

# DENTAL TRIBUNE

The World's Dental Newspaper • Pakistan Edition



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## Torrential rain heavily damages dental practices in Karachi

DT Pakistan Report

**K**ARACHI - In some regions of Karachi, people are still fighting the record floods. Both private homes and many business facilities have been destroyed by the vast and unexpected masses of water.

any other region in the metropolis.

Talking to *Dental Tribune Pakistan*, Dr Umar, who runs his DHA Karachi practice, said, "Yes we have suffered a lot. Our compressors and units got affected. Our computers and X-ray systems got affected. Our infra-structure got affected.

that we could access the clinic that too via wooden planks. No municipal administration in sight. We finally opened clinic after 8 days, but still no electricity," told Dr Amir Rasheed.

The ramifications of these unprecedented storms will continue to evolve. What



Photo: DT Pakistan

Among those affected are dentists whose practices have been damaged.

According to sources, many dentists have been affected due to the urban flooding that occurred in Karachi. Private dental practices were setback by the torrential rain. The exact figure to determine the financial loss is still yet to be known. However, many dentists could be affected and could now be fighting to salvage their businesses.

The debris-laden water has caused significant damage to dental offices and dental equipment. The dental clinics established in Karachi's upscale areas were affected as much as

Still everything is in repairing process so can't estimate the rupees."

Prof. Dr. Fazal Ur Rehman Qazi shared that rain and urban flooding created a substantial financial setback of up to "Rs 4-5 lacs." Similarly, Dr Kashif Chughtai said that the loss went up to "1 lac."

Dr Shajahan Katpar, Dean, Dow University of Health Sciences, shared, "As we have hospital-based clinical dental practice, the setback has not been as many other private practices, but it definitely has been on financial and social level."

"Today finally with naturally water went down after 8 days

cannot be quantified at this time is the long-term consequences of the unavailability of healthcare services during the hurricane recovery process ahead.

With the loss of property, transportation, business, and income, it may be likely that Karachi residents will be less able to afford future dental care, especially in non-emergency situations. This will likely lead to a long-term decrease in revenue in the industry and negatively affect those who live and work in this area. Over time, this situation should be monitored to quantify the long-term economic impact as the states rebuild fully.

## Dr Kamran Vasfy receives Sitara-E-Imtiaz

DT Pakistan Report

**I**SLAMABAD - Dr Kamran Vasfy was honoured with Sitara-e-Imtiaz in recognition of his services rendered to dentistry in Pakistan. The prestigious civil award was conferred by the President of Islamic Republic of Pakistan, Dr Arif Alvi, in the ceremony held at President House. The ceremony was originally scheduled on March 23, 2020, but it had to be postponed due to the outbreak of COVID-19 pandemic.



Photo: DT Pakistan

President Dr Arif Alvi also gave national civilian awards to 44 individuals, including locals and foreign nationals in recognition of their gallantry, meritorious services to Pakistan and for showing excellence in their respective fields.

Dr. Kamran A. Vasfy completed his undergraduate degree (BDS) from Lahore in 1972. He carried out further training in General Dentistry from University of California Los Angeles 1978-1979. He did MCPS (Member of College of Physicians and Surgeons) in Operative Dentistry in 1994. He was awarded Fellowship by American College of Dentists in 2002. He was president of Pakistan Dental Association (PDA) Central Council from 2001- 2005 and was conference secretary of the 1st and 3rd Pakistan International Dental conference held in 1981 & 1987 respectively. Dr Kamran was also Chairman of 5th Pakistan International Dental conference in 1999 which was inaugurated by Mr Rafique Tarar, President of Pakistan at the time. He was elected as Secretary General of South Asian Dental Associations Federation in 1993. Dr Kamran worked as a Dentist in PIA (Pakistan International Airline) Medical Division from 1975 to 2010 where

Continued on Page 11

# FDI announces 2020 World Oral Health Day Award winners

DT Pakistan Report

**Z**URICH - World Oral Health Day (WOHD) is organized by FDI World Dental Federation (FDI) and is celebrated annually on 20 March. Each year, FDI recognizes outstanding contributions to this global awareness campaign through the WOHD Awards. FDI warmly congratulates all winners for their exemplary work and hopes that their efforts will inspire others to lead equally engaging campaigns of their own.

The award winners significantly contribute to the overall impact of the 2020 WOHD campaign, which hosted 302 events in 177 countries, engaged 27,000 people on social media, and achieved an impressive media reach

of 1.9 billion. FDI also collected over 25,000 pledges worldwide.

The following awards were presented by FDI President Dr Gerhard K. Seeberger and WOHD Task Team Chair Prof. Paulo Melo during the virtual WOHD 2020 Awards Ceremony on 15 July.

The categories and winners are listed below.

#### WOHD Award winners:

- Most Educational Activity: Estonian Dental Association
- Best Media Campaign: Hellenic Dental Association
- Most Original Activity: National Medical Students State (HCCM) Russia
- Best Social Media Campaign: Tanzania Dental Students Association
- Best Pledge Collection: Philippine

Dental Association

• Best Branded Photo: Shenzhen Hospital of Southern Medical University Stomatology Center



World Oral Health Day 20 March

Millions of people around the globe continue to suffer from poor oral health and the growing burden of oral disease demands action on an individual, family and community level. Poor oral health extends far beyond the mouth, taking a serious toll on an individual's overall health and well-being. However, FDI is confident that simple, targeted action has the ability to curb the prevalence of oral disease and make oral health a personal priority for everyone.

## PMC forbids universities to conduct MDCAT

DT Pakistan Report

**I**SLAMABAD - Under the act of Pakistan Medical Commission 2020, universities all over country were stopped immediately from taking Medical and Dental Colleges Admission Test (MDCAT) and suspending the National Examination Board (NEB) exam. This step left many aspiring students taken back by the decision, as no new date has been announced as yet.

Besides, the PMC, formerly called the Pakistan Medical and Dental Council (PMDC), has mentioned on its website that it will be fully functional within a week and all pending applications, including grant of full licences to MBBS graduates, will be processed from Oct 2.

The Pakistan Medical Commission Act 2020 was passed at a joint session of parliament on Sept 16 and later signed by President Dr Arif Alvi.

According to a copy of the Act, the Pakistan Medical Commission nullified the Central Induction Policy (CIP) which was approved by PMDC, allowing only admitting university from each province to conduct MDCAT for students applying in private and public medical and dental colleges.

It stated that under clause 18 of the PMC Act 2020, the MDCAT will be a mandatory requirement from 2021 onwards for all students seeking admission to medical or dental colleges in the country.

"The authority shall conduct MDCAT annually on a date approved by the council and as per standards approved by the board. No student shall be awarded a medical or dental degree in Pakistan who has not passed the MDCAT prior to obtaining admission to a medical or dental college in Pakistan, provided that such requirement shall be mandatory for all students who have been enrolled in medical or dental undergraduate programmes in the year 2021 and thereafter," act stated.

Earlier, Pakistan Medical and Dental Council (PMDC) PMDC had allocated admitting university which will conduct MDCAT for all public and private medical and dental colleges in each province respectively and the proposed date for MDCAT was announced 18th October.

Continued on Page 11



Photo: DT Pakistan

## Dr Irfan becomes first Pakistani dentist to speak at Latin American online conference

**K**ARACHI - Dr Irfan Qureshi, who is rapidly becoming a talismanic presence for Implantology in Pakistan, once again made Pakistan dental community proud. He will be the first and the only Pakistani dentist representing country ever on the global event, DENTIS Latin America Online Conference.

This is a testament to the high-quality international standard and state of the art implant dentistry that Qureshi passionately delivers and preaches in Pakistan.

The first of its kind- DENTIS Latin America Online Conference recently releases a great line up of 15 workshops from 11 countries and has been all set to commence from October 7 to 9, 2020.

Dr Irfan is the first Pakistan based clinician to earn the Diplomate Implant Dentistry from Royal College of Surgeons, Edinburgh. He also has a Master's Degree in Prosthodontics (Crown & Bridge Dentistry) from King's College London and is the only Pakistani to be appointed an examiner for Implantology by the prestigious Royal College of Surgeons, Edinburgh. -PR



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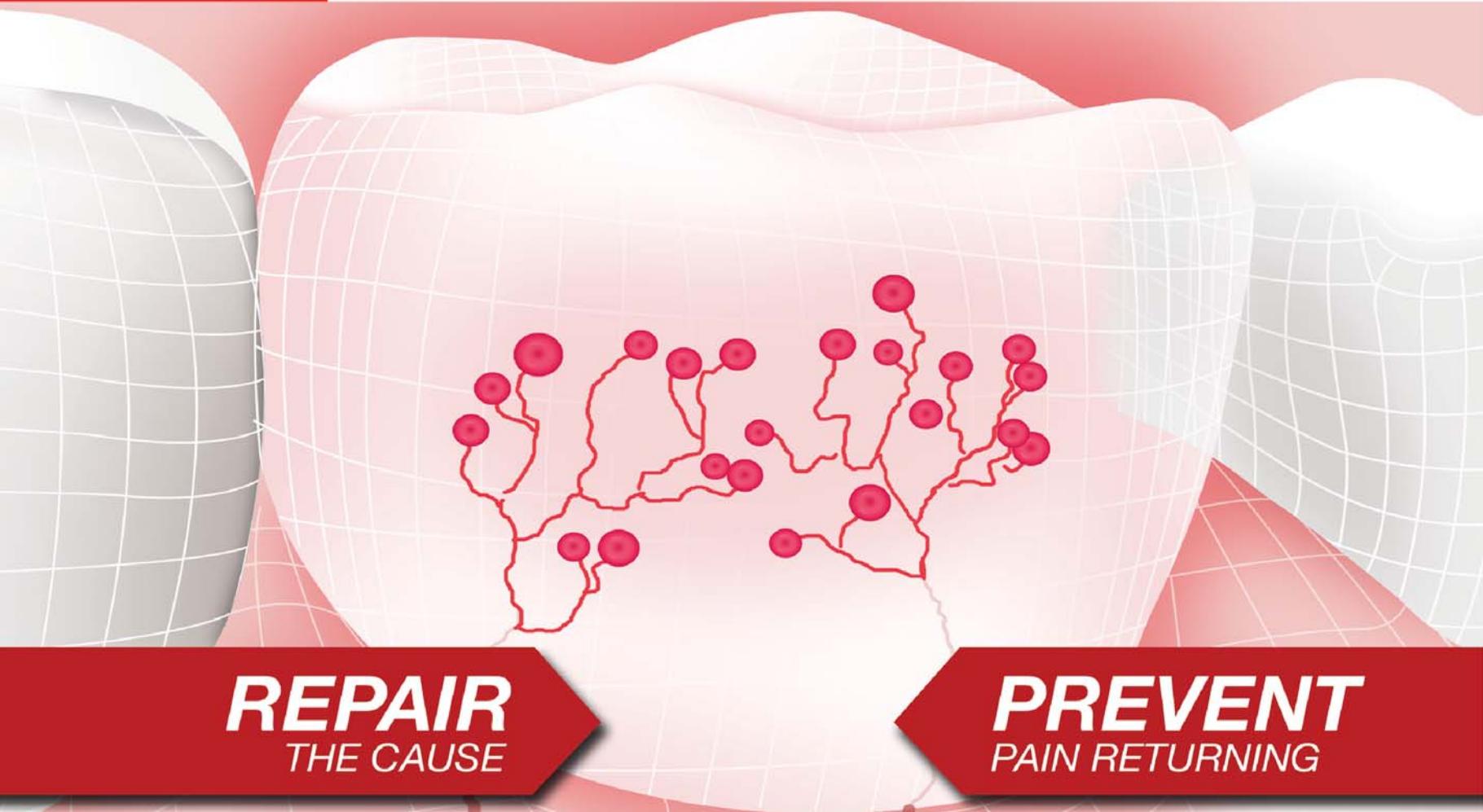
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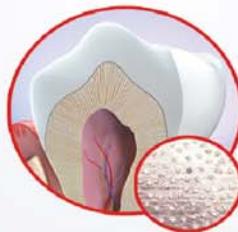
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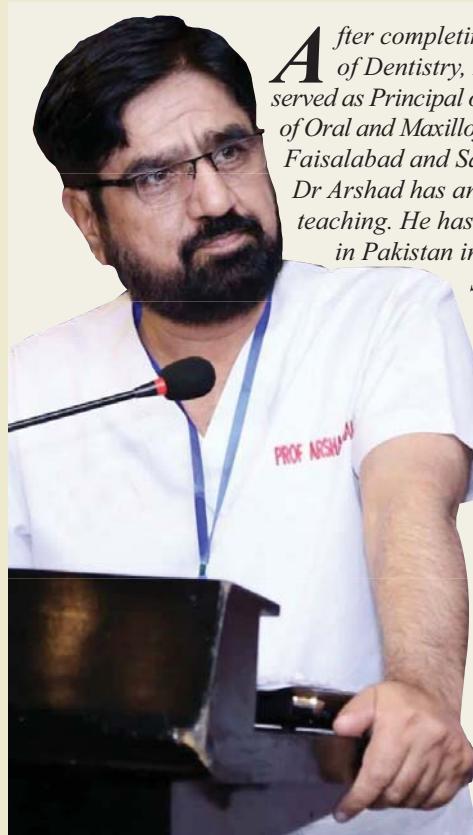


¥ With continued use. Also fights cavities.  
 ¥1. Toothpastes with an abrasiveness index. For instant relief, apply directly to the sensitive tooth and gently massage for 1 minute.  
 Reference: 1. Liu Y et al. J Clin Dent. 2011; 26(5): 102-107. 2. Nishio S et al. J Clin Dent. 2009; 24(5): 102-107. 3. Akbar F et al. J Clin Dent. 2008; 23(5): 102-107. 4. Akbar F et al. J Clin Dent. 2008; 23(5): 102-107. 5. Nishio S et al. J Clin Dent. 2009; 24(5): 102-107. 6. Akbar F et al. J Clin Dent. 2008; 23(5): 102-107.

# ICD strives to advance the art and science of dentistry in underdeveloped countries

*-Prof Dr Arshad Malik*

By DTP Staffer



After completing BDS from de' Montmorency College of Dentistry, Lahore in 1979, Prof Dr Arshad Malik served as Principal of Dental Section and Head of Department of Oral and Maxillofacial Surgery in Punjab Medical College, Faisalabad and Sahara Medical College, Narowal. Dr Arshad has an experience of more than 26 years of teaching. He has been examiner of many dental colleges in Pakistan including College of Physicians and Surgeons of Pakistan, University of Health Sciences Lahore, Punjab University, Ghandhara University, Pakistan Institute of Medical Sciences. He has also been elected as President emeritus of Central council, Pakistan Society of Oral and Maxillofacial Pathology and President of Pakistan Dental Association, Chakwal in 2018. Currently, Prof Dr Arshad is the Principal and Dean of HBS Dental College, Islamabad. He is also Regent and Fellow of International College of Dentists (ICD) Section XV (Region 24) Afghanistan, Pakistan. He is a regular presenter in many international conferences with special reference to ICD as invited speaker.

Recently Dental Tribune Pakistan sat down to talk about his journey as a Regent and Fellow of ICD for our readers. Excerpts from his interview are as under:

**Dental Tribune Pakistan: As a Regent and Fellow of International College of Dentists (ICD), can you please explain more about it?**

**DA:** International College of Dentists is an international organisation. It was established in 1926 when two people, one from Japan and one from the U.S., collaborated as a pioneer of International College of Dentists. The central theme was to spread humanitarian work among dental surgeons residing around the world. Then, over time, more people started joining the organisation.

**“To be a fellow of the International College of Dentists is a great honour. The fellowship is awarded not through demand or by request”**

Now more than 30 countries have been part of International College of Dentists since its establishment. International College of Dentists is a well-known organisation throughout the world and popularly known for their values, educational ethics, promotion, attitude towards dentistry. Not only in the domain of dentistry, but International College of Dentists is also famous for disaster management participation, for humanitarian work, especially in Asia and other underdeveloped countries. International College of Dentists is working for the sparse population, and especially regarding dental health. They are giving free seminars to spread awareness about dental hygiene, providing free medicines, organising free dental camps and assisting dental surgeons who don't have financial or logistical support. International College of Dentists reaches out to such people throughout the world in times of need.

**“Dental Surgeons who are actively participating at times of disaster, in management of the underprivileged population, the dental community, promotion of dentistry, research, the spread of dental awareness in schools as well as in hospitals, are always considered by ICD”**

**DTP: Are all potential members in ICD nominated by fellows and what are the essential requirement to be nominated? Are accomplishments in dentistry, humanitarian work, or both required?**

**DA:** To be a fellow of the International College of Dentists is a great honour. The fellowship is awarded not through demand or by request. It is allocated after the thorough assessment of the organisation. A committee is being trained to assess the quality and standard of education acquired, humanitarian work, as well as the contribution of the dentist. Scholars of dentistry who are devoting their work, time for the promotion of dentistry, are always eligible.

**“International College of Dentists reaches out to such people throughout the world in times of need”**

Candidates are categorised on three criteria, academics, humanitarian work for the general public and dental community. Dental Surgeons who are actively participating at times of disaster, in management of the underprivileged population, the dental community, promotion of dentistry, research, the spread of dental awareness in schools as well as in hospitals, are always considered by ICD.

If a person fulfils approximately 90 per cent of criteria set by ICD, they will be eligible for the Fellowship of International College of Dentists.

After that, they are assessed by the committees of country and country region.

After that, they are sent to the section committee. Then it is sent to the headquarters of ICD, which is in Michigan, the U.S. for final approval by the International College of Dentists.

**DTP: What are the changes, progress and developments in ICD Pakistan that you are the happiest about today?**

**DA:** ICD was established in Pakistan around 1965, and from that period onwards so many regents and fellows have been registered in Pakistan. But it was Prof. Dr M A Soofi who as a regent brought significant development in ICD-Pakistan.

**“There is a constant lack of development of dental technology. There are zero manufacturers of dental materials in our country, and hence it has to be imported”**

I was awarded as a regent of the International College of Dentists in 2012, and after that, ICD-Pakistan has progressed rapidly. Every year more than 50 fellows are being registered as a part of ICD from Pakistan. We were participating in Section 20 in the past, then in Section 15. Now, in every international conference and seminar, ICD-Pakistan is participating. Referred to as region 24, Pakistan is part and parcel of every Section 15 event, and that is in itself an achievement.

**DTP: Why do you think Pakistani dental researchers are not at par on the global level?**

**DA:** There are many factors behind it which should be established first in our country. Our research centres are not so equipped; research criteria are not comprehensive and educational tendency is not as potent as Western ones. That is why we are

*Continued on Page 11*

new

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## DENTAL PROSTHETICS AND ORTHODONTICS

## A combination of success in dental rehab

DT Pakistan Report

**L**EBANON - Orthodontics and Dental Prosthetics have been classified as two essential elements of the dental industry. To achieve success in rehabilitation cases, the dentist needs to have a profound knowledge of both.

Referring to the biodynamics of teeth, Dr Nadim Aboujaode delivered an online lecture entitled 'A tooth and a string: The magical bio-dynamics of the teeth.' The live webinar session was organized by the Centre of Advanced Professional Practices (CAPP).

Dr Nadim Aboujaode, a lecturer at Lebanese University in the Department of Prosthodontics and Clinical Assistant at the American University of Beirut, much emphasized the importance of periodontal tissues and how they can play a significant role in the movement of teeth. He also mentioned the use of string in the form of vectors and elastics to induce the phenomenon of the forced eruption in the teeth. In his presentation, Dr Nadim repeatedly mentioned the importance of treatment planning. He presented different case reports which showed the dynamic effects of the forced eruption on the teeth. Being an advocate of avoiding teeth extraction, Dr Aboujaode

explained how the application of this particular movement could help to save teeth and improve bone and periodontal health, respectively.

Dr Aboujaode showcased multiple cases where he explained the beneficial effects of tooth movement with the application of orthodontic forces, which included alignment of the teeth and gingival margins, reduction of periodontal pockets, and salvaging remaining tooth structure respectively. He also highlighted the importance of a multi-disciplinary approach and the use of state of the art equipment for the success of any treatment.

Dr Nadim made it imperative that a dental professional should be outstanding when it comes to radiographic images as it serves as a great tool in the diagnosis of a specific problem.

The presentation included three survey questionnaires regarding the topic of discussion. Whereas, a question-answer session was arranged at the end of the lecture. Dr Aboujaode appreciated all the queries that the participants put up and answered them with scientific knowledge and experience.



## Live session highlights dental career opportunities after graduation

**K**ARACHI - The office of Student Affairs, Ziauddin University (ZU) recently conducted a live online session titled "BDS perspective (after graduation)" on Facebook. The event was the first session of the many upcoming sessions under the umbrella of ZU student affairs. The session was hosted by Dr Ayesha Hanif, Faculty member and MDS trainee, Department of Periodontology. Dr Khizra Rehman, Lecturer, Department of Community and Preventive Dentistry, Ziauddin College of Dentistry (ZCD), Ms Sehar and Dr Almas Farhan, Director, Department of Continuing of Medical Education, ZU.

The speakers included Dr Aneeka Anwar, Dr Omer, Dr Sana, Dr Mahnoor Abid, Dr Asad Allana and Dr Shariq Sohail. They primarily focused on numerous challenging matters, including most frequently asked questions on career options such as "what to do as a graduate after BDS? What are the different options after graduation? The problems and challenges faced after graduation by a dental graduate."



The session was joined by our prestigious alumni who are working in different capacities nationally and internationally.

The main focus of the live session was to make dental students aware of different post-graduate options available. Dr Aneeka Anwar, Dr Omer and Dr Sana talked about dental career options in the UK and the US, respectively. They also shed light on the process and difficulties faced by Pakistan graduates as they move abroad.

Dr Mahnoor Abid and Dr Asad Allana talked about post-graduate programs available locally such as the program of Management of Healthcare (MHC) and Masters of

Science in Epidemiology and Biostatistics (MsBE).

Dr Shariq Sohail, Resident, Department of Orthodontics, Fatima Memorial Hospital Lahore shared his experience regarding Fellow of College of Physicians and Surgeons Pakistan (FCPS).

The session had 10k+ views and received a massive response from the dental fraternity. The session's recording is available on the official Facebook page of ZU.

The university plans to hold more of these open sessions to make dental students aware of the future career options that can be undertaken, in detail focusing mostly on the international ones. **-PR**

## PDA distributes free PPE among healthcare professionals

**K**ARACHI - Pakistan Dental Association (Central) recently distributed Personal Protective Equipment (PPE) among medical doctors, dentists, and other healthcare staff in



Photo: DT Pakistan

Karachi Medical and Dental College (KMDC) and Abbasi Shaheed Hospital. Earlier, PDA President Mahmood Shah and Secretary-General, Prof. Dr Nasir, announced to provide free PPE to medical doctors and dental health professionals working in public sector hospitals. **-PR**

## Hamdard University conducts workshop on research

**K**ARACHI - Hamdard University Dental Hospital (HDUH) conducted a two-day online research methodology workshop. The workshop was organized and facilitated by Dr Shikoh Naz, Assistant Professor, Department of Community Dentistry and Oral Diagnosis and Dr Saima Asim, Assistant Professor, Department of Community Dentistry and Oral Diagnosis, HUDH.



Photos: DT Pakistan



The first day of the workshop consisted of lectures on the selection and criteria for rating a research topic-the facilitators described in detailed how to develop a research hypothesis. The first day of session concluded with an interactive group exercise in which participants were encouraged to select some research topics and to rate them.

The second day of the workshop was related to literature search for any selected research topic. The facilitator illuminated all the participants about the steps of the literature search, the type of search engines available online and how to efficiently search for authentic literature on a research

*Continued on Page 11*



# BLEEDING GUMS WHEN YOU BRUSH?

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\*after a professional clean and twice daily brushing

## ADA responds to World Health Organization: Dentistry is essential healthcare

By Dental Tribune USA

**C**HICAGO, Ill., USA - In a news release issued today (Aug. 12, 2020) the American Dental Association (ADA) said that it "respectfully yet strongly disagrees with the World Health Organization's recommendation to delay 'routine' dental care in certain situations due to COVID-19."



*With appropriate PPE, dental care should continue to be delivered during global pandemics or other disaster situations, the ADA says. (Photo: Zsolt Bota Finna,*

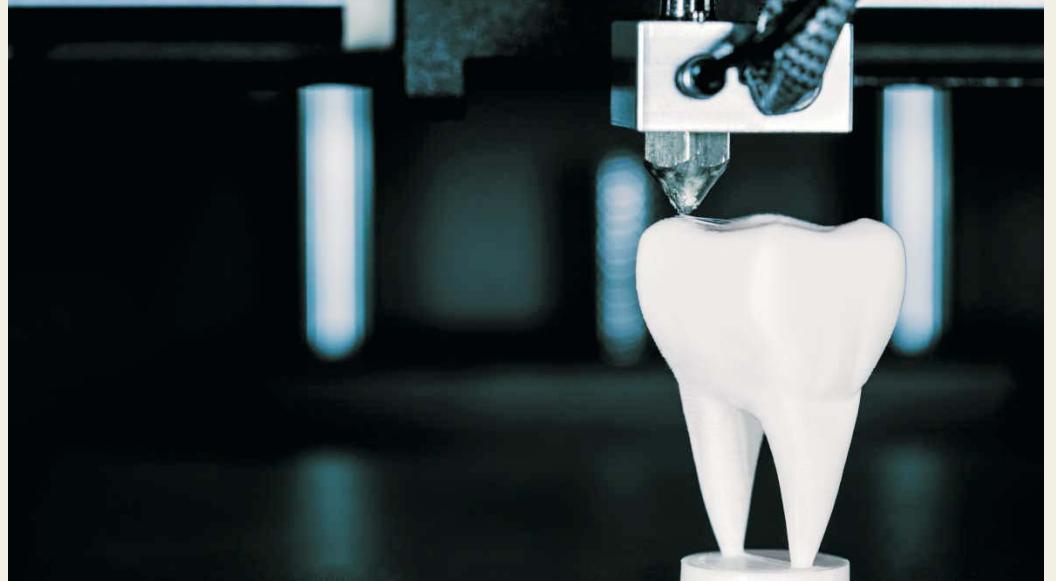
"Oral health is integral to overall health. Dentistry is essential healthcare," said ADA President Dr Chad P. Gehani. "Dentistry is essential healthcare because of its role in evaluating, diagnosing, preventing or treating oral diseases, which can affect systemic health."

Gehani added that in March, when COVID-19 cases began to rise in the U.S., the ADA called for dentists to postpone all but urgent and emergency care in order to understand the disease, consider its effect on dental patients, dental professionals and the greater community.

Both the ADA and the U.S. Centers for Disease Control and Prevention then issued interim guidance for dental professionals related to COVID-19. The ADA's guidance calls for the highest level of personal protective equipment (PPE) available—masks, goggles and face shields. The ADA's interim guidance also calls for the use of rubber dams and high velocity suction whenever possible and hand scaling when cleaning teeth rather than using ultrasonic scaling to minimize aerosols.

Gehani concluded, "Millions of patients have safely visited their dentists in the past few months for the full range of dental services. With appropriate PPE, dental care should continue to be delivered during global pandemics or other disaster situations." (Source: American Dental Association)

## Study highlights benefits of in-house 3D printing for immediate dental implant placement



*A recent study found that printing dental prostheses for fibula and implant reconstructions in-house eliminates the additional waiting period before surgery, making the treatment suitable for patients with malignant disease. (Image: Miriam Doerr Martin Frommherz/Shutterstock)*

By Iveta Ramonaite, DTI

**F**ORT WORTH, TEXAS, U.S. - Owing to the growing popularity of point-of-care 3D printing and the subsequent creation of 3D-printing laboratories, a recent study aimed to compare the benefits of printing dental prostheses for fibula and implant reconstructions in-house with those of using traditional techniques that involve outsourcing to dental laboratories. The researchers found that in-house printing offers considerable benefits, such as reducing the waiting period before surgery, but that it requires an initial investment in 3D-printing equipment.

3D printing has recently helped to save the lives of many health care professionals fighting on the front line against COVID-19. It was seemingly impossible to comply with the updated recommended infection control practices in light of the shortage of proper personal protective equipment, and 3D-printed masks and face shields were produced to assist in this situation. Dental Tribune International (DTI) has also previously reported on the advantages of using a fully digital workflow and printing clear aligners in-house. The benefits of 3D printing are manifold, and

so are its applications for medical use.

The present study included 12 patients who underwent free fibula reconstruction of the mandible or maxilla with immediate implants and immediate restoration. The restorations were created before surgery, and the first five patients each received a prosthesis that was fabricated by a dental laboratory after virtual surgical planning. The remaining patients each received a prosthesis that was designed by a surgeon and 3D-printed via the in-house laboratory.

***“Creating a 3D-printed dental prosthesis in-house allows more control for the surgeon to create the occlusal scheme”***

***— Dr. Fayette C. Williams, John Peter Smith Health Network***

The researchers fabricated a dental prosthesis using point-of-care 3D printing within 24 hours of the virtual surgical planning session. The time required to generate the in-house 3D-printed prostheses was significantly shorter when compared with dental laboratory-fabricated prostheses, which typically take weeks. Additionally, the procedure was more cost-

effective. Whereas the prostheses created by an off-site dental laboratory averaged \$617.00 (101,104.71 PKR), each in-house 3D-printed prosthesis cost an average of \$8.34 (1,366.63 PKR) for resin, and the researchers noted that a full-arch prosthesis 3D-printed in NextDent Micro Filled Hybrid costs under \$50.00 (8,193.25 PKR). The price includes the costs for the resin and the export fee for Blue Sky Plan, a 3D-printing software.

“The study describes a digital workflow to design and 3D-print an immediate provisional dental prosthesis to be placed during jaw reconstruction when using a fibular free flap. This surgery has been called ‘Jaw in a Day.’ Previous methods involved third-party dental laboratories which require additional time, laboratory expertise and are more expensive. Our technique allows surgeon-guided virtual planning, just like we do with the jaw and fibula,” Dr. Fayette C. Williams, fellowship director in the Division of Maxillofacial Oncology and Reconstructive Surgery at John Peter Smith Health Network, told DTI.

“Creating a 3D-printed dental prosthesis in-house allows more control for the surgeon to create the occlusal scheme. It is also much quicker. I can generate this

*Continued on Page 11*

# IDEM 2020 marks the first digital edition of Asia Pacific's leading dental event

SINGAPORE - IDEM's digital edition, held from 19 June to 19 August 2020, has come to a close. The 11th edition of IDEM (the International Dental Exhibition and Meeting), organised by Koelnmesse and the Singapore Dental Association, attracted 3,615 attendees from 54 countries, sparking critical dialogue as to the trends shaping the future of dentistry amid a new era of normality.

Mathias Kuepper, Managing Director of Koelnmesse Pte. Ltd., expressed his gratitude to the organising team and the global dental community, for coming together to make the very first digital edition of IDEM a success. "In a world

& Remote Monitoring. How COVID19 Changed the Discussion by Dr Grant Duncan

• Caries Management and the Older Adult by Dr Mark Wolff

Delegates have expressed positive reviews for the online platform especially towards the flexibility of watching the recorded scientific sessions. "The digital platform has enabled me to enjoy the sessions at my own time and pace, allowing me to strike a great balance between work and family," shares Dr Shirlyn Ong, a delegate at IDEM 2020.

Sponsors made IDEM 2020's digital conference possible, with support from 3M, Colgate, Dentsply Sirona, Dental Monitoring, exocad, GC Asia, Ivoclar

business partners, exhibitors and participants alike were able to use an online business matching tool to set up profiles to discover, match and connect at pre-arranged online meetings. These essential tools helped forge new partnerships and opportunities at IDEM.

Neither were social activities curtailed. Three separate networking nights held over the course of the two-month event brought together colleagues old and new. The networking nights featured themes pertinent to the community, such as the future of dentistry, the impact of COVID-19 on the dental industry, and their visions for the next iteration of IDEM.



*IDEM brought together a global community of dental professionals while respecting social distancing requirements, reaffirming its position as Asia Pacific's key dentistry event, renowned for learning and networking. (Image: PopTika/Shutterstock)*

where it is difficult to gather physically, continued learning and networking remain of vital importance. Our attendees recognise this and they were very receptive, kindly embracing the new digital format."

## **Diverse learning opportunities**

The IDEM Conference featured 28 local and global speakers who delivered 27 scientific sessions, made available live and on-demand for registered delegates. The sessions addressed social and technological trends including dentistry for ageing populations, how to conduct remote consultations, as well as how artificial intelligence is being applied to the business of dentistry. Delegates that attended the sessions also earned Continuing Education Points to reflect their learning.

On-demand sessions that earned more than 1,000 views included:

- SDA Masterclass: Contemporary Orthograde Retreatment by Prof. Emer. Shimon Friedman, D.M.D.
- The New World Order of AI, Machine Learning

Vivadent, KaVo Kerr, Dental Protection, Pharmaforte Singapore Pte Ltd and ResDent.

## **A virtual first: the IDEM 2020 digital exhibition extended conversation and business opportunities**

Like the conference, IDEM's exhibition was also digital, a first for the series. 304 exhibitors from 36 countries showcased their latest innovations and solutions, offering exclusive promotions and discounts to IDEM attendees, including bundle offers and month-long promotions.

"I would like to recognise the efforts of the IDEM organisers for putting together IDEM Digital in such a short time frame", complimented Mr Teddy Lin, Project Manager, Taiwan Excellence. "Through our participation in the digital event, our company gained new insights and experiences. It helped enhance our company's digital presence."

An exhibition brings together people, and IDEM 2020's digital exhibition was no different. Via an online chat feature, visitors to the digital booths could converse with the exhibitors. To meet potential

## **IDEM 2022 reverts to an in-person format at a new venue**

From 8 to 10 April 2022, IDEM will return to its established physical format at a new venue, the Sands Expo & Convention Centre, Marina Bay Sands, Singapore.

"While I am encouraged to hear much positive feedback on the digital platform for IDEM 2020, we are looking forward to interacting with the international dental community in person in 2022. It is heartening to know that our efforts to rapidly pivot and deliver a flexible and interactive online event in 2020 have proven effective," says Dr Lim Lii, Chairperson of IDEM 2020.

"Our attendees have been very patient and responsive to the introduction of the digital platform and have been actively learning from the live and on-demand sessions over the past two months. I hope the topics discussed have inspired them to put their new knowledge into practice for the challenges and trends ahead," she added. - PR