DENTAL TRIBUNE

The World's Dental Newspaper · Asia Pacific Edition

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Society's poorest have eight fewer teeth

Daniel Zimmermann
DTI

NEWCASTLE, UK: The poorest people in society have eight fewer teeth by their seventies than the richest, one of the largest studies of its type ever undertaken has found. The research, a collaboration between Newcastle University, the Newcastle upon Tyne Hospitals NHS Foundation Trust, University College London (UCL) and the UK National Centre for Social Research, showed that oral health is substantially worse among the poorest 20 per cent of society compared with the most wealthy. For those over 65 years old, the least well off averaged eight fewer teeth than the richest—a quarter of a full set of teeth.

Elderly people suffering financial struggles have significantly less teeth than their affluent peers. (DTI/Photo Camelia Varsescu)

More than 6,000 people aged 21 and over from all income groups and regions of the UK, excluding Scotland, were involved in the study, which was funded by the Economic and Social Research Council and used data from the recent UK Adult Dental Health Survey. Those with lower income, higher deprivation and lower educational attainment, and in a lower occupational class generally had the worst clinical outcomes, including increased tooth decay, periodontal disease, and diastemas, as well as fewer teeth overall.

Despite these social differences, oral health is improving and the oral health of young British adults overall is much better than it used to be. However, previously published research by the same team showed that, while the youth had much healthier mouths than did their predecessors, when asked how good or bad their own oral health was and how it affected them, the social divisions between rich and poor were evident, and even more pronounced than in older people. The poorest young people were very aware of their poor health and much more likely than the wealthiest to rate their oral health as poor or say that it affected their day-to-day life.

Mix of reasons for poor oral health

Prof. Jimmy Steele, CBE, Head of the School of Dental Sciences

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Milk consumption traced to teeth

An international team of researchers has discovered the first evidence of milk consumption in the ancient dental calculus of humans in Europe and western Asia. The team found direct evidence of milk consumption preserved in human dental plaque from the Bronze Age to the present day.

According to the scientists from the universities in Oklahoma, USA, York, London and Copenhagen, the study will have far-reaching implications for understanding the relationship between human diet and evolution as it provides direct protein evidence that the milk of all three major dairy livestock—cattle, sheep and goats—has been consumed by human populations for at least 5,000 years. It also corroborates previous evidence for milk fats identified on pottery and cooking utensils in early farming communities.

The discovery of milk proteins in human dental calculus will allow scientists to unite these lines of evidence and compare the genetic traits and cultural behaviours of specific individuals who lived thousands of years ago. DT

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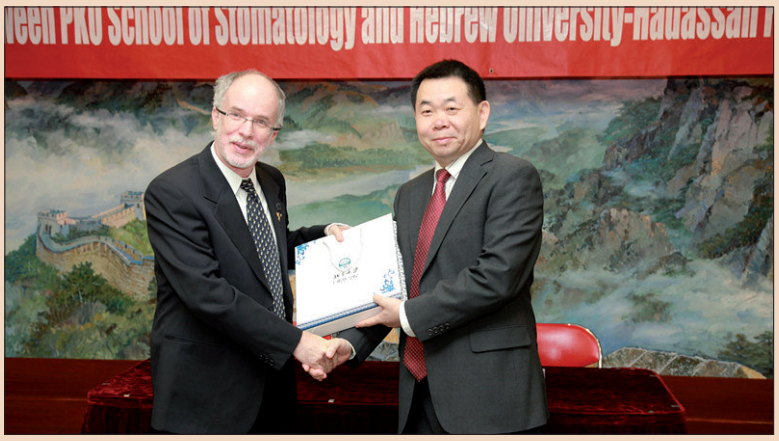

Picture shows Prof. Aaron Palmon, dean of the Hadassah School of Dental Medicine in Israel, and Prof. Chuan-bin Guo, associate dean of the Peking University School of Stomatology, signing an agreement on multicentre dental laser research. (Photo Peking University)

Hygiene market thrives

According to a report, rising demand for treatment and awareness about hygiene will prompt dental clinics and practices to adopt more stringent cross-contamination control procedures. This will drive growth in the dental infection control products market, which is projected to reach US$1 billion by 2020. DT

No trouble with tooth loss

A study from Australian has indicated that tooth loss does not necessarily interfere with a patient's quality of life provided he or she still has a certain number and type of teeth. The findings may have important implications for public dental health system around the world in allocating dental prostheses. DT

Saliva test for Ebola under development

In collaboration with two US scientific institutions, Ceres Nanosciences, a biotechnology company specializing in diagnostic products, is planning to develop a new method to detect the presence of the Ebola virus in saliva. Since current methods for diagnosing Ebola rely on blood samples, the four-month project aims to find a more effective and noninvasive alternative.

Ceres has developed and commercialized a novel nanoparticle technology, called Nanotrap, which is suitable for a wide range of diagnostic applications and sample-handling needs. The technology could also be used to address the need for better testing methods for Ebola, scientists believe. DT

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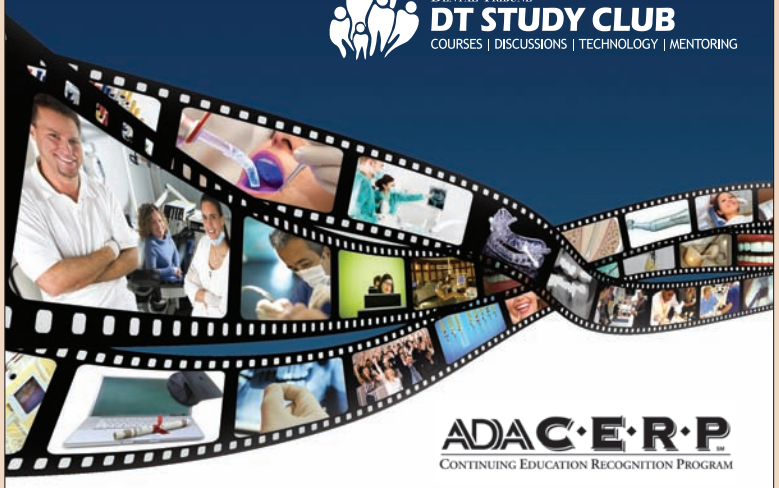

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EQUIA: A NEW WAY OF THINKING, A NEW WAY TO TREAT
José Ignacio Zalba Elizari
12:00 PM (EST)

As Carl Sagan said, science is more than just a body of knowledge: it is a way of thinking. Changing the way we think we have been changing the way we make our restorations from a 1st stage where dentistry has prioritized the mechanical properties of the material, a 2nd stage where high aesthetic sought to enter the 3rd stage where the maximum value is the protection of the tooth, to do a biomaterial with an appropriate balance between aesthetic and mechanical properties of the solution: EQUIA.

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11 MAR

PROFESSIONAL LIABILITY IN THE DENTAL PRACTICE: LESSONS LEARNED FROM CLOSED CLAIMS
Mark Buczko
08:00 PM (EST)

This webinar will provide an overview of the 5 year study of professional liability claims recently published by Dentist's Advantage Program and AIG Insurance Company.

Findings and conclusions of this quantitative and qualitative study will be discussed. Risk management suggestions designed to minimize a dentist's professional liability exposure will be provided.

Participants will learn:

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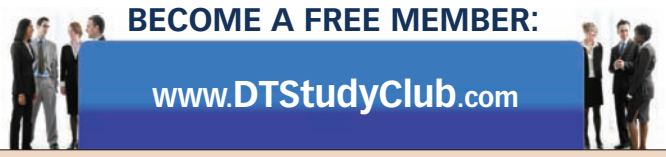

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Plans for multimillion-dollar dental clinic in Adelaide receive green light

DT Asia Pacific

ADELAIDE, Australia: Access to public dental care in South Australia still ranks among the lowest in the country. A new dental clinic to be established as part of the University of Adelaide's overall reconstruction plans for the clinic building could help to improve the situation. They were recently approved by the Government of South Australia.

Digitalised concept of the new clinic scheduled to open in 2017. (Photo courtesy of University of Adelaide, Australia)

The University of South Australia had also submitted a proposal for the partnership, which was put out to tender by the state government in June. The University of Adelaide's new dental clinic will have 90 dental chairs and help to deliver improved dental care services to the public, a spokesperson said. She added that the reconstruction will cost the university over A$58 million (US$48.8 million). The expansion fits into the government's oral health plan to improve access to health care services in the state until 2017.

Once established, the clinic will replace all dental care services currently offered at the school.

According to Vice-Chancellor and President Prof. Warren Bebbington, the university is changing its current clinical care model to provide an enhanced year-round service with students placed in the clinic for 48 weeks a year. Moreover, two scholarships will be set up under the partnership to encourage students to take up work in rural areas. Better employment opportunities in outlaying locations will also be provided.

South Australia Minister for Health Jack Snelling commented that the plans will further facilitate the university's position as a national leader in dental education and research.

"The clinic will provide state-of-the-art dental facilities where students can complete their training alongside skilled dental experts, and the public can access high-quality dental care," he said. "The new deal also ensures we're using public dental health care resources in the most effective way and providing a sustainable dental workforce for South Australia in the future."

The University of Adelaide has South Australia's only dental school. Founded in 1920, it offers a Bachelor of Dental Surgery and a Bachelor of Oral Health. Currently, 500 undergraduate students are enrolled in these programmes, according to the university. DT

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New study finds link between tooth loss and atherosclerosis

KYOTO, Japan: Japanese researchers have investigated the association between tooth loss, as an indicator of oral disease, and arterial stiffness, as a marker of atherosclerosis, in Japanese adults. They found that a relationship indeed exists between the two diseases. However, the severity of atherosclerosis varied between male and female patients with oral conditions.

Although a number of studies have suggested that oral disease is a risk factor for cardiovascular disease, the mechanism underlying the association between the two remains controversial.

Therefore, researchers at Kyoto University collected data from 8,124 individuals aged 30–75 with a history of inflammation-induced tooth loss.

Comprehensive dental examination and evaluation of arterial stiffness in the participants found that the relationship between the degree of arterial stiffness and tooth loss was dependent on sex, with only men showing a positive correlation.

According to the World Health Organization, severe periodontal disease, which may result in tooth loss, is found in 15–20 per cent of middle-aged adults worldwide. Cardiovascular disease is the number one cause of death globally.

The organisation estimates that by 2030 more than 23 million people will die annually from cardiovascular disease.

The study, titled "Tooth loss and atherosclerosis: The Nagahama Study", was published online in the *Journal of Dental Research*, published by the International Association for Dental Research, on 18 November ahead of print.

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at Newcastle University and lead author, said: "It's probably not a big surprise that poorer people have worse dental health than the richest, but the surprise is just how big the differences can be and how it affects people. Eight teeth less on average is a huge amount and will have had a big impact for these people. From our data it is hard to say which specific factors are driving each of the differences we are seeing here, but there is probably a real mix of reasons and it is not just about, for example, the availability of treatment."

"Although the younger generation have much better oral health than their parents ever did, the differences between rich and poor are very considerable and young people are particularly aware when they do not have a healthy mouth. The risk is that as health gets better overall the differences just get greater and poorer people lose out."

Dr Georgios Tsakos, senior lecturer at the Research Department of Epidemiology and Public Health at UCL, added: "In terms of the younger adults, we showed that it is not only being poor that affects their perceptions about their oral health and quality of life, but educational attainment can also make a major difference. This has profound implications for policy, as intervening in earlier life could have a significant long-term effect on oral health."

Inequalities in oral health require urgent action

Dr John Wildman, Professor of Health Economics at Newcastle University Business School, the principal investigator on the Economic and Social Research Council study, said: "Inequalities in oral health have not received the attention that they deserve. Our study is an attempt to redress this balance. Oral health contributes hugely to everyday wellbeing and addressing these inequalities may result in considerable improvements in quality of life for large numbers of individuals."

Prof. Richard Watt, Head of the Research Department of Epidemiology and Public Health at UCL, commented on the important policy implications of this research: "Inequalities in oral health require urgent action by organisations such as Public Health England—in particular more needs to be done to tackle the underlying causes of oral diseases such as sugary diets."

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Online reviews:
Does Google really forget?

Negative online reviews can significantly damage someone's career in dentistry.

Naz Haque
UK

How is your relationship with Google; do you love or hate it? Does it display negative information about your dental practice? With right to be forgotten legislation, relief from career-damaging reviews now seems to be at hand, but does Google really forget?

In May, the EU Court of Justice found in favour of a Spanish citizen who sued Google for listing information about him that he asserted was no longer relevant. He alleged that this information was prejudicial to his selling a property. Fortunately for him, the court approved his appeal, contributing substantially to the right to be forgotten being drafted into European law.

For Google, this ruling opened the floodgate for requests for thousands of links to be removed from its search engine results page from residents in the EU. By July, it was estimated that the company had already received at least 70,000 such requests. Many applicants have made use of lawyers or search engine optimisation professionals, creating a niche for companies, which are charging the price of an implant per month to manage their clients' online reputation on Google.

The company's hands are tied in this matter. Regardless of its algorithms' preference in ranking news and media sites, they have to follow this ruling. Recent threats of financial penalties in various European countries have softened Google's resolve further, and there is a similar ongoing case in Japan. Is it possibly the end of the line?

For some dentists, this could be the long-awaited answer to their prayers. In an era in which online competition is omnipresent, to the patient's critical eyes, negative reviews can be very damaging to a business. In the past, a lifelong career could be destroyed by unsubstantiated hearsay online.

A seasoned professional's one error would previously always have been visible on Google, possibly damaging that person's confidence, career and standing. I have numerous conversations about negative Facebook/Yell/Google reviews on a weekly basis here at *Dental Focus* and receive a large volume of phone calls about how to be removed from Google for bad press.

What about data on dentists who have been investigated by the General Dental Council and cleared? Is not making this data available fair to them or do patients deserve to know the full story regardless of how much the dentist has invested in developing or redeeming himself or herself? If you were

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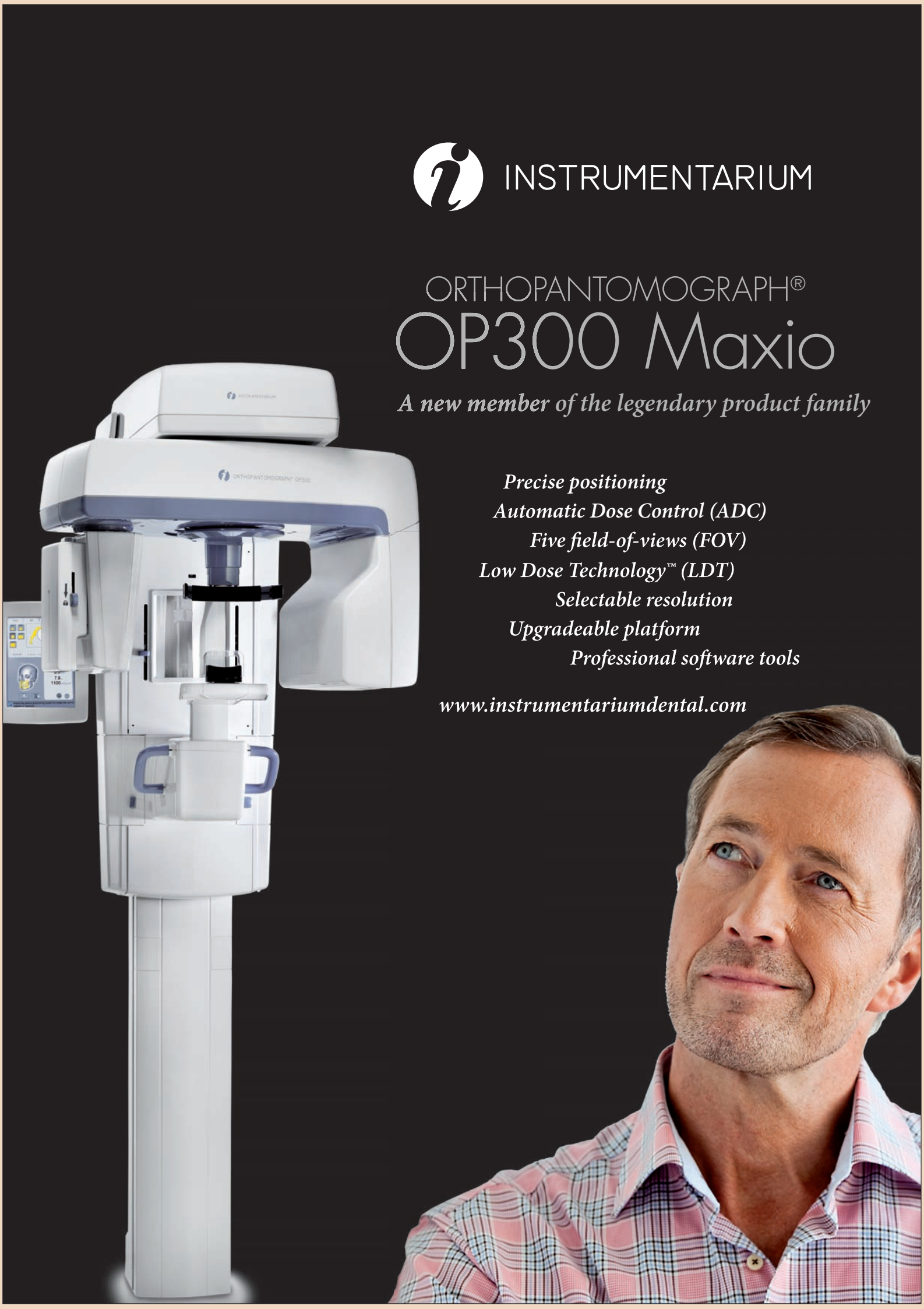

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a prospective patient, would you perform a search and be put off by any negative findings?

No doubt, there is a minority who deserve to be highlighted on Google for all their wrong-doings. What is the position regarding having their names omitted?

In the first week of Google making available a means for search removal requests, 22 per cent (the greatest number by nation) of all applications came from the UK. When requesting removal from Google's search engine results page, the user must not only list all links he or she wants to be removed, but also provide the reason that he or she wants to have such links removed. Invasion of privacy appears to be a popular reason.

"In the first week of Google making available a means for search removal requests, 22 per cent (the greatest number by nation) of all applications came from the UK."

Unfortunately, the company has also had numerous cases of fraudulent removal requests from impersonators trying to harm the competition. It seems that there is always good and bad practice, whatever the medium.

In order to manage this, Google states: "We will assess each individual request and attempt to balance the privacy rights of the individual with the public's right to know and distribute information. When evaluating your request, we will look at whether the results include outdated information about you, as well as whether there's a public interest in the information—for example, information about financial scams, professional malpractice, criminal convictions, or public conduct of government officials."

Will you be safe once a link has been removed from Google? There are sites such as *hiddenfromgoogle.com* that openly display all hidden results. Even if a result has been hidden, the bottom of the results page on Google states that some results have been removed. At times, it even provides a link to *hiddenfromgoogle.com*.

It appears that, even if something has been deleted, Google still knows everything about you. Everything on the Internet is recorded forever (your party antics, hangovers and selfies), and where one stops tracking, another will take over.

If a patient really wanted to dig up some dirt, with a limited bit of knowledge, he or she still could do so. DT

(Photo Annemarie Escher)

Contact Info

Naz Haque, aka the Scientist, is Operations Manager at *Dental Focus*. He has a background in mobile and network computing, and has experience supporting a wide range of blue-chip brands, from Apple to Xerox. As an expert in search engine optimisation, Naz is passionate about helping clients develop strategies to enhance their brand and increase the return on investment from their dental practice websites.

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[1] Data on file.
[2] Van Ende A et al.; Bulk-filling of high C-factor posterior cavities: Effect on adhesion to cavity-bottom dentin. Dental materials 29 (2013):269-277

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IDS 2015 sets up largest showcase ever for dental innovation

Representatives of Koelnmesse and the German dental industry look forward to another record-breaking International Dental Show. (Photo DTI/Daniel Zimmermann, DTI)

DTI

BERGISCH GLADBACH, Germany: More visitors than ever will be attending the International Dental Show (IDS) in Germany next year, representatives of the organiser Koelnmesse and the Association of German Dental Manufacturers announced at a press conference in Bergisch Gladbach near Cologne. They said that over 125,000 professionals are expected at the world's largest dental showcase, which will be held again in March next year, to learn about the latest developments and trends in dentistry.

With registrations in early December already surpassing those from the 2013 show, a record number of dental companies have already registered for the five-day event. Owing to the increase, the show will occupy an additional hall at the Koelnmesse fairground, extending the overall exhibition space to 150,000 square metres for the first time.

According to Koelnmesse Chief Operating Officer Katharina C. Hamma, almost every fourth company exhibiting at IDS is from outside Germany.

"The high level of internationality and the wide range of exhibits are unique worldwide. This is why the International Dental Show is a must-attend event for anyone who is involved in the dental business," she said.

Chairman of the Association of German Dental Manufacturers Dr Martin Rickert said that, while the show will cover the entire spectrum of dental products, a special focus will be on the ongoing digitalisation in dentistry and linking of different systems for better diagnostics and treatment. The latest developments, including new and improved filling materials in conventional fields like restorative dentistry, will be on display as well.

As a first, IDS 2015 will have Career Day, which is intended to serve as a meeting platform for the industry and young dentists. Professional visitors will also have the opportunity to experience the use of new technologies as part of the novel Know-How Tours, which are being organised in collaboration with two well-known dental practices in Cologne. Proven features, like the Speakers' Corner lecture forum and Dealers' Day on the first day of the show, will be continued.

Held every two years in the Rhine city, IDS is one of Germany's oldest trade shows and is organised by the dental industry in Germany. In recent years, it has developed into one of the most important global exhibitions for dental products and services, attracting professionals from over 140 countries. Most companies choose to première their newest product developments here. DT

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Instradent strengthens foothold in Asia-Pacific dental market

DTI

TAIPEI, Taiwan: Dental implant company Instradent, which formerly operated under the name Neodent, has announced that it has entered into a transaction agreement with T-Plus, a Taiwanese manufacturer of dental implants. The agreement will allow Instradent to expand its business in the Asian market, one of the fastest-growing markets for dental implants.

Instradent stated that it is planning to acquire 43 per cent of T-Plus in March or April in 2015, with the option of increasing its stake up to 90 per cent in 2020. The company could thus control T-Plus by 2018. However, the agreement is still subject to approval by Taiwan's Investment Commission.

According to Marco Gadola, Chairman of the Board at Instradent, T-Plus was chosen as a partner in the company's expansion plans because it is a low-cost business in Asia with an established presence in Taiwan and will help Instradent gain access to the value segment of the Chinese market. T-Plus's dental implant system has already received clearance in China.

In September this year, Neodent announced that its business will be known as Instradent from 1 October. In 2012, Straumann acquired 49 per cent of Neodent for approximately CHF260 million (€216 million) in cash.

According to market analyses from 2014, the global market for dental implants and prostheses is estimated to be worth US$9.1 billion (€7.4 billion) by 2018. China, India and Brazil are the fastest-growing markets globally, as they account for an enormous patient population owing to their large populations generally and large ageing populations. DT

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