

# today

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**IDEM 10<sup>th</sup> International Dental Meeting • Singapore • 13–15 April 2018**



## Inside today

You will find an overview about IDEM Singapore, new developments and trends in the world of dentistry as well as information on dental products and the industry.

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## Dental products in focus

IDEM Singapore will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine.

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## What's on in Singapore

Apart from its rich cultural and culinary scenes, Singapore offers something for everyone. Here are some tips how to spend your time off in the Lion City.

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## Tenth IDEM Singapore starts today

Organisers invite to three days of learning, innovation and fun



■ This Friday, the tenth edition of the International Dental Exhibition and Meeting (IDEM) is opening its doors again here at the Suntec Singapore International Convention and Exhibition Centre. Since its inception in 2000, the event has become an important one for dental professionals from around the world, but especially for the Asia-Pacific region.

The first edition of IDEM featured 4,000 m<sup>2</sup> of exhibition space and 165 exhibitors. Over the years, the event has grown to be one of the largest of its kind, now accommodating globally prominent companies in 13 international pavilions

over more than 20,000 m<sup>2</sup>. In addition to the exhibition, IDEM's extensive scientific programme has come a long way and now features lectures and workshops hosted by important opinion leaders from every continent.

According to event organiser Koelnmesse, this year's scientific programme is intended to be stronger than ever and aimed at helping dental professionals achieve clinical excellence in dentistry. Mathias Küpper, Managing Director at Koelnmesse Pte Ltd, said: "IDEM's theme of 'Striving for clinical excellence' features 30 internationally prominent

speakers who will be focusing on key trends, such as teeth and implants for life, oral health in the growing elderly population in Asia, digital workflows within the team and the caries prevention plan.

In addition, IDEM 2018 will once again feature a forum focused on the learning needs of the oral health therapist at the Dental Hygienist and Therapist Forum."

"On Levels 4 and 6 at the Suntec Singapore Convention and Exhibition Centre, attendees will be able to meet and engage with 500 exhibitors that will

be showcasing the latest innovations in dental technology," Küpper added.

To commemorate the tenth anniversary celebrations, the meeting will feature the IDEM café, a VIP lounge for key buyers and clients to hold meetings during show days, and a memory lane of past events, including photographs, statistics and quotes from participants across all previous editions.

The Koelnmesse team is cordially inviting all dental professionals to Singapore in the hopes that IDEM 2018 will be fruitful for everyone involved. Professionals will still be able to register onsite.



For more information please visit [www.idem-singapore.com](http://www.idem-singapore.com). News, interviews and the latest impressions from the show floor will be available through the Dental Tribune website at [www.dental-tribune.com](http://www.dental-tribune.com). ◀

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Mathias Kuepper

## Welcome to IDEM 2018

A message by Mathias Kuepper, Managing Director at Koelnmesse Pte Ltd

■ This year, we are celebrating the tenth anniversary of IDEM, which continues to be the pivotal exhibition and scientific conference for dentistry in Asia-Pacific. IDEM has come a long way since its inception in 2000. We started with 165 exhibitors and one national pavilion on 4,000 m<sup>2</sup> of exhibition space at our very first edition.

The tenth meeting will see an extended exhibition taking up 20,000 m<sup>2</sup> and will feature 13 international pavilions from every continent.

In 2018, we are proud to bring an even stronger programme that is dedicated to helping dental professionals achieve clinical excellence in dentistry. IDEM's theme of "Striving for

clinical excellence" features 30 internationally prominent speakers who will be focusing on key trends, such as teeth and implants for life, oral health in the growing elderly population in Asia, digital workflows within the team and the caries prevention plan. In addition, IDEM 2018 will once again feature a forum focused on the learn-

ing needs of the oral health therapist at the Dental Hygienist and Therapist Forum.

The dental market in the region has seen steady growth and according to predictions will continue to expand. This growth can generally be attributed to the rising middle class that is increasingly demanding more and better quality dental treatment. Our team works closely with our partners at IDEM to identify the latest products and trends that will enhance the knowledge of dental practitioners to drive the industry forward.

On Levels 4 and 6 at the Suntec Singapore Convention and Exhibition Centre, attendees will be able to meet and engage with 500 exhibitors that are showcasing the latest innovations in dental technology. Visitors can also head to the IDEM café, where they can sit down over a cup of coffee to discuss learning outcomes from the conference and network with friends and peers from the region. There is also a VIP lounge for key buyers and clients to hold meetings during show days.

To commemorate the tenth anniversary celebrations, IDEM is featuring a memory lane of past events, including photographs, statistics and quotes from participants across all previous editions. Watch the IDEM story unfold over the three days of exhibition as sketch artists piece a 9 m artwork together in the exhibition hall on Level 4. We will also be handing out a round of celebratory drinks for having reached the milestone of ten editions of IDEM.

We hope that all participants will enjoy their time at IDEM and have a successful time at the show. ◀

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today will appear at the 10<sup>th</sup> International Dental Meeting in Singapore, 13–15 April 2018.

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# PLANMECA

## New W&H image campaign to support everyday heroes

■ With its new image campaign “From a patient to a fan”, W&H is directing the spotlight on dentists and dental professionals. These everyday heroes ensure their patients are in safe and reliable hands in every treatment situation. They always show great dedication to their work and continuously manage to put a smile on their patients’ faces, simply because they care. Even the smallest of their patients’ difficulties is a major concern. That is why they are always gaining new “fans” and succeed again in making their patients happy.

The new W&H image campaign gives these heroes the recognition they deserve. With a perfect balance of know-how, empathy and technology, they can achieve optimal results. W&H supports the practice team with its daily tasks and is a cornerstone of its success with its innovative product portfolio.

“The daily challenges faced by the practice team are our motivation. As a solutions provider, our products help ensure that the workflow in the dental

practice is as smooth as possible,” states W&H Managing Director Peter Malata. “With innovative dental technology that is ideally suited to the users’ needs, the team can give their full and undivided attention to what really matters: the patient. We play an important role in our customers’ success and assist them in turning patients into fans.”

The new campaign aims to portray W&H in an eye-catching manner and differentiate it from the competition, all with the customary twinkle in the eye. In the eyes of their patients, dentists become Dr Phil Good, Dr X. Pert or Dr Sue Perstar, and thus the living embodiment of well-being, expertise, innovative spirit and trust. The result is a modern, internationally adaptable campaign format with emotive images from dental practice. A striking nameplate has been developed as an overarching key visual, clearly communicating the respective names such as Dr Phil Good or Dr X. Pert.

The new W&H image campaign was launched across all W&H media channels beginning March 2018. ◀



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# NEW

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## Hundreds of complaints against Singapore dentists

■ Despite the high quality of dental work being performed throughout Singapore, there are still occasions when standards are not met. According to the Singapore Dental Association, 270 complaints were lodged against dental practitioners in 2017, including performing of procedures outside of the dentist’s scope, long waiting times, overcharging and dissatisfaction with treatment outcomes.

In a recent report with Channel NewsAsia, Singapore Dental Association President Dr Lim Lii said: “The complaints were mainly due to misunderstanding on both the part of the patient and dentist about the treatment rendered.”

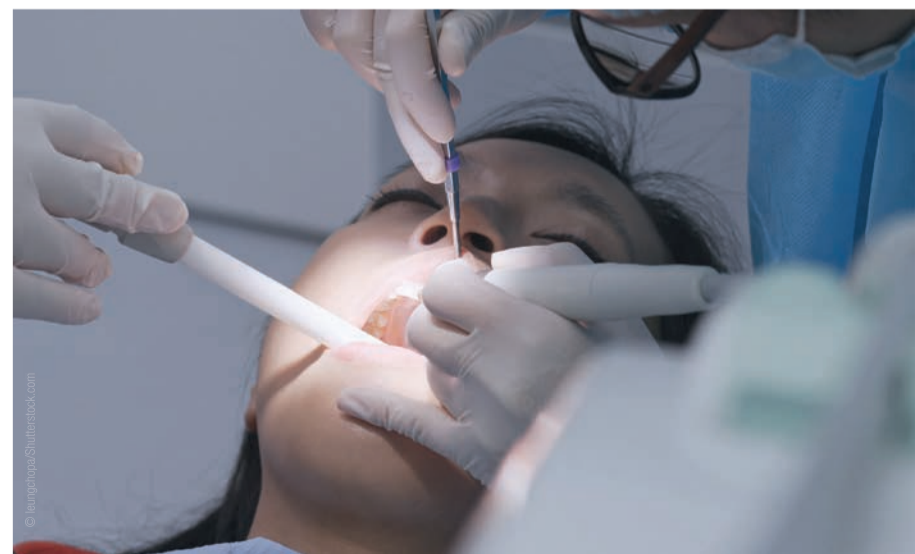
“Due to a lack of proper communication, patients may not fully comprehend the advice like the limitations of treatment procedures given by the dentists. Similarly, the patients may not have adequately expressed their expectations to the dentists, resulting in apparent unmet expectations from the treatment,” she continued.

With misunderstandings often leading to lodging of complaints, some Singapore-based dental professionals believe the problem concerns the lack of awareness of the general public regarding den-

tistry and dental services provided by various types of dentists. Dr Elaine Tan, a consultant in clinical orthodontics at the National Dental Centre of Singapore, told Channel NewsAsia: “I think people have been thinking that all dentists are the same and that their job is just to extract or fill teeth. But in dentistry, we have different specialties.”

There are no current restrictions in Singapore on the treatments dentists are allowed to provide, but dentists are expected to practise within their competencies and encouraged by the Singapore Dental Council to refer patients appropriately according to the body’s ethical guidelines. It is also illegal for a dentist to state that he or she is a specialist in a particular field if not registered in that field with the Singapore Dental Council.

In a move to help combat misunderstandings between patients and dentists and to minimise complaints lodged, the National Dental Centre of Singapore will be initiating a new awareness campaign. Aimed at informing the wider public about oral health and dentistry in general as well as the provision of dental services, the campaign was launched in March. ◀





# Learn more about the Trefoil system with Dr. James Chow



Dr. James Chow

## Meet the expert in-booth session

When: Saturday, April 14

10:30 – 11:00 (coffee break)

13:00 – 13:30 (lunch break)

15:30 – 16:00 (coffee break)

Where: Nobel Biocare booth 4Q-01, Hall 406

**Don't miss this opportunity to meet the expert live in our booth**



[nobelbiocare.com/trefoil](https://nobelbiocare.com/trefoil)

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# The next full-arch revolution

With Trefoil, Nobel Biocare presents a definitive fixed solution to treat more patients better



Fig. 1

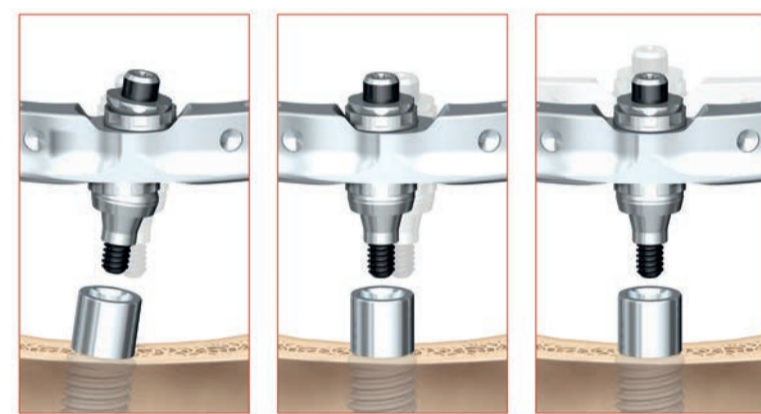


Fig. 2

•Fig. 1: The Trefoil system offers a precision-milled bar with self-adjusting joints for a passive fit.  
•Fig. 2: The mechanism allows screws to self-adjust in compensation for inherent deviations from each implant's ideal height, angulation and position.

■ Nobel Biocare (Booth 4Q-01) has continually led innovation in full-arch solutions for over 50 years. Now, the company has achieved another breakthrough in the efficient treatment of the edentulous mandible. The launch of the new Trefoil system has made the passive fit of a pre-manufactured bar possible for the very first time, using a revolutionary, self-adjusting fixation mechanism and just three implants. An innovation that drives efficiency at every step, from manufacture to definitive restoration, the Trefoil system makes a fixed full-arch implant solution a real possibility for more patients.

## More patients benefit from a fixed solution

The benefits of fixed solutions far outweigh the costs of fixed-removable solutions for many patients when considering implant-supported solutions.<sup>1</sup> While a removable implant rehabilitation may offer a lower price and faster treatment than typical fixed alternatives, many patients desire the comfort and ease of a fixed prosthesis,<sup>2</sup> which has been proven to significantly improve quality of life.<sup>3</sup> Fixed solutions also offer enhanced function with a higher bite force and better retention and stability, and avoid some of the disadvantages of removable solutions, such as more mucosal problems and the wear of components.<sup>4</sup>

Developed with the needs of the many in mind, the efficiency of the

Trefoil system empowers clinicians to provide many patients who are held back by time or finances with the premium-quality fixed solution they deserve.

## Definitive teeth in a day\*

Dental implant patients are increasingly requesting immediate restorations and reduced treatment time. Meeting this need and avoiding an edentulous state during treatment encouraged the introduction of an immediate loading protocol. Dental professionals seek solutions with fewer surgical steps, but with high success rates, high patient satisfaction and function on the day of surgery.<sup>4,5</sup>

The Trefoil system, combining a pre-manufactured titanium bar, three implants, a simplified restorative workflow, acrylic prosthesis and minimised restorative componentry, enables shorter time to teeth and reduced chair time compared with conventional treatments that use provisional restorations. With no need for CAD/CAM or temporary prostheses, the ability to place definitive teeth on the day of surgery\* using a prefabricated bar and wrap-around acrylic technique for the prosthesis saves substantial time for the restorative clinician, the laboratory and ultimately the patient.

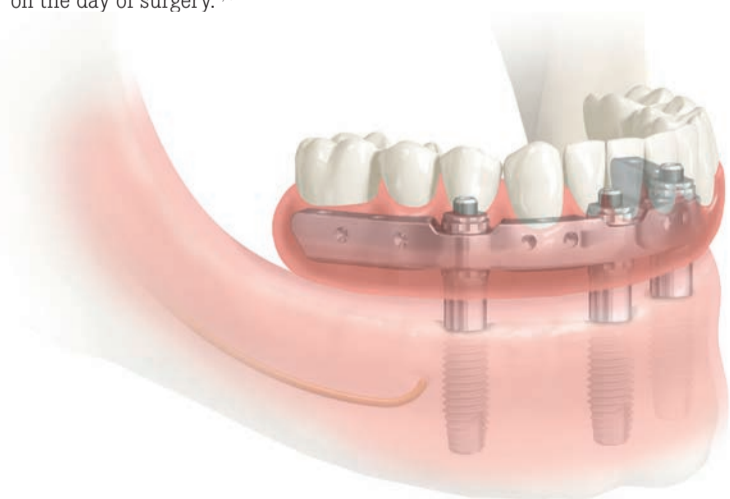


Fig. 3

•Fig. 3: The Trefoil system, specially designed to work on three implants and enabling definitive teeth on the day of surgery,\* reduces time and cost in comparison with other fixed implant solutions.

\* Depending on clinical preference and close cooperation with the laboratory

## First pre-manufactured bar with a passive fit

Before the Trefoil system, prefabricated bars could be cost-efficient, but none could enable the passive fit that is so crucial to long-term treatment success. In challenging this limitation, Nobel Biocare engineers developed the first pre-manufactured bar with a passive fit, enabled by a unique fixation mechanism with self-adjusting joints. This mechanism provides passive fit by compensating for horizontal, vertical and angular deviations from the ideal placement of the three implants. Accurate drilling with standardised drill guides enables precise parallel implant positioning and placement for passive fit.

## Proven implant design with conical connection

A special component of the Trefoil system is the Trefoil Implant. It combines the proven parallel-wall implant design, a machined soft-tissue collar—which allows easy access to the implant while leaving the soft tissue undisturbed after the surgery—and a conical connection. The TiUnite surface is proven to maintain implant stability during the critical healing phase through rapid bone formation<sup>7-9</sup> and it promotes long-term success.

## Treatment success

Results from an ongoing five-year multicentre study across four continents are already being reported for implant and prosthetic survival rates.<sup>6</sup> This important study has been expanded to include 110 patients at the request of clinicians, to meet the needs of their patients.

## Treating a whole new patient population with a fixed solution

The decline in edentulism has been predicted to slow and to be partially offset by a growing and ageing population.<sup>10</sup> High-quality and cost-efficient solutions are crucial for serving the needs of edentulous patients and patients with a failing dentition.

In essence, the Trefoil system embodies the Nobel Biocare mission to treat more patients better. With this improved efficiency comes the opportunity to continue with the vision of Per-Ingvar Brånemark and bring the benefits of osseointegration to a whole new patient population.

Demonstrations of the Trefoil system will be given during IDEM Singapore at Nobel Biocare's booth on level 4. ◀

Editorial note: A list of references is available from the publisher.

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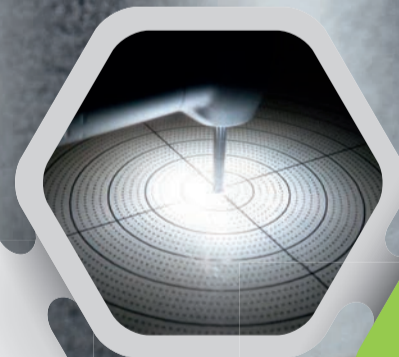
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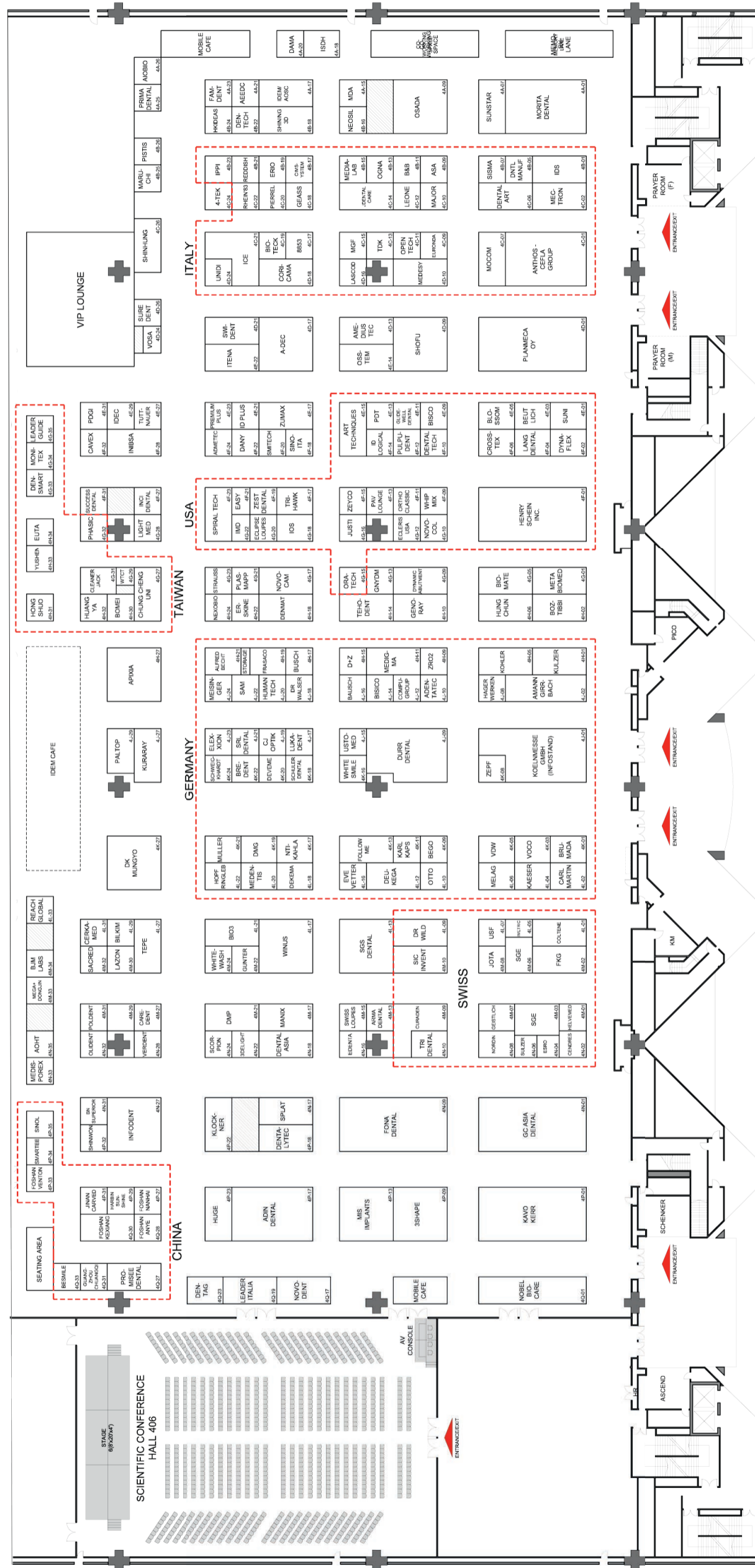


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*The floor plan is subject to change. Last update was 23 March 2018.*



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