future for millions as well as securing greater access to care for excluded patients," Pitts said.

IMPRINT

GROUP EDITOR/MANAGING EDITOR DT UK:
Daniel ZIMMERMANN
newsroom@dental-tribune.com
Tel.: +44 161 223 1830

EDITORS:
Kristin HÜBNER
Yvonne BACHMANN

ONLINE EDITOR/SOCIAL MEDIA MANAGER:
Monique MEHLER

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Published by DTI

DENTAL TRIBUNE INTERNATIONAL
Holbeinstr. 29, 04229, Leipzig, Germany
Tel.: +49 341 48474-302
Fax: +49 341 48474-173
info@dental-tribune.com
www.dental-tribune.com

Regional Offices:

UNITED KINGDOM
535, Stillwater Drive 5
Manchester M11 4TF
Tel.: +44 161 223 1830
www.dental-tribune.co.uk

DT ASIA PACIFIC LTD.
c/o Yonto Risio Communications Ltd,
Room 1406, Rightful Centre,
12 Tak Hing Street, Jordan,
Kowloon, Hong Kong
Tel.: +852 3113 6177
Fax: +852 3113 6199

DENTAL TRIBUNE AMERICA, LLC
116 West 23rd Street, Suite 500, New York,
NY 10011, USA
Tel.: +1 212 244 7181
Fax: +1 212 224 7185

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The World's Dental Newspaper · United Kingdom Edition

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Mechanism behind oral thrush discovered

By DTI

LONDON, UK/PITTSBURGH, USA: A recently discovered peptide toxin has been identified by a team of UK and US researchers as the cause for the mouth to develop an oral thrush. The substance called Candidalysin, which is produced by the fungus *Candida albicans*, was found to punch a hole into cells lining the mouth thus triggering the immune response, they wrote in a study published by the journal *Science Immunology*.

Helper immune cells then attack the hyphae of the otherwise harmless fungus which results in the painful infection.

"Surprisingly little is known about how fungal immunity in the mouth operates," said co-senior author Sarah L. Gaffen from the University of Pittsburgh School of Medicine. "And, until now, it was unclear why *Candida* does not establish an invasive infection in healthy humans."

In their study, the researchers used a combination of human oral epithelial cells cultured in laboratory dishes and mice infected orally with *Candida*, to show the central importance of Candidalysin. Not discovered before 2016 by Professor Julian Naglik at King's College London, the toxin is the first peptide toxin identified in any fungus that was found to infect humans. Understanding its role in the infection mechanism in the mouth could eventually lead to better treatments for the condition and other fungal infections, the scientists said. They added that despite millions of fungal infections worldwide, there are no commercially available anti-fungal vaccines yet.

"Our research provides vital clues to understand the immune defence network at barrier sites of the body. This knowledge may ultimately be harnessed to design antifungal vaccines," Professor Julian Naglik from King's College London Dental Institute, who discovered Candidalysin in an earlier study, said. Awarded a large National Institutes of Health (NIH) grant, Gaffen and Naglik announced to further explore the role of Candidalysin signalling in oral immunity in the near future.

An oral thrush is one of the most common fungal infections of the mouth. While it is treatable with topical medication, it often causes pain that makes it difficult for patients to eat or swallow. It is also believed to be responsible for other serious fungal infections, especially in infants and other patients with a compromised immune system such as HIV/AIDS patients, denture wearers and those on immunosuppressants, including chemotherapy and drugs to prevent the rejection of transplanted organs.

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Candida albicans is a causal agent of opportunistic oral and genital infections in humans.

The paper, titled "Oral epithelial cells orchestrate innate Type 17 responses to Candida albicans through the virulence factor Candidalysin" was published in *Science Immunology* on 3 November.

Tooth found in Dorset traces human lineage to rat-like creature

By DTI

PORTSMOUTH, UK: According to new research from the University of Portsmouth in England, fossils from the oldest mammals belonging to the line that led to human beings have been discovered on the Jurassic Coast of Dorset in the UK. The two teeth are from small, rat-like creatures that lived 145 million years ago in the shadow of the dinosaurs. The animals are reportedly the ancestors of almost all mammals alive today.

The discovery of the teeth was made by University of Portsmouth undergraduate student Grant Smith. Dr Steve Sweetman, a research fellow at the University of Portsmouth and the study's lead author, said: "Grant was sifting through small samples of earliest Cretaceous rocks collected on the coast of Dorset as part of his undergraduate dissertation project in the hope of finding some interesting remains. Quite unexpectedly, he found not one but two quite remarkable teeth of a type never before seen from rocks of this age. I was asked to look at them and give an opinion and even at first glance my jaw dropped."

The teeth were recovered from rocks exposed in cliffs near Swanage, which has given up thousands of iconic fossils. "The teeth are of a type so highly evolved that I realised straight away I was looking at remains of Early Cretaceous mammals that more closely resembled those that lived during the latest Cretaceous—some 60 million years later in geological history. In the world of palaeontology there has been a lot of debate around a specimen found in China, which is approximately 160 million years old. This was originally said to be of the same type as ours but recent studies have ruled this out. That being the case, our 145-million-year-old teeth are undoubtedly the earliest yet known from the line of mammals that lead to our own species," said Sweetman.

Sweetman believes the mammals were small, furry creatures and most likely nocturnal. One, a possible burrower, probably ate insects and the larger may have eaten plants as well. Noting that the teeth are of a highly advanced type that can pierce, cut and crush food Sweetman said, "They are also very worn which suggests the animals to which they belonged lived to a good age for their species. No mean feat when you're sharing your habitat with predatory dinosaurs."

The paper, titled "Highly derived eutherian mammals from the earliest Cretaceous of southern Britain", was published in the *Acta Palaeontologica Polonica* journal on 7 November.

New survey reveals how often Brits skip toothbrushing

By DTI

LONDON, UK: Only two-thirds of British people brush their teeth the recommended two times a day, a new survey has found. The remaining third only use their toothbrush once a day and primarily in the morning, when it has the least effect. Furthermore, two per cent of respondents in the survey said that they do not brush their teeth at all.

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One in three men only brush their teeth once a day.

There is a slight glimmer of hope, as 8 per cent of the respondents said they brush three or more times a day. However, the figures pose worrying questions regarding the nation's attitude towards oral hygiene. Guidelines issued by the NHS state that teeth should be cleaned for at least two minutes before going to bed and a second time during the day.

Furthermore, it appears the vast majority of Brits do not floss, since only one-third of all those surveyed responded that they make daily use of this interdental cleaner.

Men, especially, do not seem to be keen on cleaning their teeth, as one in three reported only brushing them once per day. However, with only 26 per cent who said they skip a second brush regularly, women were found to have slightly better oral hygiene practices.

The survey, the results of which were released this week, was conducted on behalf of YouGov UK and involved over 2,000 adults from across the UK, representing all the respective age groups and social grades. Those in the C2, D and E groups (skilled, semi-skilled and unskilled manual workers; state pensioners, casual and lowest-grade workers, unemployed people with state benefits only) were found to brush less frequently than their middle-class counterparts, and those aged between 25 and 54 appeared to be less concerned about their oral healthcare routine than those outside this age group.

EuroPerio and Dental Tribune International renew collaboration

By DTI

AMSTERDAM, Netherlands/LEIPZIG, Germany: With thousands of dental professionals expected from around the world, EuroPerio9 is set to be one of the largest and most influential dental meetings next year. The event's organiser and Dental Tribune International (DTI) have now announced that they will again be collaborating for the 2018 edition, which is to be held in Amsterdam in June.

The organisations first worked together for EuroPerio8, which was held in London in the UK in 2015. For 2018, DTI will again produce a special edition of its show newspaper title *today international* on each of the three days of the event. In addition, DTI editors will provide daily coverage on EuroPerio9 from the Amsterdam RAI Exhibition and Convention Centre on its news website and social media channels.

DTI will produce a special edition of its show newspaper title today international on each of the three days of EuroPerio9 in Amsterdam.

With its congress newspaper, DTI already provides daily news on all significant global dental congresses and exhibitions, including the International Dental Show in Germany, the FDI World Dental Congress and the Annual Scientific Meeting of the European Association for Osseointegration.

First held in Paris in France in 1994, EuroPerio is organised every three years by the European Federation of Periodontology, a professional body representing over 30 organisations, with 14,000 members, worldwide. The last edition saw a record attendance of 10,000 visitors, including some of the most high-profile experts and scientists in the field.

For the upcoming edition in Amsterdam, the organiser is anticipating a similar number. Highlights will include a live surgery as part of the Master Clinician/Periodontal Specialist Forum and a number of sessions aimed at the various members of the dental team. The scientific programme will be accompanied by a large trade exhibition, which will feature the latest innovations from leaders in the field, such as CURAPROX, EMS and Philips.

"I think that the combination of the location, the scientific programme and our marketing strategies will create a very interesting meeting," congress chair Dr Michèle Reners commented. "Even with such a large attendance, everybody can have the benefit of and experience EuroPerio in a positive way."

More information about the event can be found on the official website, *www.efp.org/europerio9*.

AD

“We are now putting the mouth back in the body”

An interview with paediatric dentistry consultant Dr Claire Stevens, Manchester

The nationwide Dental Check by One (DCby1) campaign aims to combat dental caries in British children by spreading awareness that dental check-ups should be performed even before a child's first tooth appears. At the BDIA Dental Showcase in Birmingham, *Dental Tribune* spoke with Dr Claire Stevens, president of the British Society of Paediatric Dentistry and a consultant in paediatric dentistry at the University Dental Hospital of Manchester, about the programme.

While the oral health status of children seems to have improved in the UK in recent years, there are still record numbers of children presenting to hospitals to have their teeth extracted. How can this be explained?

The high number of general admissions for multiple extractions in children isn't new. Current figures are taken from the Hospital Episode Statistics [a data warehouse containing details of all admissions, outpatient appointments, and accident and emergency attendances at NHS hospitals in England] gathered by NHS Digital and are probably more accurate than ever before owing to vastly improved data collection. When compared with previous methods of data collection, we think it's likely, in fact, that general admissions are starting to go down.

Sadly, there are communities in which children are not taken to the dentist and there is a high level of unmet need, reflecting societal inequalities. This is one of the most challenging aspects we face as a society.

With £50.5 million spent annually on dental extractions in 0- to 19-year-olds on a disease that is nearly always preventable, downwards is the only way for these statistics to go.

When was DCby1 launched, and how did the idea come about?

The DCby1 concept has been nascent for some time. It's in the *Commissioning Guidelines for Paediatric Dentistry* (still unpublished) and was one of the key aims to emerge from a stakeholders' day organised by the British Society of Paediatric Dentistry (BSPD) last year.

Speaking at the British Dental Association conference in May this year, I spoke publicly of DCby1 for the first time. A new statistic had just emerged and this was that only 19 per cent of 0- to 2-year-olds in the UK had seen a dentist by the age of 2. I challenged my audience to see four extra children under 2. If every dentist took up the challenge, the number of children seeing a dentist before their second birthday would go up by 10 per cent. The campaign had its formal national launch at the BSPD conference in September.

The programme encourages parents and caregivers to take children to the dentist before they have reached their first birthday. What is the evidence regarding the benefits of seeing a child at that early age?

We know that an unacceptable number of children as young as 2 or 3 are suffering from early childhood caries. We also know that one in eight 3-year-olds has caries, so leaving interventions until school age is too late. The only way to change this is by getting in early with preventative advice. We know that a good diet and regular brushing with fluoride toothpaste can prevent dental disease.

Why do you think such a campaign is necessary?

We need a radical approach to bring about change. However, we are undertaking the campaign progressively. We are building awareness by reaching out to parents through health visitors, school and nursery nurses, doctors and pharmacists.

In other European countries, like Germany or France, it is common to have children see a dentist before they even reach the age of 1. Why is the UK still behind in this regard?

Somehow in this country, we have not placed a high enough value on oral health. I am glad to say that we are now putting the mouth back in the body.

What organisations are supporting the campaign and how?

We have had the most fantastic support across dentistry and healthcare generally. Countless organisations are getting on board with sharing the very simple DCby1 message. If parents hear this wherever they go, they will feel empowered to ask for a dental check and this will become the norm. We are making this issue everyone's business, and we are glad to be seeing such a positive response.

What feedback did you receive after the launch of the campaign, and what do dentists have to do to join in?

Last week, I curated the @NHS Twitter handle and I took the opportunity to broadcast the DCby1 message. A typical response was the following from a mother: “Thank you for your tweets. Taking my 16-month-old to the dentist for her first appointment on Monday because of it.”

Support from the profession has also been heartening. Joining in is simple. All the information a dental practice needs is on the BSPD website.

Do you think that celebrities, such as Jamie Oliver, who publicly lobby for a sugar tax are creating more awareness around topics like diet and sugar intake and therefore maybe even have a positive influence on children and parents?

Definitely, yes. We live in a culture in which celebrities play an important role, and probably more than any other celebrity, Jamie Oliver has had a positive influence on healthy eating. He is also a parent, so his impact can be felt in schools and in homes. If Jamie was reading this, I am sure he too would be sharing the DCby1 message.

Thank you very much for this interview.

AD

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European dental market survey available in digital and hard copy

By DTI

KORTRIJK, Belgium: The 2017 *Survey on the European Dental Trade* provides a valuable overview of relevant topics and trends in the European dental industry. Launched by the Association of Dental Dealers in Europe (ADDE) at this year's International Dental Show in Cologne in Germany, the latest edition of the market review is now available in digital format. Dental dealers and manufacturers can purchase the survey report now via the new ADDE online shop.

Again produced in collaboration with the Federation of the European Dental Industry, the 2017 *Survey on the European Dental Trade* indicates a further shift towards digital dentistry, manifesting in overall growth of online shopping and use of CAD/CAM systems and intraoral scanners. Besides analysing current trends, the report covers the latest medical device regulations, parallel trade, market surveillance and free movement of dental professionals.

Among the survey findings are that the number of practising dentists grew slightly compared with 2015 (in all European countries, excluding Sweden, Denmark and Bulgaria, which were not analysed), totalling about 282,000 in 2016. In contrast, the number of active dental technicians decreased across Europe. The number of patients per dentist remained the same across Europe. In terms of sales, the most significant growth rates were observed in Austria, France, Hungary, Spain and Italy. Regarding the European average across sales segments, sundries, implants and technical services remained stable, while equipment sales increased slightly.

"Our 2017 Survey on the European Dental Trade comprehensively assesses the sales values for the main product categories, sales segments and distribution channels. It also provides unique insights into the market shares of dental dealers and manufacturers in the European Union," said President of the ADDE Dominique Deschietere. This includes the number of customers and end users, sales values and segments (equipment, sundries/consumables, prostheses, technical services, implants, radiography and CAD/CAM), the use of computers and e-commerce, distribution channels, and VAT charges and their impact on the market.

The latest survey is now available for purchase on the ADDE website in hard copy and as a PDF from the new ADDE online shop.

AD

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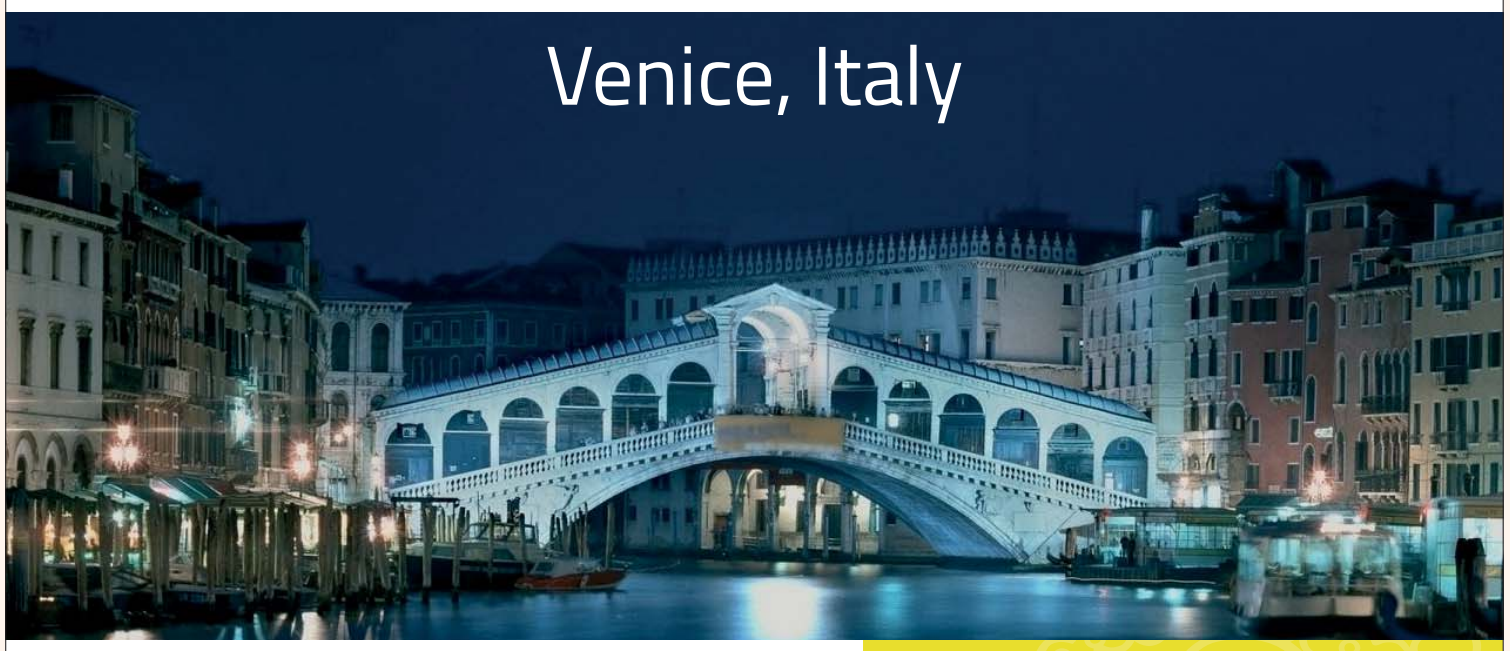

EAS 2nd Congress in Venice, Italy, will showcase the latest developments in aligner technology and treatment by renowned experts in the field.

Congress will present a two day plenary Session, Pre-Congress Courses and "Breakfast with the Experts" event, followed by a post-Congress Digital Smile Design Course on the Monday after the Congress. The program will be defined by both experience and innovation.

EAS once again aims to be the main Continuing Professional Development provider for aligner orthodontists and allied professionals involved in aligner treatment delivery through the 2nd EAS Congress and future meetings.

The Congress will allow also orthodontists and companies to meet on a face-to-face basis.

February 16-19 2018

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Legislative parity and transition period priorities for dental industry post-Brexit

By DTI

LONDON, UK: The British Dental Industry Association (BDIA) has called on the negotiating heads of both the UK and the European Union to agree to a transition period after the Brexit. In a letter addressed to Secretary of State David Davis and chief Brexit negotiator for the EU Michel Barnier, the organisation, together with the Federation of the European Dental Industry (FIDE), said that such an extension would be necessary to assure parity in UK and European medical device legislation in the framework of a new trade agreement.

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Negotiations between the UK and the EU have stalled recently.

"Recently published EU legislation will be applicable in the UK until it leaves the EU in March 2019," they stated in the letter. "Thereafter, there is a risk that UK and EU legislation may diverge, to the detriment of patients and businesses across Europe."

Among other points, both organisations have recommended that an agreement should include the UK's adoption of EU medical device regulations and the country remaining an active participant alongside EU member states in the European regulatory framework.

Furthermore, the UK should maintain full involvement and participation in the EU database for medical devices (EUDAMED), they wrote in the letter.

"The production and supply of dental devices often involves a complex cross-border network across Member States. In other international markets, it is non-tariff barriers, often arising from conflicting regulatory regimes, that most seriously limit trade," they added. "Ensuring that such barriers do not emerge between the EU and UK will be crucial in protecting the future oral health of EU and UK citizens, and the global competitiveness of European dental businesses."

According to the BDIA, the UK represents one of the key markets in the European dental market, with an annual turnover of almost £0.5 billion. It is the first time that the BDIA and FIDE have publicly announced a detailed list of priorities for the ongoing negotiations.

With their letter, both organisations have joined a growing number of industries worried about the state of Brexit talks and the negative impact of a no-deal scenario as proposed by several members of the UK cabinet, including Prime Minister Theresa May. The start of negotiations for a post-Brexit deal was recently postponed by the EU after discussions about the future rights of EU nationals in the UK and vice versa, and a "divorce bill" stalled in October.

After invocation of Article 50 of the Treaty of Lisbon, UK membership of the EU will end on 29 March 2019.

Newly launched device makes every toothbrush smart

By DTI

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LONDON, UK: A new, innovative device designed to support patients in their toothbrushing routine has been launched in the UK today. Brushlink tracks individual behaviour, like brushing frequency, duration and—for the first time—angle, and provides real-time guidance and performance monitoring to users.

While tracking of brushing behaviour is already available with the latest generation of electronic toothbrushes, Brushlink can be used with manual toothbrushes too, according to developer and London dentist Dr Dev Patel. Users of the device receive a score after each brush and tips on how to improve their behaviour. The collected data can be sent to a mobile app via Bluetooth and stored for up to three months for later use.

The main intention behind the device was to give dentists more information about their patients' brushing behaviour in addition to encouraging better brushing, Patel said. "We have always had to rely on what we see inside the mouth every six months rather than having any reliable data about how people are brushing. I invented Brushlink to plug this gap by providing coaching to patients but also accurate monitoring of everything they are doing with their toothbrush between dentist visits."

The launch follows worrying results of a new study that has indicated that brushing habits among people in the UK are seriously lacking. Conducted among 2,100 participants, it found, among other things, that one in two people constantly miss a quarter of their mouths when brushing. Brushing efficiency was worst among young people, according to the study, of which only every third said that they brush their teeth thoroughly.

In addition, over 60 per cent reported never having received correct brushing instructions from their dentists.

The study was conducted by Opinium between 24 and 26 October.

"There is no substitute for good tooth brushing practices when it comes to maintaining a healthy mouth, yet it would appear from the survey that there is a lot more that we can all do to achieve this effectively," commented Prof. Elizabeth Kay, MBE, Foundation Dean of the Plymouth University Peninsula School of Dentistry, oral health topic expert for the National Institute for Health and Care Excellence, and a Brushlink scientific committee member. "The fact that this survey is in association with the launch of a new dental care product—and one which I think is the most amazing oral health product that I have seen in a long time—should encourage people to take its findings seriously, as it has been commissioned by a group of dentists who are passionate about improving the oral health of the nation," she added.

Fewer products removed from BDIA Dental Showcase

By DTI

BIRMINGHAM, UK: Less counterfeit or non-compliant dental equipment than last year had to be removed from the BDIA Dental Showcase, a representative of the Medicines and Healthcare products Regulatory Agency (MHRA) has revealed. Over the three days of this year's show in Birmingham, the organisation found an estimated 500 pieces of equipment that may have posed a threat to public safety, MHRA investigator Maxine Marshall told *Dental Tribune Online* in Birmingham.

The numbers are in line with a general trend of less critical equipment entering the marketplace in recent years. Particularly the distribution of high-risk equipment like handpieces and K-type-files has been on the decline, which is the result of the work that the agency has been doing with the British Dental Industry Association (BDIA), according to Marshall. Since 2014, both organisations have been running an awareness campaign aimed at dental professionals and the general public to educate about the possible dangers of fake or non-compliant products.

"I think the message is understood. There have definitely been fewer referrals of counterfeit products to MHRA," Marshall said. "However, our work remains challenging because of the Internet. We constantly track suspicious websites and remove listings from online marketplaces."

Marshall announced that her organisation is planning to talk to both organisers and exhibitors of the Dental Showcase to introduce measures that help identify possibly suspect products earlier in future exhibitions. The successful cooperation with the BDIA will also continue.

According to MHRA figures, over 10,000 individual pieces of non-complaint or counterfeit dental equipment are seized in dental practices per year in the UK. Recently, the General Dental Council had to suspend a 32-year-old dentist from Preston in Lancashire who, after inspections, was found to have purchased risky equipment on an Internet auction website at least three times.