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INTERVIEW

Dental consultant Chris Barrow, 7connections, about the most important developments that dentists can likely expect in the not-so-distant future.

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Smiles: London, York & Liverpool rated best

Results of new survey revealed on occasion of National Smile Month

By DTI

LONDON, UK: Brits may not like to show their smiles very often, according to research, but when it comes to ranking them, most consider Londoners, Yorkers and Liverpoolians to have the nicest smiles. All three cities scored highest in a recent poll commissioned by the Oral Health Foundation as part of National Smile Month.

The foundation asked more than 2,000 Brits where they thought the best smiles in Britain are, out of 45 of the country's most populous urban areas.

While the capital and the two northern cities came out top, smiles in Salford, Wolverhampton and Lichfield were rated the lowest. Overall, the North of England scored significantly higher in the survey with cities like Manchester, Leeds and Newcastle all ending up in the top 10. However, southern cities like Bath, Bristol and Cambridge also came out high on the list.



Londoners have the best smiles in all of Britain, according to a new survey.

"London may have a reputation for being a place that is very short on smiles but this couldn't be further from the truth," remarked Chief Executive of the Oral Health

Foundation Dr Nigel Carter, OBE, on the poll. "It shows that quantity is not always related to quality and when London residents do choose to smile their grins are showing

the rest of the country the way forward."

The survey findings were released on the first day of National

Smile Month, the UK's largest and longest running charity campaign initiative. Celebrated this year for the 40th time and held until 16 June, it is aimed at increasing awareness of the importance of oral health by highlighting key messages, such as the benefits of regular toothbrushing and visiting a dentist in order to develop and maintain a healthy mouth.

Thousands of individuals and organisations take part in the initiative every year which takes place over the course of four weeks. This year's campaign runs from 16 May to 16 June, the foundation has announced.

"A simple smile can make others around you feel at ease. It is highly contagious and plays such an important role in our lives that we should make our oral health top priority," Carter added. "It is an incredibly powerful tool and worth remembering it is one we all possess."

Bristol researchers receive funding for super-chlorhexidine

By DTI

BRISTOL, UK: A University of Bristol spin-off has been awarded almost £1 million to bring a new technology to the market that could help to fight infections in the mouth and body. An enhanced form of chlorhexidine, the substance, named Pertinax, is said to offer improved properties compared with those of the original substance.

Overall, Pertinax Pharma has received around £900,000 from southern England technology investor Mercia Fund Management, Innovate UK (through its Aid for Start-Ups scheme) and an unnamed private investor. The company's founder and chief scientific officer, Dr Michele Barbour, who is

also a senior lecturer in biomaterials at the university's School of Oral and Dental Sciences, said that the company will focus on the development of applications in dentistry first, where the technology already has relevance to a number of areas. Further uses in medicine will follow in time.

"We're very excited about Pertinax's potential," she said.

A proven antimicrobial agent, chlorhexidine has been used in a wide range of products and treatment processes to prevent and treat bacterial infections. Since it is a new formulation of the substance, Pertinax is reported to possess the same antibacterial properties, but without some of the



Dr Michele Barbour

shortcomings of the original formulation, such as short efficacy time. Possible future applications are its use in cements to reduce the failure rates of dental fillings, for example.

"With a strong management team and innovative product, Pertinax Pharma has the potential to take its product from dental tool to a must-have anti-infective across a wide range of industries, from veterinary care, to cosmetics and even home appliances," Investment Manager at Mercia Fund Management Dr Brijesh Roy commented.

Mercia Fund Management recently provided funding for another oral health care-related project by the University of Manchester.

“C’mon lads...pull harder!”



Promising oral care tech launched by Queen Mary spin-off

By DTI

LONDON, UK: With the BioMin calcium fluoro-phosphosilicate, dental researchers from Queen Mary University of London have developed a material that has the potential to significantly reduce dental decay and solve tooth sensitivity when used as an ingredient in common oral hygiene brands. On Wednesday, the first commercial product was presented to the public in the form of a remineralising toothpaste during a press launch at the Royal London Hospital Dental Institute.

The BioMinF will only be available to dental professionals in the

UK through wholesalers for the time being, BioMin Technologies CEO Richard Whatley said. A launch in high-street stores, however, is anticipated for the end of this year.

For users who do not want to brush with a fluoride toothpaste, a fluoride-free version is currently in development. Whatley further added that his company is in talks about licensing the product for use in other dental products, including polishing pastes, varnishes and restorative dental materials.

“Our aim is for the BioMin brand to become synonymous with the treatment of tooth sensitivity in the eyes of both the dental pro-

fessional and the general public,” he said.

In 2013, the promising invention received the Armourers and Brasiers’ Venture Prize, an annual award given to breakthrough innovations in materials science from the UK. A bioactive glass, it has been developed to adhere to tooth structure through a special polymer, from where it slowly dissolves ions that form fluorapatite, a mineral also found in shark teeth, over an 8–12-hour period to make teeth more resistant to acids from food.

According to BioMin founder and Queen Mary Director of Re-

search Prof. Robert Hill, the process has been proven to be more effective than the use of fluorides in conventional toothpastes or professional prophylaxis materials, which are washed away and lose their effect more quickly.

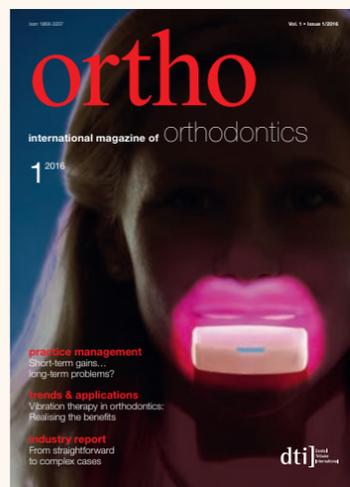
In addition, the fluorapatite formed from brushing with BioMinF toothpaste has shown to effectively reduce dentine hypersensitivity by sealing open dental tubules in *in vitro* studies at Queen Mary.

The team now intends to conduct long-term studies on the effects of the material over the course of the next two years.

New Ortho magazine launched

By DTI

LONDON, UK/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 requesting 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 92nd Congress of the European Orthodontic Society, which will take place between 11 and 16 June in Stockholm in Sweden; and the annual congress of the British Orthodontic Society in Brighton, 23–25 September. 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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“The bejewelled bus of privilege has left”

An interview with dental consultant Chris Barrow, 7connections

Dentistry in the UK is going to change significantly in the next ten years, according to dental consultant Chris Barrow. At his presentation in Birmingham as part of the Dentistry Show's Dental Business Theatre, he recently discussed the most important developments that UK dentists can likely expect in the not-so-distant future. *Dental Tribune* had the opportunity to speak with him in advance.

Dental Tribune: Mr Barrow, in your speech, you are going to address some of the trends that dentists in the UK will have to look out for in the years to come. What are the most important developments that will change how dentistry is run, in your opinion?

Chris Barrow: The first important issue in my opinion is that 85 per cent of NHS dentistry will be delivered by larger corporates. The mirror image of that is that the number of small practices will continue to decline. I am predicting that the number of small independently owned NHS and mixed practices will dramatically reduce, as we have seen in the pharmaceutical and other health care industries.

We will also see procedures being increasingly delivered by auxiliary dental care professionals. This trend is going to be supported by the Department of Health, because of the economics involved in having lower-cost people provide more dental services. So I think those with a dental qualification are going to find that more and more of their historic scope of practice will be moved down the line to less-qualified people.

Where do you see the private sector heading?



Chris Barrow

“...in ten years there will be no such thing as a general dentist with a full dental qualification.”

At a conservative estimate, we can expect the private dentistry market to reach £5 billion before 2026. Once again, I am suggesting that maybe two-thirds of that market share will be delivered by larger organisations. This will in-

clude a number of retailers, supermarkets and other private health care groups. It will be that patients buy dental care in department stores and supermarkets, as you can now in House of Fraser or Sainsbury's.

However, that still leaves 40 per cent of that £5 billion market delivered by smaller private independently owned practices. That is still the same size as the NHS budget for the whole country today. A positive perspective. There will be still plenty of business around.

What will the most likely effects of this development be?

It is estimated that there are currently around 10,000 independently owned practices in the UK and my prediction is that this number will be reduced to 2,000, many of which will aggregate to smaller private micro-corporates. This is a trend that we are already seeing.

I also see the development of a new type of career pathway for the young dentist coming out of the foundation years, who will serve a significant amount of time as a salaried apprentice in a practice before receiving the opportunity to become an associate.

This apprentice dentist will spend four days a week in a private practice seeing his or her own patients and one day a week shadowing the principal. The principal is his or her clinical director and mentor, teaching him or her dentistry and how to communicate with the patients. Many of my clients are already advertising apprenticeships.

Innovation in dentistry is increasingly technology driven. What will the impact of digital dentistry on dental practice be?

More and more of the manufacturing processes within dentistry are going to move into a digital environment, as is the supply of dentistry. Already, we have digital equipment that guides the placement of implants, for example.

At the moment, that guidance is given to clinicians. However, I wonder how long it will be before the guidance is given from one machine to another. Scientifically, some may argue that is going to produce a consistently more accurate result.

Digital dentistry in the UK is slower on the uptake than the rest of the world. Unfortunately, one of the legacies of the McCarthyism that has been going on in the General Dental Council over the last few years is that the number of early adopters and innovators in dentistry has been drastically reduced.

There are dentists in the UK who are innovating in the digital segment, but they are few and far between. The regulatory cloud will pass and innovation and early adoption in the UK will regain its rhythm. I am working with practices that are innovating in the digital marketing segment and I predict massive growth resulting from that.

Considering all the predictions you have made, what are the most important future recommendations for anyone thinking about going into dentistry?

My first advice would be that in ten years there will be no such thing as a general dentist with a full dental qualification. The objective of having a dental qualification will be to become a specialist and if you do not want to become a specialist, you might as well qualify as an auxiliary dental care professional.

Secondly, and I am borrowing the words of Russell Brand (with acknowledgment to my friend Dr Colin Campbell), the bejewelled bus of privilege has left. Going into dentistry in order to finance your property portfolio, to buy a Porsche, to get rich in general is going to become less attractive to graduates. Dentists in the private sector are going to be paid well but not as well as in the first decade of the twenty-first century. Entering the private sector will be the privilege of the few.

My last recommendation is that you had better go digital—which I observe is easy for many young dentists because they are digital natives by demographic.

On a general note, I am optimistic about the future of independent private practice in the UK.

I would say that if you are interested in delivering complex and skilful care in an excellent environment to an appreciative audience of patients, utilising the very latest digital technology, there is a fantastic opportunity in the next ten years. I am looking forward to being a part of that.

Thank you very much for the interview.



Barrow presenting at the Dentistry Show in Birmingham last month.

World-class orthodontic experts to gather at BOS 2016 congress in Brighton



clinical skills of benefit to the whole team," chairperson of the BOS organising committee Richard Jones said. "This includes Dr Guido Sampermans, a highly innovative

and inspirational orthodontist from Vienna who shares his vision of the patient journey and how the whole team can work together to deliver this."

More than 1,000 attendees are expected for the congress in September. As a first, it will be held alongside the Orthodontic Technicians Association's annual con-

ference. More information about the registration process and the extensive programme can be found at the organiser's website (www.bos.org.uk).

AD

By DTI

BIRMINGHAM, UK: Registration for the upcoming congress of the British Orthodontic Society (BOS) is now open, the organisation told *Dental Tribune* at the Dentistry Show in Birmingham. To be held at the Brighton Centre from 23 to 25 September, the event boasts an impressive line-up of speakers that includes world-famous orthodontists Prof. Lysle Johnston from the US and the UK's own Prof. Kevin O'Brien from Manchester. Both will share their views on contemporary orthodontic trends with congress attendees.

There will also be papers by a number of international experts, like Dr Adrian Becker from Israel and Prof. Hans-Peter Bantleon from Austria, as well as the best the UK has to offer in the field, including Prof. Anthony Ireland, who will be delivering the prestigious Northcroft lecture.

Also presenting in Brighton will be Hertfordshire experimental psychologist Prof. Richard Wiseman.

The congress will also see the introduction of a number of hands-on sessions called "skill studios", with limited attendance, which are a further development of the highly successful master classes.

According to the BOS, the programme for this year's event has been developed with the entire dental team in mind. "We will be developing the successful team lectures focusing on some non-



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Study investigates factors that influence work satisfaction of dentist leaders

By DTI

KUOPIO, Finland: Competent leadership from a motivated workforce is important, especially in the

AD

demanding health care sector. Aiming to understand the reasons for which some dentists in leading positions become frustrated and leave, whereas others thrive, re-

searchers from the University of Eastern Finland have investigated factors that influence work satisfaction and associated career choices of dentist leaders.

In order to investigate factors associated with the likelihood of a dentist staying in or leaving a leadership position, the researchers utilised the method of empathy-

based stories, through which the participants peered five years into their imaginary future. In their essays, Group 1 imagined a situation in which they were planning to quit their management role, while Group 2 imagined staying in their leadership position.

According to the researchers, participants in both groups regarded working as a leader as a positive challenge and a good opportunity to supplement or compensate for clinical work. Moreover, education seemed to be a very important factor in determining the intention to take up a leadership position.

Enervating and intent-to-leave factors named were stress, the excessive number of duties, the loneliness of the leadership position, the lack of support, and staff-related difficulties. In contrast, supporting factors that motivated individuals to seek and remain in leadership positions were enthusiasm for leadership supported by education, the possibility of achieving meaningful impact, a positive working community and the opportunity to promote oral health care as part of health care.

While both groups were hopeful that conditions would improve in their organisation in the future, participants generally expressed major concerns about ongoing changes, mainly the uncertainty and instability in the health care sector and the status of oral health care.

Based on the findings, the researchers concluded that it is essential to provide dentist leaders with necessary education, support and time for leadership in order to motivate individuals to seek and stay in demanding and challenging leadership positions and achieve personal satisfaction and fulfilment.

Of the 25 participants in the study, the mean experience as a dentist was 20 years and as a dentist leader was 2.5 years.

The study, titled "Factors associated with staying or leaving a dentist leader's position—A qualitative study", was published online on 16 April in the *BMC Oral Health* journal.

British Orthodontic Conference

Friday 23 to Sunday 25 September 2016

Brighton Centre

Registration now open

Speakers include:

Professor Lysle Johnston
 Professor Adrian Becker
 Professor Hans-Peter Bantleon
 Professor Jonathan Sandler
 Professor Tony Ireland
 Professor Kevin O'Brien
 Dr Vittorio Cacciafesta
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“Challenges will soon become successes”

An interview with Hans Geiselhöringer, president of Nobel Biocare

At the beginning of 2016, Hans Geiselhöringer took over as president of global dental implants manufacturer Nobel Biocare. *Dental Tribune* recently had the opportunity to interview the dental technician by training, who has held a number of important management positions in the dental industry for the past 20 years, about this significant step in his career and the future development of Nobel Biocare, as well as the dental implant market in general.

Dental Tribune: Mr Geiselhöringer, you have been leading Nobel Biocare's research and product development for over six years now. What are the greatest challenges of becoming the president of one of the global leaders in dental implants?

Hans Geiselhöringer: Leading a company with the heritage of Nobel Biocare is a great privilege that comes with great responsibility. Maintaining the pioneering spirit and momentum of innovation that the company has shown over the past 50 years is an immense challenge, but one that I embrace.

At the same time, we must ensure that we are not innovating for the sake of it, but for meaningful improvement in patient care and clinical predictability. Our solutions must solve the problems that dental professionals face every day. As a former Nobel Biocare customer myself, this is something I am extremely passionate about.

Nobel Biocare is an ambitious organisation. I am confident that, with the talented global team we have in place, challenges will soon become successes.

At the end of 2014, Nobel Biocare was acquired by US science and technology conglomerate Danaher. How has this affected your business and customers?

Our integration into Danaher's dental group has gone well, and our business has already seen a great deal of positive change. Both parties are learning from one another, and this is driving continuous improvement in our processes.

I believe our customers have felt very little difference. They experience the same dedication to helping them treat more patients better that has been the foundation of our success for many years.

Looking ahead, our customers can only benefit from the improvements that will come from Nobel Biocare joining forces with the companies at KaVo Kerr Group. In combining our highly skilled global teams, we are creating a powerhouse of digital den-



Hans Geiselhöringer

“Our integration into Danaher's dental group has gone well...”

tistry that will keep our customers at the forefront of patient care.

The dental implant market is a competitive one, with an increasing number of manufacturers in the value segment on the one hand and mergers of large companies, like Dentsply Sirona, on the other. What is the best strategy for survival in such a competitive environment, and how will the dental implant industry develop in the future?

When a customer buys a product from Nobel Biocare, we see it not as the end of a transaction, but the start. This is something that sets us apart from many others in the industry. Our model has long been about partnership, offering customers not just superior products and solutions, but also the tools and training to help them to grow their business and reputation, all the time closely supported by our accomplished sales force.

Of course, from a product perspective, innovation is key, and I am excited about our innovation

or even the whole system to fail. Opting for low-cost products to restore even high-quality implants can lead to very expensive mistakes and, in the end, it is the patient who suffers.

In terms of the future, digital dentistry will play an ever-increasing role. That is why our digital solutions are developed to work in harmony, just like our implant components. Nobel Biocare's integrated treatment workflow continues to evolve, allowing smarter diagnostics, better treatment planning and improved communication with all members of the treatment team, including laboratories, and patients as well.

According to the World Health Organization, about 30 per cent of people aged 65–74 worldwide have no natural teeth. Over the past decade, awareness regarding implant solutions has increased and the number of implants placed worldwide is expected to double over the next five years. In your opinion, what are the consequences for the dental industry and, more importantly, for dental professionals?

This, of course, represents a huge opportunity for the dental community to improve quality of life on a large scale. However, more patients must not mean lower standards of care. Patients deserve the best possible treatment, which I believe comes only from using evidence-based products and solutions.

However, these products are of little use in the wrong hands. That is why we are further developing our global training and educational offering. We want to help ensure that those new to implantology and those who wish to develop their skills for treating cases that are more complex have both the products to provide optimal treatment for these patients and the clinical expertise to do so safely.

Digital technologies have gained increasing importance in today's dental market. How has this development changed the way dentistry is performed in dental practices and laboratories in your opinion as a

trained dental technician, and how well has Nobel Biocare addressed this trend?

Technology has opened the door to improved efficiency, flexibility and results for laboratories and clinicians alike. Nobel Biocare's integrated treatment workflow is industry leading when it comes to helping dental professionals take advantage of the opportunities presented by digital dentistry, and together with our partners at KaVo Kerr Group, our focus in this area will significantly expand.

Take, for example, the Smart-Fusion technology in NobelClinician Software. It merges and aligns medical imaging from CT and CBCT scans taken by the clinician and the data derived from the model and diagnostic set-up scanned by the NobelProcera 2G System in the laboratory. This improved collaboration allows diagnosis and planning based on accurate intra-oral tissue information, the underlying anatomy and the proposed prosthetic outcome. The fusion of data is a truly visual experience that helps the clinician not only define his or her treatment plan, but also communicate the proposal to the patient.

From 23 to 26 June, Nobel Biocare will be holding its Global Symposium at the Waldorf Astoria in New York. What new products will be introduced?

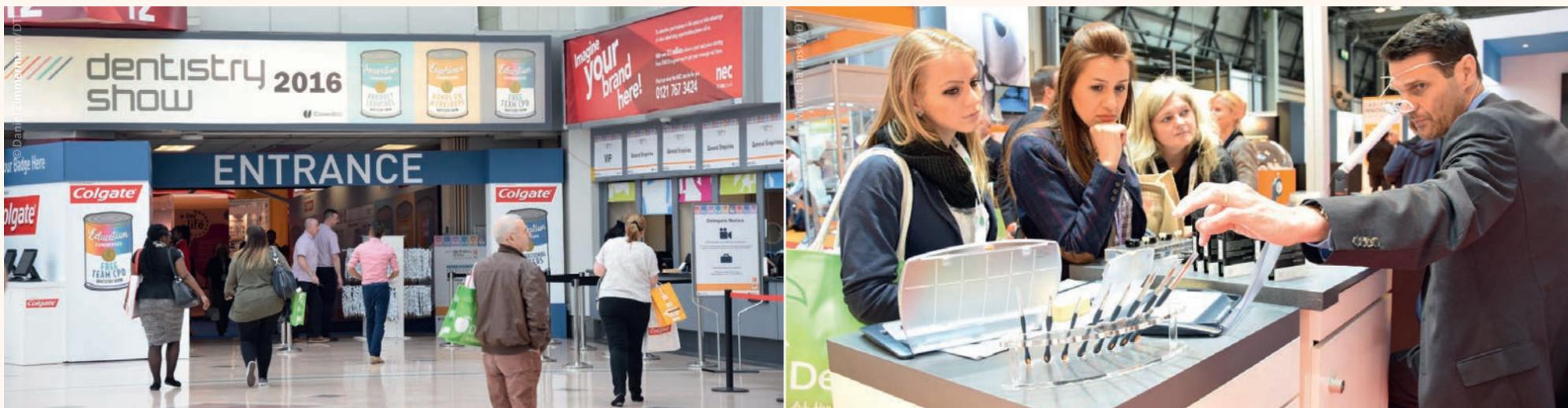
The tag line for the event is “Where innovation comes to life” because we will have a number of exciting new products and solutions to present. I wish I could say more, but you will just have to wait until we unveil them in New York.

Places are filling up, so I would advise anyone who wants to be among the first to learn about these developments to sign up fast. The educational programme features the field's leading experts on stage and a very enticing and comprehensive line-up of hands-on sessions. Add the networking opportunities and you have all the ingredients for an unforgettable event.

Thank you very much for the interview.

“Nobel Biocare's integrated treatment workflow continues to evolve...”

Dentistry Show, Dental Technology Showcase did what it said



Left: Thousands of professionals attended the show in 2016 again. Right: Product presentations.

By DTI

BIRMINGHAM, UK: With more opportunities to discover and learn about new products and technologies than ever before, this year's editions of the Dentistry Show and Dental Technology Showcase once again attracted thousands of dental professionals from all over the UK to Birmingham. Held over three halls of the National Exhibition Centre, the shows saw a number of new market launches by more than 400 manufacturers and dealers, allowing attendees to be the first to try them out.

Among others, Software of Excellence introduced Version 12 of its popular practice management software EXACT, which, in addition to the proven features of its predecessors, has new modules aimed at helping practitioners manage their marketing efforts, as well as their online reputation. A new app was also introduced by dental unit manufacturer A-dec that allows dealers to tailor the dental chair design for the individual dentist, providing a more extensive range of individual equipment solutions.

Philips had a new version of its highly popular electric toothbrush brand on display. Sonicare for Kids Connected is equipped with Bluetooth wireless technology and comes with a mobile coaching app to help children with their brushing. Available in the UK as the first market outside the US, it will hit retail stores later this year, the company said.

As a first, Danish dental equipment manufacturer 3DISC presented its compact and fast phosphor plate reader FireCR Dental and FireCam HD intra-oral camera, which offers one of the highest resolutions on the market with its 5 megapixels.

Providing easier, faster and smarter scanning capabilities, the new CS 3600 intra-oral scanner from Carestream is said to deliver

more-accurate 2-D and 3-D images in high resolution and true colour for defined margins and enhanced diagnostics and treatment planning processes.

New or improved materials and consumables were also on display, including the Ketac Universal Apli-cap glass ionomer from 3M ESPE and GC's G-Premio BOND, a one-bottle light-cured universal adhesive that is claimed to achieve outstanding performance with all etching modes and in all situations.

Orthodontics was also in focus, particularly the growing field of short-term orthodontic treatment. At the Invisalign booth, specialists and general dental practitioners had the opportunity to learn about how best to use the Invisalign Lite and i7 Solutions for aesthetic corrections, for example. With Cerezen, an alternative device for treating temporomandibular dysfunction, as well as Bruxlab, the show also saw the introduction of a number of innovative solutions for addressing oral parafunctional habits.

Everything for dental technicians and laboratory staff was again presented at the Dental Technology Showcase, which was held in a new dedicated area on the show floor. Particularly the extended conference programme, which was supported by a number of professional organisations, including the Dental Technologists Association and British Association of Clinical Dental Technology, received much interest.

Highlights were plentiful throughout the programmes of both shows and included internationally distinguished clinician Dr Didier Dietschi from Switzerland presenting on adhesive and aesthetic restorations as part of the Aesthetic Dentist Theatre. Interesting and revealing insights into the future of dentistry were given on several occasions, including at the GDP Theatre and the Dental Business

Theatre, hosted by Practice Plan Marketing Director Les Jones. Of particular note were the Pecha-Kucha sessions, in which seven speakers presented 20 slides in 20 seconds each. The dental professionals had to race against the clock to communicate key nuggets

of information and advice, ensuring an instructive and entertaining experience for all.

With this year's successful editions, preparations have now begun for the next Dentistry Show and Dental Technology Showcase

in 2017. The combined events will be held from 12 to 13 May, again at the NEC, according to the organisers. Dental professionals are invited to visit the shows' official websites at www.thedentistryshow.co.uk and www.the-dts.co.uk for more information.

New mineral trioxide aggregate available from Angelus

By DTI

LONDRINA, Brazil: Brazilian manufacturer Angelus has recently introduced its new MTA Repair HP and the product is now available to specialists in the UK. Based on the successful MTA Angelus, which has been manufactured by the company since 2001, it offers the same chemical and biological properties, as well as performance and indications, of its predecessor, but with higher plasticity, which allows perfect handling and placement of the restorative cement into the cavity.

In addition to changes to the consistency of the product, MTA Repair HP contains a radiopacifier in the form of calcium tungstate, according to the company, in order to prevent staining of the root or dental crown. It comes in single-dose capsules and single-use vials, packaged in an exclusive case, as Angelus believes that innovation is realised not only in products



but also in packaging that is functional and practical for dentists.

MTA Angelus was introduced to dental markets 15 years ago for the purpose of reversing some clinical cases in which teeth were considered to be unsalvageable, such as in root perforations and furcation defects. Nowadays, it has been established that MTA Angelus can be used for a much broader variety of indications. According to the company, this product is widely recognised by the academic community and its results and effectiveness have been proven by substantial scientific research.

Based in the city of Londrina (Little London), Angelus has been operating in the dental industry for over 20 years. It is the first Brazilian dental product manufacturer to have registered a patent in the US market, a result of its dedication and commitment to science. Currently, the company exports to over 80 countries worldwide.