

# DENTAL TRIBUNE

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## IDEM confirms role as major APAC meeting Organiser announces plans for 2012/More variety in the scientific programme

Daniel Zimmermann  
DTI

**SINGAPORE/LEIPZIG, Germany:** With final participation numbers having been announced, the International Dental Exhibition and Meeting (IDEM) confirmed its position as a major dental meeting for the Asia Pacific region. An improved scientific programme and a higher number of exhibitors again drew more than 6,000 dental professionals to Singapore. Exhibitors and the organiser said that they were satisfied with the number and type of visitors this year.

IDEM, which is organised by Koelnmesse Singapore Ltd, is held biannually in cooperation with the Singapore Dental Association and the FDI World Dental Federation.

This year's scientific programme focused on implantology and aesthetics—two of the most successful sectors in the Asia Pacific dental market. Although sales figures were significantly affected by the global financial crisis in 2008/09, growth rates are expected to pick up once the economy begins to recover, a May 2009 industry report stated. According to the same report, sales



Singapore's Health Minister Khaw Boon Wan (third from left) pays a visit to IDEM 2010. (DTI/Photo courtesy of Koelnmesse)

figures of dental implants in the Asia Pacific region experienced double-digit growth rates back in 2008.

Implantology was a significant part of this year's trade exhibition, which saw increased numbers of dental surgical equipment and bone-grafting tools to aid dental implant procedures on display. Besides classical equipment like instruments, units or fillings, digital dentistry specialists also presented 3-D imaging systems that aim to streamline communication

between dentists and laboratories, and thus improve long-term treatment outcomes.

For the first time, manufacturers from the republics of Slovenia and Colombia showcased their portfolio in Singapore. The British Dental Trade Association hosted their first national pavilion at the show alongside trade participations from Australia, Taiwan, Singapore, Korea, France and Switzerland. The US and German dental industry were the most well represented,

with more than 20 companies representing all sectors in dentistry.

Michael Dreyer, Vice-President Asia Pacific of Koelnmesse Pte Ltd, told *Dental Tribune Asia Pacific* that despite organisational changes and the economic turndown, IDEM 2010 was in line with IDEM 2008. He said that his company will aim to improve the meeting further in order to make it available to further professional groups like dental assistants.

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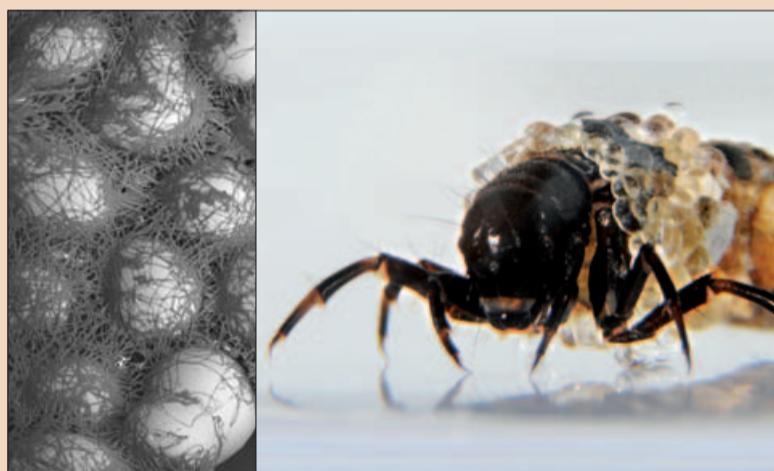
## Forensic dentistry falls short in India

At a national conference in India, members of the Indian Association of Forensic Odontology (IAFO) have called for new legislation to make the preservation of dental patient records mandatory for dentists in the country. They said that there is currently no legislation requiring dentists to retain those records that could help identify the victims of mass disasters like airplane crashes, bombings or tsunamis.

In addition, they could be used to confirm evidence of child abuse or homicides.

The organisation, which is based in Chennai in Southern India, also demanded the introduction of compulsory credits as well as the inclusion of Forensic Dentistry in curricula at dental schools nationwide in order to attract more students to this career option in the field of dentistry.

According to the IAFO's own figures, there are currently less than 100 forensic odontologists in India. DTI



This caddisfly larva spins natural sticky silk (left) that could help seal wounds in medical and dental surgery. (DTI/Photo courtesy of University of Utah/Fred Hayes) ▶ WORLD NEWS, page 5.

## Free service for Japan refugees

A Yokohama-based college has launched a free dental service for refugee applicants in Japan in collaboration with the UN High Commissioner for Refugees' Japan office and other non-governmental organisations. The service will be available to eight people a day, aiming to see about a total of 300 patients a year. DTI

## Brain unable to trigger tooth pain

A new study from Germany has found that the human brain is not able to discriminate between a painful upper and lower tooth. According to the researchers, the results may help devise better treatments for acute tooth pain and more chronic conditions like "phantom pain" after a tooth has been removed. DTI

## SLActive implants show higher stability

Implants with SLActive surface technology (Straumann) have shown higher stability compared with five other commonly used implants in a new study, the results of which were presented at the 25<sup>th</sup> Anniversary Meeting of the Academy of Osseointegration, held in Orlando (USA) in March.

The study, which was conducted on rabbit bone, measured implant stability by removal torque evaluation at three and six weeks. It found significant differences between SLActive and the control implants. A histological evaluation of bone healing is currently being undertaken, the researchers said.

SLActive implants were launched in China and Korea in 2009. They are also available in all other major Asian markets. DTI



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## Asia News

# Be involved in your business

## An interview with Teresa Duncan, USA, about fraud and embezzlement in dentistry

Teresa Duncan is President of Odyssey Management, a medical consulting company based in Alexandria in the US. As part of the Let's Talk Business seminar, she held a lecture at this year's IDEM in Singapore on embezzlement and fraud in dentistry. *Dental Tribune Asia Pacific* spoke with Ms Duncan about this, as well as preventative strategies for dentists.

**Dental Tribune Asia Pacific: Ms Duncan, fraud and embezzlement appear to be a common in dental practices.**

**Teresa Duncan:** Yes, I think instances of embezzlement are definitely on the rise. Even before the recession hit our economy, approximately one third of dentists in the US had experienced some form of embezzlement. There is a new report coming out soon and I am curious to see the results. I expect the numbers to be even higher because I am constantly contacted by new clients.

**In your lecture, you have also presented case studies from Asia. Have you observed any major differences in comparison with the US?**

Even in Asia, the number is high although not as high as in the United States. This shows me that there are far more checks and balances in Asia or at least higher awareness of the problem. The main difference is the form of embezzlement, for example, when cash is stolen. Embezzlers in the US are more careful in that respect.



Teresa Duncan

In most Asian countries, reporting is also not as common as in the US. Many of these cases are rather handled in-house. In addition, embezzlers are also able to move between jobs very easily.

I hope that with Singapore's economy recovering so quickly, the number of embezzlement cases will go down.

**What are the most common methods of embezzlement?**

The most common method is stealing cheques and the embezzler depositing them in his/her own account. In many cases, cash is also taken from the patient but not recorded in the practice management system.

The common thread is that dentists are unaware of the reports that they may be running or are not paying sufficient attention to the business side of their practices. So they do not realise what's happening under their nose. I often hear from clients that they are extremely productive, yet there is not even money left to cover the payroll.

**What are your recommendations for fraud prevention?**

Doctors should be aware of the reports that they can run using their practice management systems. At least, they should ask for a daily deposit book or charge summaries. The most important thing is to pay attention and be involved in the daily business.

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



(DTI/Photo: Rudyanto Wijaya)

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# Dental agreement commits to US export efforts in Singapore

Daniel Zimmerman  
DTI

The Singapore subsidiary of Ortho Technology has entered into a new distribution agreement with Lien Nha, a Vietnamese dealer based in Ho Chi Minh City. The three-year contract, which was signed at a US exhibitor meeting at IDEM Singapore, applies to the company's entire range of orthodontic products, Managing Director Alvin Chia stated.

Ortho Technology offers a comprehensive line of orthodontic supplies, including brackets, bands, buccal tubes, arch wires, adhesives, laboratory supplies and patient accessories.

Chargé d'affaires of the US Embassy in Singapore, Daniel L. Shields III, said that the contract is another example of the embassy's successful efforts to encourage US manufacturers to invest in the region. He said that despite its relatively high-cost operating environment, Singapore has become the 11<sup>th</sup> largest export market for US companies, leaving even countries like India behind.

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Singapore Dental Association President Dr Lewis Lee said that that the decision to hold pre-congress courses and master classes this year was well received by most congress attendees. He announced plans to broaden the scientific programme in 2012, incorporating more topics like dental materials, orthodontics or oral medicine. A larger number of hands-on workshops will be offered as well, he added.

Delegates that joined the first pre-congress sessions on Thursday morning confirmed that the programme was a large improvement to the offerings in 2008. Most of the people interviewed said that because of these changes they were able to attend most of the sessions held during the course of the meeting.

"I think the congress was pretty well organised and there was less overlapping which made it easier to get into more sessions," said one dentist from Singapore.

According to Mr Dreyer, preparations for the next edition of IDEM in 2012 have already begun and the first speakers have been announced. Amongst others, there will be sessions on the management of endodontic disasters, the biological effects of current restorative materials on the pulp-dentine complex and current concepts on posts and cores.

The next meeting is scheduled to be held 20–22 April 2012. DTI

Trade between the US and Singapore skyrocketed after the two countries signed a bilateral free trade agreement in 2005. The US currently leads in foreign investment, accounting for 65 per cent of new business commitments to the manufacturing sector (including den-

tistry) in Singapore, according to figures from the US Commercial Service.

As of 2008, the stock of investment by US companies in the manufacturing and services sectors in Singapore reached about US\$106.5 billion. DTI



Alvin Chia, Daniel L. Shields III and Le Xuan Vinh, Director Lien Nha (from left to right). (DTI/Photo Daniel Zimmermann)

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# “HC reform legislation ... does not include provisions to meaningfully improve access to dental care”

An interview with Dr Ronald L. Tankersley, President of the ADA



Dr Ronald L. Tankersley

The health-care reform bill recently approved by the US Congress aims to improve access to health care for over 50 million Americans. However, dental groups say that the legislation significantly neglects oral health. *Dental Tribune* Group Editor Daniel Zimmermann spoke with Dr Ronald L. Tankersley, President of the American Dental Association, about the historic decision and its effect on dentistry in the US.

**Daniel Zimmermann:** *The American Dental Association did not support the health-care reform bill recently approved by Congress. Could you explain the rationale for your decision?*

**Dr Ronald L. Tankersley:** As America's leading advocate for oral health, our decision was primarily based on the oral-health provisions of the bill. We could not support the health-care reform legislation because it does not include provisions to meaningfully improve access to dental care for millions of American children, adults and elderly by

properly funding Medicaid dental services.

*You say that the reform does not do enough to assure that low-income families receive adequate oral health care. On the other hand, millions of people will finally be able to buy health insurance regardless of their social status or pre-existing medical conditions.*

While countless other groups can weigh in on the health-care reform's overall merits and flaws, people look to the ADA for a determination of its effect on oral health care. And when the government is willing to spend close to a trillion dollars over the next ten years, but not spend a dime on improving access to Medicaid dental services for those most in need, somebody has to raise an objection. If we didn't do that now, how could we expect lawmakers to take our concerns seriously in the future? That was the basis of our decision.

*You have also rejected the idea of workforce pilot programmes. Could you tell us the reason for this?*

The ADA's opposition to the alternative dental models pilot programme was limited and based upon our long-held belief that certain surgical procedures must be performed only by licensed dentists.

*The big losers of this reform are going to be the insurance companies. What effect do you*

*think the reform will have on the dental profession itself?*

Although the ADA could not support the final legislation, we did recognise that it contained many worthwhile provisions pertaining to oral health. These

general, paediatric or public-health dentists and funding for the National Health Services Corps loan repayment programmes. These provisions, which the ADA supported and lobbied for, will have a measura-

caid, the Children's Health Insurance Program and other dental public health programs sufficiently.

These programmes are only capable of fulfilling their roles if they receive adequate funding. Many states spend less than 0.5 per cent of their Medicaid dollars on dental care—an astonishingly low rate, considering the importance of oral health to overall health. Further, poor dental reimbursement rates paid to dentists mean that many of them can't participate in Medicaid, which is one of the reasons that many states fail to provide oral health care for even half of their eligible children.

The federal government can and must do more to ensure states are able to come up with their share of these benefits.

*Republicans and other interest groups have announced that they will oppose the reform bill. Where will you position yourself once the law has come into effect?*

The ADA will continue to lobby for improvements to Medicaid dental benefits and will be watching closely as federal agencies implement provisions of the law. We want to ensure that the provisions we support are carried out correctly, and will work to change the provisions we oppose.

*Thank you very much for the interview.* □



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included increased funding for public-health infrastructure (including Centers for Disease Control and Prevention programmes), additional funding for school-based health-centre facilities and Federally Qualified Health Centers. We also recognised increased Title VII grant programme opportunities for

able, beneficial effect on dentistry and dental patients.

*In your opinion, what should be changed in the reform bill to make it feasible for dentists and advance patient care?*

When it comes to improving access to oral health care, our message remains: fund Medi-

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# US health care reform sets back dentists

Daniel Zimmermann  
DTI

**NEW YORK, USA/LEIPZIG, Germany:** After almost a year of political negotiation, the US Congress has approved legislation to overhaul the country's deficient health-care system. The reform bill, which won the ballot in the House of Representatives by only six votes, has been a priority of President Obama's political agenda and the centre of political debate since it entered Congress in 2009. It will extend health-care benefits to over 30 million

Americans who are currently without insurance because of pre-existing medical conditions or the lack of financial funds.

Through this historic step, the US has become the last of the developed countries to introduce a universal health-care model. In its current health-care system, which was shaped in the early 1970s, coverage is provided mainly by the private sector.

"It was the right vote," President Obama said during a White House press conference. "The reform plan won't fix everything wrong with the nation's health-care system, but it moves us decisively in the right direction."

Dentist organisations like the American Dental Association (ADA) have heavily opposed the legislation that will first

become effective in 2012. In a statement released days before the ballot, the organisation rejected the House proposal because it does not include provisions to improve access to dental services provided by Medicaid, a state and federal-funded health programme for low-income families.

The ADA is also opposing workforce pilot programmes,



which they fear could lead to non-dentists performing surgical dental procedures. [DTI](#)

# Insect glue to seal wounds in surgery

Daniel Zimmermann  
DTI

**NEW YORK, USA/LEIPZIG, Germany:** Silk spun by caddis-fly larvae underwater could one day suture surgical wounds, new research from the University of Utah suggests. The study found that the sticky fibres used by the insects to built protective shells remain intact in aquatic environments. These chemical and structural properties could make the material valuable as an adhesive tape in medical and dental surgery.



Caddis-flies, commonly known as *rock rollers*, usually live in bodies of water such as rivers, lakes and marshes. They are related to *Lepidoptera*, an insect order that includes moths and butterflies that spin dry silk. Caddis-fly larvae also spin silk but they do so underwater in order to build an inch-long, tube-shaped case around themselves.

In the study, the researchers examined the silk made by a caddis-fly species living in the lower Provo River near Salt Lake City, under laboratory conditions. They found that the fibre is made of large proteins that contain an amino acid named serine that becomes phosphorylated as the protein is synthesised. These phosphates are negatively charged and line up parallel to positively charged amino acids, thereby attracting each other and making the protein water-insoluble. Comparison with amino acids from three other species uncovered great similarities, which suggests that other caddis-fly species also use phosphorylation to spin silk underwater.

Besides these insects, such adhesives were also identified in sandcastle worms, mussels and sea cucumbers. [DTI](#)

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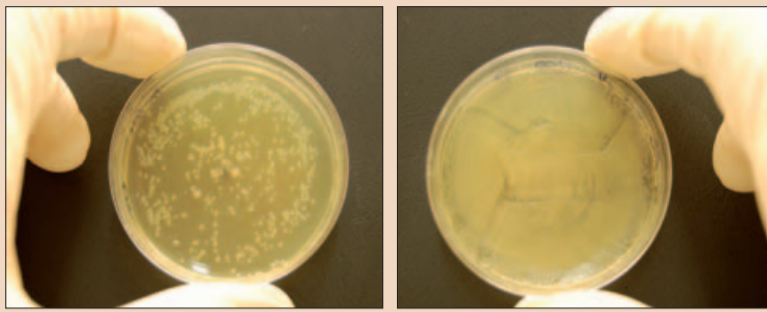
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# Prozone confirms effectiveness of ozone dental therapy

Anja Worm  
DTI

**LEIPZIG, Germany:** Clinical tests at the Department of Molecular Biology at the University of Salzburg in Austria have confirmed that dental treatment with Prozone, a next-generation ozone generator by Austrian manufacturer W&H, is highly effective against bacterial strains that are responsible for oro-dental infections and the devel-



This picture shows agar plates with bacterial strain Escherichia coli. The left plate was treated with Prozone for 24 seconds and shows areas that are visibly bacteria-free. (DTI/Photo courtesy of Salzburg University, Austria)

opment of dental caries. In the control study conducted in 2009, samples of *Streptococcus mutans* and *Escherichia coli* were gassed immediately and after 1.5 hours with ozone several times for 24 seconds.

The results demonstrated that 24-second treatments with ozone had visible effects on the treated area. In all tests, immediate treatment was more effective than treatment after 1.5 hours. When

the duration of the treatment was increased, the areas with no bacteria or a low bacterial count also increased.

Treatment with ozone, a reactive three-oxygen molecule also found in the Earth's atmosphere, is a relatively new concept in dentistry. Earlier studies indicate that it only takes a few seconds of therapy to kill 99 per cent of bacteria, making it a thousand times more powerful than other bacteria-killing agents. The new study demonstrates that treatment has to be performed immediately in order to ensure the best results. Delayed treatment also results in reduced bacteria count but visible effects are less significant.

Devices such as Prozone that utilise ozone technology expose filtered air to a high electrical voltage, which is directly applied to the treatment area where it destroys bacteria and viruses through oxidation. [DTI](#)

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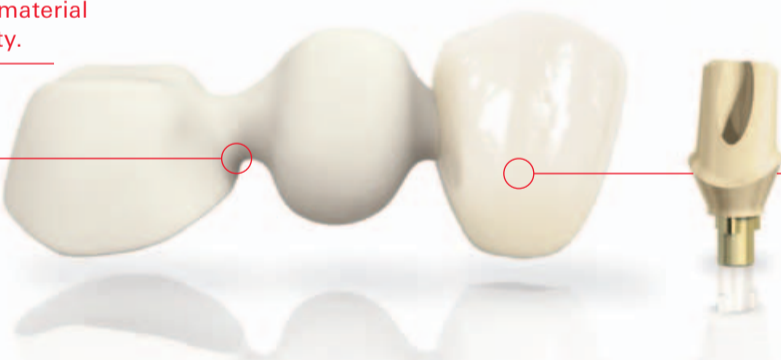
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## Needles relieve patients of anxiety

Claudia Salwiczek  
DTI

**LEIPZIG, Germany:** Using acupuncture might help dentists to treat highly anxious patients, new research from Denmark and the UK suggests. In a study published by the British Medical Journal Group in March scientists from the universities of Copenhagen and Sheffield found that targeting two specific acupuncture points at the top of the head decreases the average Beck Anxiety Inventory (BAI) score in adult patients by more than half.

The study's findings were based on 16 women and 4 men from 8 dental practice lists in the UK. All participants were in their 40s and had been attempting to manage their anxiety regarding dentists for between 2 and 30 years, the study states. The acupuncture was carried out by the dentists, all of whom are members of the British Dental Acupuncture Society.

According to recent studies, up to a third of all dental patients in developed countries suffer from some form of dental anxiety. One in ten patients are so afraid of dentists that they defer dental treatment altogether.

The authors of the study said that sedatives, relaxation techniques and hypnosis, amongst other methods, have been found to be helpful in overcoming the problem, but they are often time-consuming and require considerable psychotherapeutic skill. They caution that further larger studies are required in order to confirm the value of acupuncture in controlling dental anxiety, but suggest that it may offer a simple and inexpensive method of treatment. [DTI](#)

# “Global thinking and local business – our core strategies”

## An interview with Dr Luo Chuan Hao, VOCO

VOCO is a Germany-based manufacturer that specialises in the production of modern aesthetic dental materials. The company has been conducting business in Singapore and the South-East Asian region since 1995. *Dental Tribune Asia Pacific* spoke with Export Area Manager Dr Luo Chuan Hao about the market in Singapore and the company's offering at this year's IDEM.

**Dental Tribune Asia Pacific:** *Dr Lou, your company has been conducting business in South-East Asia since 1995. What is your current reach and are there plans to extend distribution to more countries in the region?*

Currently, we sell our products in almost all countries in South-East Asia, including Malaysia, the Philippines and South Korea. Our next goal is to increase our market share.

**More dentists in Singapore and South-East Asia are becoming aware of the aesthetic aspects of dentistry, mainly driven by patient demand and new developments in the industry. Will these trends determine where the market is heading?**

Yes, we also see this as an important trend. We introduced the Amaris composite in 2007 and Amaris Gingiva last year in order to fulfil this demand. We are also increasing our sales for the Grandio and Structur ranges.

**You say that you launched Amaris Gingiva, another innovative restorative, in Singapore last year. What response has the material received from the dentists?**

The response has been very positive. Dentists in South-East Asia like this product very much. Amaris Gingiva is currently the only highly aesthetic light-curing restorative in gingival shades that can be used chairside.

**When it comes to new products and innovation, companies usually focus on big trade shows like IDS or the Midwinter Meeting in Chicago. What do you have in store for IDEM?**

You are correct. Generally, we present new products here in Singapore after we have launched them at other meetings. However, this time we will also showcase our new product GrandTec alongside several established products like Grandio, Grandio Flow, Amaris, Amaris Gingiva, Structur, Ionoseal, Futurabond and GIC.


GrandTec is a glass-fibre strand impregnated with light-curing, methacrylate resin in an uncured condition. It was developed for application in traumatology, periodontology, orthodontics, conservative dentistry and prosthodontics. The glass strands can be equally applied to natural teeth, models and impressions, and adhere after light-curing.

GrandTEC is intended to ensure the stability of the teeth after

orthodontic and periodontic treatment. It can also be used as a base for replacing missing teeth, as well as locking and splinting avulsed or loosened teeth.

It thus provides fragment anchorage after fractures, as well as reinforcement to provisional, composite-based crowns and bridges.

The glass strands can also be used for the temporary or semi-permanent treatment of a tooth space using an extracted, natural tooth, as well as temporary treatment during osseointegration of an implant.

*Thank you very much for the interview.* 



Dr Luo Chuan Hao (right). (DTI/Photo Daniel Zimmermann)

AD

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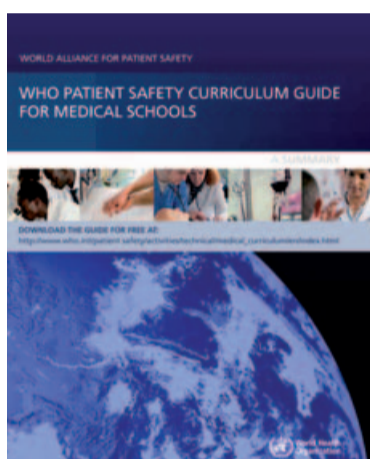




## FDI teams up with OSAP to improve global patient safety standards

FDI World Dental Federation is participating in an official review of the WHO Patient Safety Curriculum Guide, together with the Organization for Safety and Asepsis Procedures (OSAP), International Federation of Dental Educators and Associations (IFDEA), and other leading global medical profession associations.

Patient safety is an emerging discipline, aiming to reduce harm to patients caused by health care and to identify opportunities for improving patient outcomes. According to the WHO Research Priority Setting Working Group on Patient Safety, *tens of millions of patients worldwide suffer disabling injuries or death due to unsafe medical care every year.*



The multi-professional WHO Patient Safety Curriculum Guide was first published in 2009 to provide medical schools with guidelines for teaching patient safety, and

has since been downloaded by more than 1000 institutions in 100 countries. In growing recognition of the harms caused by health care, the WHO initiated a review of the Guide and invited FDI World Dental Federation to participate as a primary partner in the project, together with the International Council of Midwives and other members of the World Health Professions Alliance (WHPA); International Council of Nurses, International Pharmaceutical Federation and World Medical Association. Professors Takashi Inoue and Nermin Yamalik, of the FDI Education Committee, will be contributing to the review. Details are expected to be finalised during a consensus meeting at the 2010 OSAP Annual Symposium in June. [FDI](#)

## FDI explores preventive dentistry at 2010 AEEDC Dubai

*FDI World Dental Federation introduces the Global Caries Initiative to the Gulf Region as part of a global consultation process*



(DTI/Photo: Daniel Zimmermann)

Representatives from FDI World Dental Federation, including Dr Roberto Vianna, FDI President, were recently in Dubai for the 2010 UAE International Dental Conference & Arab Dental Exhibition (AEEDC Dubai), where they participated in the AEEDC Conference Program, the Gulf Cooperation Council Preventive Dentistry Conference and the 7<sup>th</sup> Annual Arab Asian Scientific Dental Alliance, introducing the FDI Global Caries Initiative to key opinion leaders of the Gulf Region.

The Global Caries Initiative (GCI) was first conceived during the Rio Caries Conference in July 2009,

where conference attendees—including leading experts in epidemiology, cariology, dental education, prevention and change management—conceded there is a need to establish a broad alliance of key influencers and decision-makers to effect fundamental change across health systems and in individual behaviour in order to eradicate caries worldwide by 2020.

Departing from this objective, FDI World Dental Federation embarked upon a global consultation process to assess the potential challenges and impact of introducing a preventive model to existing systems for caries management. The most recent seminar took place at the 2010 AEEDC Conference Program: Dr Julian Fisher, FDI Associate Director of Education and Scientific Affairs, described the context of GCI in a presentation entitled, “The Global Caries Initiative: A Profession-Led Call-to-Action” and Dr Nigel Pitts, of the University of Dundee (Scotland), presented his research related to “A New Approach to Caries Classification, Detection and Assessment: The Experiences of ICDAS”, which addresses an underlying theme identified early in the GCI consultation process; that is, the need for the profession to establish a common language for caries. Dr Pitts has been working with FDI World Dental Federation to explore an inter-

national caries classification system within the context of GCI.

Dr Roberto Vianna reinforced the FDI World Dental Federation commitment to oral health in an address to attendees of the Gulf



Dr Julian Fisher, FDI Education and Scientific Affairs Manager

Cooperation Council Preventive Dentistry Conference, paying a special thank you to Professor Abdullah Al Shammery, Dean of Riyadh Colleges of Dentistry and Pharmacy and AEEDC International Scientific Advisory Board Member. Dr Vianna said, that FDI World Dental Federation “is delighted to participate in this Conference and looks forward to working together with the Gulf Cooperation Council and FDI member associations to further prevention at the national level.” [FDI](#)

## FDI Corporate Partners meeting in Chicago



(DTI/Photo: Mike Liu)

The annual FDI Corporate Partners meeting took place at the end of February during the 145<sup>th</sup> Chicago Dental Society Mid-Winter Meeting. FDI President Dr Roberto Vianna opened the meeting, welcoming and thanking FDI Corporate Partners for their unwavering support, particularly in view of the economic challenges still affecting businesses worldwide. Joining the FDI President at the meeting were FDI President-Elect, Dr Orlando Monteiro da Silva; Councillor, Dr Kathryn Kell; Executive Director, Dr David Alexander; and other full-time FDI professional staff from the Finance, Communications and Congress departments.

Dr David Alexander presented a detailed report of ongoing FDI activities and achievements in 2009, including the introduction of a new FDI website, preparations for the 2010 Annual World Dental Con-

gress in Salvador da Bahia, Brazil, future congress venues, progress on the Global Caries Initiative and a summary of internal process improvements across the organisation. Dr Alexander reminded participants of the critical importance of partnership between FDI World Dental Federation and the dental industry, encouraging an “open dialogue, which strengthens our relationship and brings mutual benefits to both parties.” The presentations portion of the meeting included a financial review by Jerome Estignard, FDI Director of Finance and Operations, who summarised the 2009 year-end results and budget forecasts for 2010 and beyond.

The annual FDI Corporate Partners meeting is held in the first quarter of each year, alternating venues between the Chicago Dental Society Midwinter Meeting and the International Dental Show in Cologne, Germany. [FDI](#)

## Inside the FDI: Spotlight on congress

By Ndolo Moka Lisette

Tic, tic, tic...the minute hand of the clock ticks away, representing the passing of time—and for the Congress team at the FDI World Dental Federation headquarters in Geneva—serving as a poignant reminder that the 2010 Annual World Dental Congress is drawing closer. From the various work stations around the office, one hears the sound of keyboards clattering, papers shuffling, phones ringing and voices buzzing: Congress planning in motion. As preparation for this year’s Congress intensifies, the full-time staff team—under the leadership of Neil Kirkman, FDI’s Manager of Conferences and Exhibitions—is busy finalising the details of the 2010 Congress to ensure a seamless experience for this year’s attendees in Brazil.

An event of such magnitude relies on a solid foundation and, as Mr Kirkman suggests, the key to success is a high level of collaboration across the organization, with close attention to “the many stakeholders involved; understanding their needs

and expectations, developing the right formula to satisfy the largest possible audience, and working to create a win-win for everybody involved.” Mr Kirkman joined FDI World Dental Federation in February 2010 and is responsible for strategic development and execution of the FDI Annual World Dental Congress, working closely with elected and staff leadership, as well as member associations, to deliver world-class international dental conferences.

For almost 20 years, Mr Kirkman has developed and coordinated international conferences, seminars, exhibitions, and festivals for organisations including the European Society of Cardiology, the International Union Against Cancer and the Young Presidents Organisation. “In managing events of this scale, both immediate and long-term planning is critical”, he says. Plans for future FDI Congresses in Mexico 2011 and Geneva 2012 are already in the works, as well as research into venues as far ahead as 2016.