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INTERVIEW

ACFF Chairman Prof. Nigel Pitts about the global burden of caries and the social and economic value of a cavity-free future.

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CAMPAIGN

Oral-B and the European Federation of Periodontology are running a joint campaign to raise awareness of oral health during pregnancy.

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COSMETIC TRIBUNE

In November, the ninth Dental Facial Cosmetic Conference and Exhibition is being held. Read all about the event in our specialty section.

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Dental caries not genetic

By DTI

MELBOURNE, Australia: In the first large-scale study to look at the oral microbiome, researchers from Murdoch Children's Research Institute (MCRI) have determined that an individual's genes are not associated with the presence of bacteria responsible for dental caries. Rather, this is more greatly influenced by environmental factors like diet and oral hygiene habits.

To understand exactly the role of genetics in the make-up of the oral microbiome, the research team conducted a twin study. They profiled the supragingival plaque microbiome of 205 pairs of genetically identical twins and 280 sets of non-identical twins between 5 and 11 years old based on mouth swabs. From this, they concluded that, while certain components of oral microbiome composition are influenced by genetic background, these inherited bacteria are not linked to dental caries.



The presence of bacteria in the oral microbiome associated with dental caries is influenced more by environmental factors than genetic ones, the results of a new study have suggested.

"There may be a perception in the community that bad teeth are inherited," said study co-author Dr Jeff Craig, an associate professor at MCRI. "But this research is an important message because it means parents and children themselves can take control. We're not doomed to genetics in tooth decay."

The researchers also found that the level of inherited bacteria tended to decrease over time, whereas the bacteria associated with environmental factors increased. In light of these findings, Craig reiterated that limiting children's intake of sugary foods and drinks, combined with a con-

sistent oral hygiene routine, is the best way to prevent caries.

The study, titled "Host genetic control of the oral microbiome in health and disease", was published online on 13 September in the *Cell Host & Microbe* journal.

Prevention first

BRISBANE, Australia: A recent article, published in the *British Dental Journal*, has recommended a maximum interception approach involving all members of the healthcare team and promoting evidence-based self-care, taking into account salivary, plaque and lifestyle risk factors.

According to article author Prof. Laurence James Walsh, from the University of Queensland, dental professionals must be prepared for the sheer number of older patients, retaining their natural teeth for longer. "A central tenet of modern preventive dentistry is to avoid intervening before prevention has been given a chance to work," emphasised Walsh. "Protocols for oral care must be tailored to the patient's needs and be realistic given the limitations in time, finance and energy which can be expended." Particular problems include root surface caries in patients with a strong history of coronal caries and those who suddenly develop salivary hypofunction. Furthermore, elderly patients suffer from more chronic diseases.



The first-ever robot-led dental surgery was conducted in Xi'an in China in September. In the 1-hour procedure, the robot independently placed two 3-D-printed implants into the patient's mouth. ► NEWS Page 02

Sydney to host FDI 2021

The Australian Dental Association (ADA) has announced that the FDI World Dental Congress will be held in Sydney in September 2021. "It is proof that Australia occupies an enviable place at the forefront of world dentistry and that this has, once again, been recognised by leading figures in the world of dentistry," ADA President Dr Hugo Sachs said.

Tweaking study results

Researchers from Australia have found that more than a quarter of biomedical scientific papers may utilise practices that distort the interpretation of results or mislead readers—a practice known as "spin". The highest, but also greatest, variability in the prevalence of spin was present in the clinical trials included in the review.

School bullying

Verbal bullying at school can negatively impact an adolescent's mental health, causing distress and anxiety. A Brazilian case-control study has now shown that this stress may be reflected in oral health too and possibly result in nocturnal bruxism. The cases were composed of 103 school pupils between the ages of 13 and 15 with possible sleep bruxism (i.e. self- or parent-reported) and the controls of 206 adolescents without possible sleep bruxism.

Among the participants, 134 (43.3 per cent) reported involvement in verbal school bullying episodes as a victim, perpetrator or both. The vast majority (90.3 per cent) of them were males. Overall, these teenagers were found to be four times as likely to suffer from sleep bruxism (65 per cent) compared with those who were not involved in verbal school bullying (17 per cent).



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First-ever robot-led dental surgery performed in China

By DTI

XI'AN, China: For the first time ever, a robot has independently placed two 3-D-printed implants into a patient's mouth without human involvement. The successful procedure raises hopes of lessening Asia's dentist shortage, especially prevalent in metropolises such as Hong Kong and Singapore, and of avoiding risks posed by poor-quality surgeries performed by unqualified dentists.



Combining dentists' expertise and the benefits of technology, medical robots might be the future of dentistry.

After taking a CT scan to acquire data on the female patient's skull and jaw, the medical staff fitted position orientation equipment to the woman and determined the movements, angle and depth needed to fit the implants in her mouth so that the robot could be programmed to move into the correct position to carry out the operation. According to Prof. Zhao Yimin, a surgeon from the Fourth Military Medical University (FMMU) in

Xi'an, the procedure went very smoothly and the implants were placed with high precision.

Although human staff were present at all times during the 1-hour surgery, they did not play an active role. The robot, which was jointly developed by the Beihang University in Beijing in China and

FMMU's Stomatological Hospital over the last four years, is designed to follow a set of preprogrammed commands, but is able to make adjustments during surgery, the *South China Morning Post* reported.

According to a recent survey, about 400 million patients are in need of dental implants in China.

However, the number of qualified dentists in the country is insufficient to meet the increasing demand. Through a continuing implementation of robot technology, this shortage may be eased.

In the future, robot-assisted and -led technology could increasingly facilitate dental surgeons' work, experts have predicted. Robotic technology has already been introduced in recent years to assist in dental procedures such as root canal therapy, orthodontic operations and implant placement. In March this year, a pioneering robotic guidance system, YOMI, received clearance from the U.S. Food and Drug Administration. The computerised navigational system delivers physical guidance through the use of haptic robotic technology, which provides sensory feedback and constrains the drill in position, orientation and depth, the device's manufacturer, Neocis, stated.

Inaugural IDEC impresses with strong international presence

By DTI

JAKARTA, Indonesia: With 229 exhibiting brands and businesses and more than 4,000 visitors, the inaugural event of the Indonesia Dental Exhibition and Conference (IDEC) proved an all-round success. In addition to a high-quality scientific programme, the industry show especially was fruitful in

presenting international companies with the unique opportunity to gain a foothold in the emerging Indonesian dental market.

"By leveraging on Koelnmesse's extensive sales network in over 100 countries around the world and by working together with our counterparts in Indonesia, we've turned IDEC into a plat-

form for both international and local companies to come together and explore new business partnerships," explained Mathias Kuepper, Managing Director of Koelnmesse Pte Ltd in Singapore.

Of the 229 exhibitors, 81 per cent were from overseas, according to the organisers. Furthermore, featuring five national pavilions

(Germany, Italy, South Korea, Switzerland and China), the exhibition was one of the first dental trade fairs in Indonesia to achieve such a strong international presence.

"IDEC 2017 has been successful in gaining the full support from the government as well as key stakeholders in the industry and we hope to continue this momentum into IDEC 2019," commented Bambang Setiawan, President Director of Traya Eksibisi Internasional. "We see a great opportunity for IDEC to become the central dental event for dental professionals in Indonesia."

IDEC 2017 was held from 15 to 17 September under the theme "Modern science and technology for the future of Indonesian dentistry". According to event chairperson Dr Diono Susilo, the scientific programme was designed to cover as many aspects of dentistry as possible and aimed at inspiring attendees to provide patients with a better standard of dental care.

The event, which was jointly organised by the Indonesian dental association (Persatuan Dokter Gigi Indonesia), Koelnmesse Pte Ltd and Traya Eksibisi Internasional, will return to Jakarta in 2019, alternating with IDEM Singapore. Further information can be obtained at www.indonesiadentalexpo.com.



The first Indonesia Dental Exhibition and Congress proved to be a successful event for exhibitors and visitors alike.

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Newly created protein may be promising for anti-caries vaccine



By DTI

WUHAN, China: Researchers from the Wuhan Institute of Virology at the Chinese Academy of Sciences have created a fusion protein (formed through the joining of genes that originally coded for separate proteins) that might be the key to developing a vaccine against dental caries. According to the research team, their second-generation fusion protein provides high protective efficacy against caries, but with lower side-effects than with previously created proteins.

The research, which was supported by grants from the National Natural Science Foundation of China and the German Research Foundation, is an advancement on previous studies on the fusion protein KF-rPAC. While KF-rPAC provided prophylactic and therapeutic efficiency against caries, it also demonstrated possible side-effects, such as high antigenicity and potential inflammatory injury, that restricted its clinical usage.

Aiming to avoid these drawbacks, the researchers created KFD2-rPAC, which induced fewer systemic inflammatory responses in animal trials, among other effects. Although there is still a long way to go until a vaccine for use in humans will be available, the characteristics of KFD2-rPAC make the protein a promising vaccine candidate against dental caries, the researchers concluded.

The results were published in a paper titled "Second-generation flagellin-rPAC fusion protein, KFD2-rPAC, shows high protective efficacy against dental caries with low potential side effects" on 11 September in the *Scientific Reports* journal.



Chinese researchers have created a fusion protein that could be key for developing an anti-caries vaccine in the future.

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“The value of a cavity-free future”

An interview with Prof. Nigel Pitts, UK

By Kristin Hübner, DTI

The annual summit of the Alliance for a Cavity-Free Future (ACFF) just took place at the FDI World Dental Congress in Madrid in Spain. At the event, *Dental Tribune* had the opportunity to sit down with ACFF Chairman Prof. Nigel Pitts from King's College London in the UK to speak about the efficiency of measures such as sugar taxes, the recent ACFF-led Policy Lab meeting and the importance of appropriately communicating the economic value of a cavity-free future to policymakers.

Prof. Pitts, could you please briefly introduce ACFF and what the organisation does?

ACFF is a non-profit charity set up seven years ago to bring together different groups around the world to stop caries now. It

bringing together different role-players in dentistry and linking them with public health bodies, government and policymakers, basically anybody who has an interest in stopping caries and the ability to help do so.

In September, ACFF met for the eighth time. How far has the organisation come?

We started with an idea. Now, we have 26 chapters and websites and more countries and groups wanting to come on board; for example, we are discussing a new chapter in Japan for next year. We have also produced and shared a great deal of information about education and are working with a number of different groups on a cariology curriculum that has spread from Europe to Latin America, the US and now further.



oral hygiene and fluoride; it's about diet. Diet and sugar consumption play a big part in what drives the carious process. If we can get people to reduce their sugar intake and at the same time make them more aware and get them to keep their mouths cleaner and use fluoride regularly, that combination could make the difference.

How useful are public health initiatives in this regard?

They are an important part of the picture and the puzzle. Because of the way the disease starts and progresses, one can't say this or that is the answer. Public health is an important part, but by itself it can't do it. It helps catch children who, either for financial or social reasons, will not receive the benefits otherwise. In this regard, it is very important for the minority group of children who have most of the disease.

“...for many years, we have been repainting the house while the house is on fire.”

was born out of a group of people working in caries treatment and prevention who had become frustrated that not enough was being done to stop caries, despite this being the goal of many groups, associations and dental bodies. We therefore formed an expert panel to give guidance on integrated clinical and public health action to stop caries initiation and progression and have people from all around the world meet each year with the aim of moving collectively towards a cavity-free future. However, we are very much aware that, if change is going to happen, it has to happen locally. Which is why we now have 26 chapters around the world who work locally in

With all this, we are helping provide the tools to help dentists, patients and educators focus on caries prevention.

What is the intermediate status regarding your long-term goal that every child born from 2026 should stay cavity-free during his or her lifetime?

When we started seven years ago, it was further away [laughs]. It is a stretch goal, but it was based on the possible results if we brought all the preventative interventions together. From all this, it looked like we could achieve cavity-free children by 2026. However, it is very important to emphasise what we mean by “cavity-free children”. This refers to children hav-

ing either no evidence of disease at all or controlled initial stage decay, white spots or brown spots, but no open cavities into dentine. We are not saying that we can eradicate every sign of the disease, but we would be very pleased to achieve people completely free of the disease or with the initial stage controlled so that it would never progress to a cavity. That is what we are aiming for. We think it is realistic, but only if everybody works together.

In your experience, what measures are most important to support this mission?

The first thing is to join up within dentistry, to make sure that the dentist, the dental hy-

gienist, the whole team receives the same message and up-to-date evidence. However, that by itself is probably not enough. We need to involve family and parents even before the child is born. There is a very powerful opportunity when pregnant mothers are aware and looking out for things to do for their unborn child. From that point right through life, we should be joining up—public, patients and dentistry alike.

Children are often not seen by a dentist until later on, but they are seen by paediatricians and public health nurses. Therefore, the wider health professionals have to get the message as well. And, thirdly, it's not just about

The causes of caries are complex, but sugar seems to play a big part in it.

The phrase that is used a lot is “sugar is the new tobacco”. It takes us to the important link between risk factors for caries—sugar is a big risk factor—but also for diabetes and metabolic syndrome and obesity. Many governments are now trying to improve health, but also look at the economic consequences. By reducing sugar, we can improve tooth decay, obesity, diabetes and cardiovascular health. That makes it much better for society, but also for governments.

Do you feel that the sugar tax has already been successful in initiating this process?

Yes, because even the debate has started to change attitudes, and the sugar industry has already responded and is trying very hard to say that a voluntary change is fine and we don't need a tax.

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Initiatives such as sugar taxes are strongly linked to economic factors—something ACFF discussed in its recent Policy Lab meeting in London, themed “The economics of a cavity-free future”.

The meeting was convened in order to seek to understand the economic dimension of our objectives and answer questions such as: How can we understand how caries prevention pays? How can we persuade policymakers? How can we help policy-

makers, dentists and patients understand the value of a cavity-free future?

We brought together groups that don't usually come together to discuss these problems. We had dentists, economists, public health officials, policy advisers, public educators and psychologists. Particularly the economists understood better the political questions and how to best calculate

the value of health and disease and the consequences of failure to prevent.

What were the underlying reasons for initiating the Policy Lab?

We have untreated cavities in 2.4 billion people around the world—that is unacceptable. We know that caries shares many risk factors with other diseases, but it is really important to mention that caries is not evenly distributed. There are two separate

groups most affected, both of which are very important: the unfortunate minority of excluded children and the frail elderly who are outside of the dental care net; and, the second much larger group, which is those already receiving care, but not preventative treatment because the system treating them is no longer appropriate. These two problems are very important targets, but they are very different.

What exactly are the problems with the system?

Decayed teeth are filled or extracted, but we are not dealing with the cause of the caries. The focus is only on treating late-stage disease. One way of describing the problem is that, for many years, we have been repainting the house while the house is on fire. It is better to put the fire out before repainting the house.

What were the outcomes of the Policy Lab debates?

The discussion found that—looking at the evidence—moving towards a cavity-free world will be achievable, and many countries have already done a lot to get there, but we are not there yet. We are not yet moving fast enough with this shift, because dentistry, economics and public health have failed to demonstrate the value of that to policymakers. We haven't had this discussion in the right language with the policymakers.

Speaking of economic factors, it seems that, in dentistry, preventative measures are not as financially rewarding as other treatment options.

Exactly! That is why we have been talking in the Policy Lab. Because the payment system hasn't kept up to date with best practice, there is a disconnect between what dentists should do and how they are paid—and it is time that is changed. Preventative dentistry shouldn't be financially disadvantageous to dentists. Instead, they should be rewarded for doing the right thing.

How can this progress be accelerated?

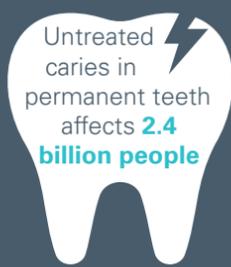
In order to increase resource allocation for prevention and control, there are four main things that were decided to be focused on. First is demonstrating the value—the benefits as well as the costs—of a cavity-free future. The second is creating prevention-based payment systems. The third is better equipping the dentist and the wider dental health workforce to provide cutting-edge prevention. We know a lot about the technical side of dentistry, but not how to best use the latest technology and psychological interventions to persuade people to eat less sugar and adopt appropriate oral health behaviour. And lastly, we need to shift public and industry behaviours.

We feel that the Policy Lab was a breakthrough moment. We had representatives of many key stakeholders in the room at the same time, and they have now agreed on the agenda. The FDI World Dental Federation has rightly been saying we should move in this direction since 2000. Seventeen years on we still have a long way to go; we can now, however, accelerate this process by working together across stakeholders and including the economic dimension.

Thank you very much for the interview.

How do we accelerate a policy shift towards increased resource allocation for caries prevention and control?

The problem



Untreated caries in permanent teeth affects **2.4 billion people**



Caries shares risk factors with other non-communicable diseases such as obesity, diabetes and metabolic syndrome. It is vital to balance the risk factors with protective factors.



Caries is not distributed evenly across populations, and there are two contrasting target groups when dealing with this issue:

- Those excluded groups without access to care
- Those with access to types of care which may no longer be appropriate.

The policy lab (28-29 June 2017)



We found that a cavity-free world is **achievable** and many countries have taken steps to get there.

was a **breakthrough** in convening a multi-faceted expert group that could advise on how to more quickly achieve a **cavity-free world**. The members of the group rarely meet or work together and often have very different focuses.



We do not need more evidence to show that preventing cavities is possible



So why are we not there yet?

We have still **not demonstrated** to policymakers why a cavity-free future is worth it.

To compete with other political and policy priorities, we need **comprehensive economic analyses** to demonstrate the value of action on cavities.







1-2-3, we want to be cavity-free!



Help us accelerate progress towards a cavity-free world

Learning from current global experiences and developments, we must:



Demonstrate the value of a cavity-free world to: professionals, the public and policymakers



Create prevention-based payment systems



Better equip the dental and healthcare workforce



Shift public and industry behaviours

to deliver more rapid progress

This document represents the outcomes of a policy lab meeting facilitated by the Alliance for a Cavity-Free Future with King's College London and the Policy Institute at King's. For more information please visit www.allianceforcavityfreefuture.org





An infographic summarising ACFF's Policy Lab meeting with King's College London that took place in June.

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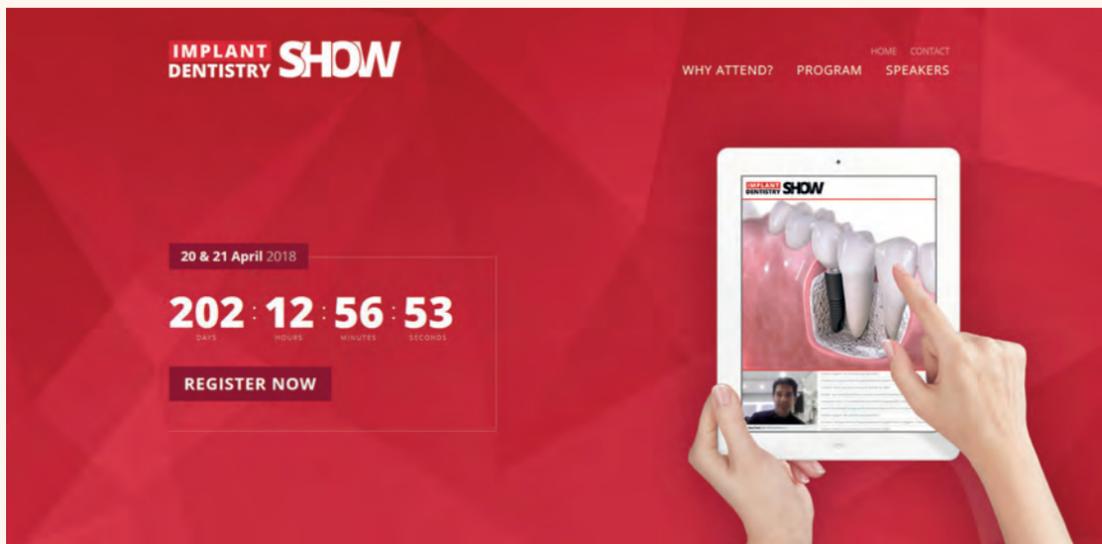
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Interactive online learning series



The new series of online educational lectures can be accessed free of charge and participants can earn credits from an ADA CERP-recognised provider.

By DTI

LEIPZIG, Germany: In 2018, Dental Tribune International (DTI) is launching its online educational platform, Dental Tribune Online Shows. Consisting of a series of educational lectures on all dental specialties, including aesthetic dentistry, digital dentistry, endodontics, implantology, laser dentistry, orthodontics, periodontics and preventative dentistry, the shows are designed to be of immense value for dental professionals around the globe and are free to attend.

The unique concept will allow dental professionals insights into the latest studies and case reports as well as gaining first-hand experiences from top international experts. Lectures are designed to be convenient in style and use and participants will be able to access them from anywhere in the world, free of charge. Additionally, interaction with the dedicated experts via the question-and-answer sessions at the end of each presentation offers a chance to dig deeper into an area of interest—all the

while receiving credits from an ADA CERP-recognised provider.

Lectures will be presented on a dedicated website and cover two full consecutive days (Friday and Saturday, 9 a.m.–8.30 p.m.) with ten 60-minute presentations per day. Each lecture will be recorded, edited and archived on the respective show's website to allow for later access.

The DT Online Shows calendar and corresponding websites can be viewed at www.digitaldentistryshow.com.

IDM oral health award presented

By DTI

MADRID, Spain: Prof. Mahesh Verma, President of the Indian Academy of Restorative Dentistry, was presented with the second annual International Dental Manufacturers (IDM) Global Oral Health Progress Award at the FDI World Dental Congress in Madrid on 30 August. The award recognises Verma's many years of service to the dental profession and valuable contributions to furthering global oral health, particularly in emerging markets.

"Dr Verma's visionary dedication to raising the standards of oral healthcare in India has culminated in his long-time leadership of the widely renowned Maulana Azad Institute of Dental Sciences," said IDM President Dr Kiyotaka Nakao. "Under his leadership, its worldwide affiliations have set a benchmark in dental education and dental care."

The annual IDM Global Oral Health Progress Award provides a donation in the recipient's honour to the charity of his or her choice.



Verma, who is Principal of the Maulana Azad Institute of Dental Sciences, serves in numerous global oral health positions. Among others, he is a member of the Global Child Dental Health Task Force in the UK, Chairperson of the Research Committee for Dental Sciences at the Indian Council of Medical Research, and President of the International Association for Disability and Oral Health India Chapter.

Founded in 1988 in Washington in the US, IDM is an umbrella organisation that globally represents the common interests of its member associations. Through them, IDM supports the interests of the global dental industry and trade as a whole.

Modern Dental CEO awarded HKU honorary fellowship

By DTI

HONG KONG: Godfrey Ngai, co-founder and CEO of dental prosthesis provider Modern Dental Group (MDL), was granted an Honorary University Fellowship by the University of Hong Kong (HKU) and is the first recipient of this award in the dental profession. The recognition honours Ngai's long-standing commitment to the university, as well as his efforts at societal upliftment through donating MDL dental products and services to schools, healthcare organisations for the elderly and other sections of the community in need.

Over the past two decades, Ngai has supported HKU's Faculty of Dentistry in postgraduate teaching and the advancement of dental technology by means of collaborative research with MDL, the university stated. For example, MDL was instrumental in supporting the establishment of HKU's Modern Dental Laboratory Endowed

Professorship in Clinical Dental Science in 2011. In 2012, with the faculty, the company co-hosted the World Dental Forum, which brought together leading dental scientists and researchers from around the globe.

"I am honoured that my devotion and contributions have been recognised. During my 19 years of teaching dental technology, I have trained hundreds of young dentists and dental technologists who went on to become the backbone of

dental services in contemporary Hong Kong," Ngai commented on the achievement.

Apart from his contribution to HKU, Ngai has led MDL's proactive engagement in other soci-

etal services. For example, under Ngai, the Hong Kong-based company has extended its services to mainland China, training thousands of dental technicians and driving the development of the dental laboratory industry in China.

"It is always our mission to contribute towards society and going forward I will continue to lead MDL, as well as the public company Modern Dental Group, to carry out more good deeds in order to create value for our society," Ngai remarked in this regard.

As a leading global provider of dental prostheses, MDL focuses on custom-made prostheses in the growing prosthetic industry. Its product portfolio consists of three main lines: fixed prostheses, removable prostheses and other devices, such as orthodontic appliances, sports guards and anti-snoring devices.



Godfrey Ngai during the presentation ceremony of the 2017 Honorary University Fellowships on 26 September.

New plant to strengthen GC's dental pharmaceutical business

By DTI

KAWASAKI, Japan: After acquiring all ordinary shares of dental pharmaceutical product manufacturer Showa Yakuhin Kako in autumn last year, GC has now announced that it is building a new manufacturing facility in Kawasaki to further expand its dental pharmaceutical business. According to the company, construction of the new factory will start in January next year, with completion expected in May 2019.

The new three-storey facility is planned to have a total floor area of 5,358 m². Its design and construction have been commissioned to Chiyoda TechnoAce, a company with a long history of and experience in building of medical product manufacturing plants, GC announced.

In line with GC's global Communication Loop concept, a commitment to improving communication and the exchange of knowledge among employees, the new facility will be designed with open spaces that aim to foster interaction. "Inspiration is born where people are engaged in conversation, and within the space of a creative setting, shared experiences and emotions help to promote mutual understanding. GC sees a large amount of new power emanating from this understanding," commented the company on its philosophy.

Showa Yakuhin Kako is one of Japan's leading dental pharmaceutical manufacturers and known for its range of local anaesthetics and medication for treating periodontal disease. Building on the synergistic effects of combining both compa-



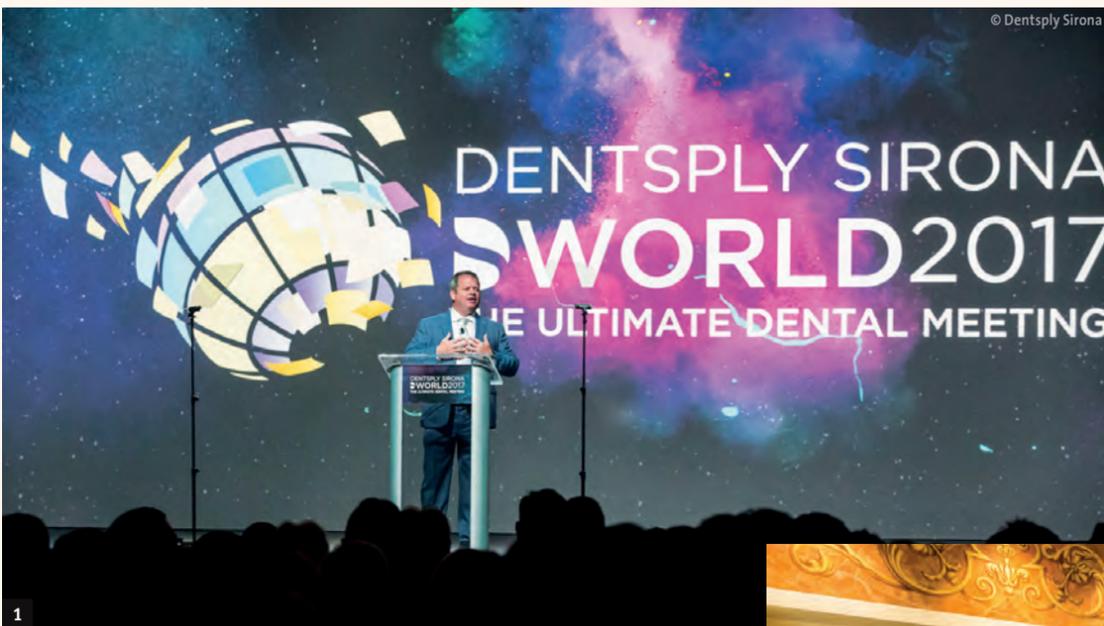
A mock-up of GC's new site in Kawasaki.

nies' respective fields of expertise, the new facility is part of GC's efforts to achieve its goal

for its 100th anniversary in 2021: to become the top dental company in the world through mak-

ing further contributions towards a healthy, long-living society.

Top speakers, top entertainment: Dentsply Sirona World 2017 breaks records



By DTI

LAS VEGAS, USA: In September, Dentsply Sirona World 2017 attracted more than 7,000 dental professionals to Las Vegas. Featuring presentations by world-famous experts, peer discussions and a trade show, the meeting also offered an extraordinary entertainment programme. Highlights were appearances by award-winning actor Will Smith, who shared his tips for personal success, as well as American ventriloquist and comedian Jeff Dunham, and Grammy-winning local band Imagine Dragons.

Fig. 1: Michael Augins, Group Senior Vice President of the US Commercial Organization, welcoming attendees to Dentsply Sirona World. The meeting took place from 14 to 16 September at the Venetian hotel in Las Vegas.

Fig. 2: More than 7,000 dental professionals attended the meeting.

"We are delighted that so many dental professionals, dealers, business partners and practice teams joined us here in Las Vegas for the industry's greatest educational festival. Dentsply Sirona World is the perfect platform for an exchange of professional ideas and expanding your network. Our aim is to further

advance dentistry through better, safer and faster processes, while fueling people's appetite for new technologies," commented Michael Augins, Group Senior Vice President of Dentsply Sirona's US Commercial Organization, on the successful show.

According to the organiser, one of the main goals of the meeting was to inspire attending dental professionals to be the best dentists they can be. With more than 110 leading experts from the dental industry contributing to the comprehensive educational programme, the event

offered a vast selection of workshops and breakout sessions to choose from.

Altogether, the programme covered 11 areas of interest: business and practice management, CEREC, endodontics, imaging, implantology, office design, orthodontics, periodontics and hygiene, prosthetics and lab, restoration, and special markets and topics. Attendees could customise their experience by attending sessions within one track for specialised training or from a variety of tracks for a well-rounded experience.

