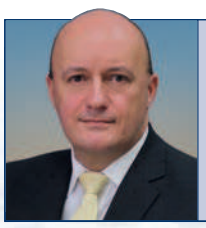
ADX · Sydney · 18–20 March, 2016 Official news for visitors and exhibitors

today



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Avoiding marketing mistakes
Marketing specialist Carolyn S. Dean talks you through the essentials of successful dental marketing by highlighting common pitfalls and errors made by many practices.
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What's on
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Introducing two firsts at ADX16

Experience innovations intended to enhance daily practice

SEE BUY LEARN — SYDNEY

18–20 March 2016
Sydney Exhibition Centre
www.adx.org.au

■ While visiting an exhibition stand usually allows customers only to *see* a product, ADX16 Sydney is introducing a novel way for visitors to *experience* the latest dental products from Australia and overseas: the Product Showcase.

In two purpose-built theatrettes in the designated showcase area, visitors can sit down and learn how novel technology is changing the instruments, equipment and materials that leading dentists use. During interactive 45-minute sessions, this innovative component of ADX16 gives dental professionals the unique opportunity to talk to suppliers to obtain in-depth knowledge of their new products and insights into the field of dentistry. Topics of the Product Showcase sessions vary and include business enhancement strategies, product introductions and clinical demonstrations.

For example, dental marketing specialist Jonathan Engle from Software of Excellence will advise on how to attract new patients online, Dr Andreas Kurbad will review the success of Ivoclar Vivadent's all-ceramic restorations system IPS e.max and Dr Phillip Palmer from Prime Practice will introduce dentists to the concept of outsourcing non-core functions in practices.

Showcase sessions run from 10:30 to 16:30 on Friday and Saturday and from 10:30 to 13:30 on Sunday. The timetable can be accessed at *www.adx.org.au/showcase*.

Complementing this novel hands-on approach is the ADIA–OHPA Dental Laboratory Pavilion. Also new at Australia's premier dental event, the pavilion highlights the quality products manufactured by the local laboratory industry. Designed to maximise participation by dental technicians, the pavilion offers information on the commercial framework and changes to regulations and exhibits the latest technology from Australia and overseas.

The free pavilion, which is located in the main exhibition space on the left-hand side directly behind the entry turnstiles, includes working demonstrations of the latest CAD/CAM technology. As a collaborative effort between the Australian Dental Industry Association (ADIA) and the Oral Health Professionals Association (OHPA), the initiative recognises the unique challenges that the country's laboratories face from international competition and technological changes and reflects both organisations' advocacy efforts to secure a future for Australia's dental laboratories.

There is certainly a great deal to see and do at Australia's largest dental exhibition; its significance is perhaps best captured by ADIA CEO Troy Williams: "Make no mistake about it, ADX16 Sydney is an event that allows dentists and allied oral health care professionals to see more, buy more and learn more."

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Two New Dental Mills Designed to Meet Your Needs

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Dental Mill

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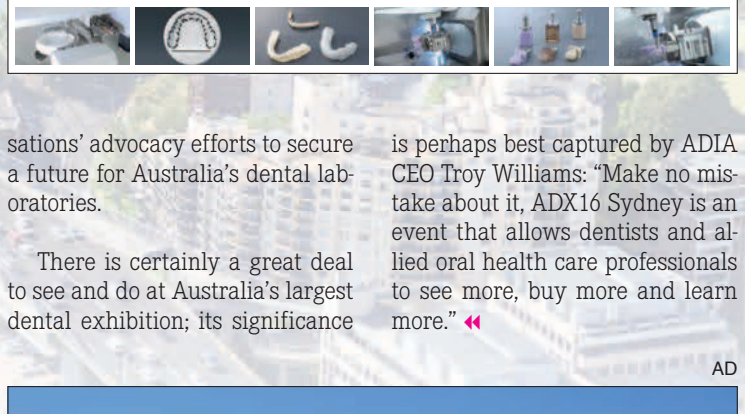
DWX-4W
Wet Dental Mill



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“The industry has moved beyond subdued business conditions”

An interview with Troy Williams, CEO of the Australian Dental Industry Association (ADIA)

Troy Williams, CEO of the Australian Dental Industry Association (ADIA)

Jam-packed with a broad range of product innovations, ADX16 Sydney is expected to draw a record number of dentists and allied oral health care professionals. *today international* had the opportunity to speak with ADIA CEO Troy Williams about awe-inspiring new treatment pathways, the remarkable growth in professional services to enhance dental businesses, as well as the focus of this year’s continuing professional development sessions, which feature some of Asia Pacific’s best speakers.

today international: **According to the latest *ADIA Bite Magazine Dental Practice Business Conditions Survey*, the number of patients visiting dental practices is increasing and confidence is returning across the industry. What are the prospects for the industry in 2016 and in the years to come?**

Troy Williams: This is an exciting time for the Australian dental industry, as new products, both those manufactured locally and those from overseas, are entering the market, giving dentists and allied oral health care professionals more options for treating patients than ever before. What’s great about ADX16 Sydney is that many of these products are being launched at this event.

The industry has moved beyond the subdued business conditions that existed in recent times and there is a high degree of confidence about the prospects for the year ahead. ADIA collects and publishes a great deal of data on the market in which dental products are sold; this provides us with a unique insight into what’s happening and this data validates the positive sentiment that exists across the dental industry. For example, the ADIA Australian Dental Products Business Conditions Survey published last month shows eight consecutive quarters of growth, with businesses recording increased sales over this period. The great news is this data also shows that businesses expect this growth to continue; however, this is somewhat tempered by the fall in the value of the Australian dollar, which places upward price pressures on imported products.

The same survey also showed a unique factor about ADX16 Sydney, this being that the event in itself drives business confidence. That so many suppliers of dental products see ADX16 Sydney as a strong sales platform is an important point of differentiation.

ADX16 Sydney is expected to draw a record number of dentists and allied oral health care professionals and spaces sold out quicker than ever. What feedback have you received from visitors and exhibitors?

This is an event that just keeps on growing. At ADX12 Sydney, attendance by dentists grew by around 14 per cent compared with the previous event, and at ADX14 Sydney, the number of dentists attending grew by a further 23 per cent. If there was any doubt that the ADX Sydney series is Australia’s premier dental event, then these figures speak for themselves.

It is important to ADIA to understand why dentists and allied oral health care professionals are coming to ADX16 Sydney and our market research has identified three key reasons. The first is that they are coming to see the largest range of dental products available under one roof. The second is that they are coming to buy the products. Finally, dentists and allied oral health care professionals are coming to learn more, through the comprehensive continuing professional development programme—some 39 seminar sessions that feature some of Asia Pacific’s best speakers.

It is difficult to identify a segment that has not seen change. In the dental laboratory segment, CAD/CAM technology continues to evolve, with milling now augmented by 3-D printing. Similarly, the pioneering work being done both within Australia and internationally to bring to market new types of restorative materials offers dental professionals more choices that ever before, and that is what ADX16 Sydney is all about. Similarly, there isn’t an orthodontist in Australia who wouldn’t benefit from attending ADX16 Sydney to look at the awe-inspiring advances that offer different treatment pathways.

However, some of the most interesting trends are not in the clinical area, but have come about by an understanding that dental practices, just like any business, can enhance their profitability through business improvement reform. The growth in professional services, including marketing, finance, insurance and patient management software, is amazing and will all be featured at ADX16 Sydney.

> “The event in itself drives business confidence.”

What industry trends stand out this year?

What makes dentistry such a fascinating industry to work in is the continual evolution in treatment pathways, something made possible by the advent of new products.

The Sydney Exhibition Centre @ Glebe Island will again host ADX this year. In your opinion, what makes the venue special?

Two words: the view! There isn’t a venue anywhere in the world that seriously challenges the Sydney Exhibition Centre @ Glebe Island as having the best view—and it’s not just that you can see the Sydney Harbour Bridge from the registration desks; if you take one

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of the free ferries to the exhibition centre, you can get up close and personal with this iconic structure.

Feedback from visitors and exhibitors at the last event rated the Sydney Exhibition Centre @ Glebe Island as an ideal venue. The abundance of natural light makes the event something special; it creates a really positive vibe within the exhibition hall.

"The growth in professional services, including marketing, finance, insurance and patient management software, is amazing."

What is great about ADX16 Sydney is that visitors are spoilt for travel and accommodation choices. Options include free ferries that will get you to the venue by water, free shuttle buses, ample on-sight car parking and discounted accommodation.

What is this year's focus in the professional development programme? Could you give us an overview of the speakers and topics?

The ADX16 Sydney continuing professional development programme is exceptionally strong and offered by professional organisations, including the Australian Dental Association (NSW Branch), the Royal Australasian College of Dental Surgeons, the Australian Dental Prosthetists Association, the Australasian Academy for Dental Sleep Medicine and the Australian Association of Practice Management, in addition to leading local suppliers.

There are 39 individual sessions, which have a strong focus on restorative dentistry, and the presenters are recognised across the region as leaders in the field. A number of sessions focus on orthodontics and implants–which is hardly surprising given the increasing interest of dental professionals in the new products available in these segments.

Reflecting ADIA's commitment to supporting research, the proceeds from the ADX16 Sydney seminar programme are going to the Australian Dental Research Foundation.

ADX16 Sydney is an excellent opportunity to meet with clients and professionals in a relaxed atmosphere. What programme features can visitors particularly look forward to?

In many respects, ADX16 Sydney is more than a dental exhibition; it is an unparalleled opportunity for dentists and allied oral health care professionals to develop new, and cement existing, contacts with their peers. The free welcome reception on the Friday night is typically attended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafés in the exhibition hall and have lunch while discussing all the products they have seen.

A first for ADX16 Sydney is the product showcase, which will allow people to set back and learn about the latest innovative products from the businesses that are introducing them to the Australian market for the first time. Make no mistake about it, ADX16 Sydney is an event that allows dentists and allied oral health care professionals to see more, buy more and learn more.

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On behalf of the Asia Pacific Dental Federation and the Hong Kong Dental Association, we would like to invite you to attend the 38th Asia Pacific Dental Congress (APDC 2016) to be held at Hong Kong Convention and Exhibition Centre from 17-19 June 2016.

Theme 'Advancing Dentistry with Modern Science and Technology', APDC 2016 will be an excellent platform to meet and dissect challenges in the field with leading experts from around the world.

INVITED SPEAKERS
- Dr Chris Chang
- Dr Stanley Malamed
- Dr Hiroshi Ogawa
- Dr Frankie So
- And many more…
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- Professor Hsu Ming-Lun
- Professor Mariano Sanz
- Professor Adrian Yap

KEYNOTE & PLENARY LECTURE TOPICS
- Innovations in Dental Traumatology. Tradition Versus a Bright New Future
- Is the Mandibular Block Passé?
- Emergency Medicine - Sudden Cardiac Arrest and AEDs?
- Prevention of Peri Implant Disease for Implant Success
- The Implications of Population Aging to General Dental Practice
- Guided Surgery: Application in Complex Edentulous Cases and Use of a New Digital Workflow for Partial and Single Cases
- Simplified Mechanics for Challenging Cases, Part I & II
- Improve Population Oral Health by Targeting NCDCommon Risk Factors
- "Oh My Aching Jaw": Detection and Management of TMD in Primary Care
- Bone Biomechanics of Implant Dentistry

ABSTRACT SUBMISSION
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ABSTRACT TOPICS INCLUDE
- Endodontics
- Implantology
- Neuroscience / TMD
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- And many more…

IMPORTANT DATES
Abstract Submission Deadline: 29 February 2016
Early Bird Registration Deadline: 1 April 2016

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for your queries and requirements about registration and accommodation;
Mrs. Pınar Çobanoğlu, Registration and Accommodation Manager
E-mail: pcobanoglu@kenes.com

Scientific Information:
for your queries about scientific programme;
Ms. Selen Akün, Scientific Programme Coordinator
E-mail: sakun@kenes.com

Sponsorship & Exhibition Requirements:
for your queries about sponsorship & exhibition opportunities and application process;
Mr. Veysel Güzel, Project Manager
E-mail: vguzel@kenes.com

General Details for all other queries;
Mr. Veysel Güzel, Project Manager
E-mail: mailto:vguzel@kenes.com

Ms. Maral Balimoğlu, Project Manager
E-Mail: mbalimoglu@kenes.com

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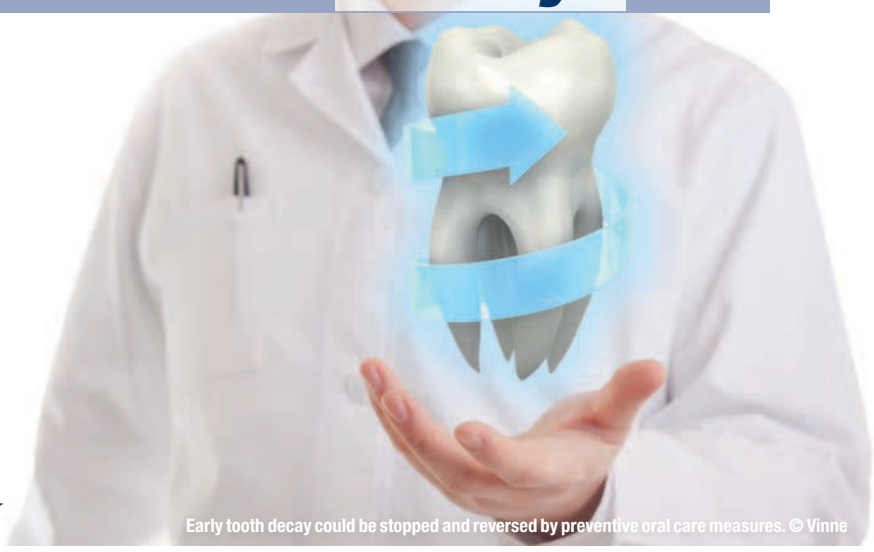
Traditional treatment of tooth decay is outdated

By DTI


Early tooth decay could be stopped and reversed by preventive oral care measures. © Vinne

■ Researchers from the University of Sydney have found that tooth decay can be stopped, reversed and prevented without the traditional "drill and fill" approach that has dominated dental care for decades. Acknowledging the outcomes of the seven-year study, the researchers called for a general shift towards preventive measures in early caries treatment.

Developing a set of protocols that they called the Caries Management System (CMS), the researchers compared people who received traditional "drill and fill" treatment with those who received CMS treatment, focusing on prevention. The CMS protocols included the assessment of decay risk, the interpretation of dental X-rays and the specific treatment of early decay.

Among other things, preventive measures included the application of high concentration fluoride varnish to the sites of early decay and, on the patient's side, restricting sugary snacks and beverages between meals.

In testing the CMS protocols on 1,000 patients from 22 general dental practices in New South Wales and Australian Capital Territory, decay risk was substantially reduced during the seven-year study.

Moreover, the need for fillings was 30 to 50 per cent lower among CMS patients in comparison to the control group. At 80 per cent, the reduction was even greater among those considered at a high-risk, patients who were getting as many as two fillings per year.

"This research signals the need for a major shift in the way tooth decay is managed by dentists," said Associate Professor Wendell Evans from the University of Sydney. "A tooth should only be drilled and filled where an actual hole-in-the-tooth is already evident," he said.

According to Evans, tooth decay is not the rapidly progressive phenomenon that dentists long believed it was. Instead, it develops more slowly, leaving plenty of time for the decay to be detected and treated before it becomes a cavity and a filling is required. On average, it takes four to eight years for decay to progress from the tooth's outer layer (enamel) to the inner layer (dentine), he explained.

The results of the study were presented in the article "The Caries Management System: Are preventive effects sustained post-clinical trial?" which was published online in the *Community, Dentistry and Oral Epidemiology* journal on 7 December 2015.

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Seven dental marketing mistakes ...and how to avoid them

By Carolyn S. Dean, Sydney

As a dental professional, you face unfamiliar challenges in running and marketing your practice. You are confronted with increased competition (both locally and abroad), an oversupply of dentists, ever-rising practice operating costs, and more marketing-savvy patients. On top of this, your potential patients are becoming more discerning about where they go for dental treatment, with many heading overseas.

In order to achieve practice success, it is essential to build long-term relationships with patients and prospects. Long-term patients are more likely to feel satisfied. It is they who welcome the opportunity to refer others to you and who will continue to use your services in the future.

Over my years working with hundreds of dentists as a marketing consultant, I have observed the common mistakes that prevent them being able to market their practices successfully.

1. Not knowing your numbers and not tracking them

One of the most common mistakes that I see is that many dental practices just do not track their numbers. There is a saying that "if you fail to plan, you plan to fail". It is critical that you track all of the metrics in your business, and your marketing spend is no exception.

The significant numbers that you need to know and track are:

- average lifetime value of a patient
- marketing return on investment
- new patients
- patient loss.

2. Not knowing your ideal patient

One of the cornerstones of any marketing campaign is knowing who your ideal patient is. Many practices make the mistake of not identifying this in their eagerness to go ahead with their marketing campaign as soon as possible. You need to stop and think about whom your marketing will be directed to, what this group of patients wants, what problems they have, and what solutions they need.

The key to implementing a strategic marketing plan is identifying your practice's ideal patient or target patient profile. Once you know your market, you need to establish how best to communicate with them.

3. Wanting a silver bullet

Marketing your dental practice to attract the right kind of patients, keep them active and encourage them to refer you to their contacts is no easy task.

There are just so many things to think about when it comes to successful dental marketing.

> "Many practices think (and hope) that there is a silver bullet to solve their marketing issues."

Many practices think (and hope) that there is a silver bullet to solve their marketing issues. This leaves them open to unscrupulous sales people and to disillusionment and frustration when their marketing efforts fail.

The companies trying to sell you the marketing silver bullet that will solve all your marketing worries are constantly calling. Well-meaning friends, colleagues and patients may give you advice on what they think you should do to market your practice. The range of marketing media is evolving, and the rapid changes in online marketing make it almost impossible to keep up.

4. Taking a scatter-gun approach

I speak to many dentists who tell me that they have tried many different types of marketing and they have all failed and nothing has worked for them. When I dig deeper, I discover that they *have* tried many different approaches, but nearly all of these have been done in a haphazard way and in short bursts. I call this a "scatter-gun approach" to marketing.

It does not work to try one approach for a month or two in an inconsistent manner without tracking the results or refining the campaign. This will always end in failure.

It has been shown that it can take between six and eleven repetitions for patients to see or hear a message before they act on it. Do you know how many ways and how many times you communicate with your patients?

5. Doing it all by yourself

You have to remember that patients are more savvy than ever before. They are constantly exposed to a huge amount of marketing and their expectations of what is and is not professional are continually increasing. The reality is that when you are competing against the corporates, you need to ensure that your marketing is up to scratch.

It is very common for practices to have their branding and logo professionally designed and then decide to take it over, producing home-made brochures and other marketing collateral that use different colours, fonts and even versions of the logo. If you are not consistent, your attempts at establishing a brand will be ineffective.

6. Procrastinating

There are just so many things for you to think about when it comes to your dental marketing. How can you fix your website that is not effective? Should you be engaging with your patients on social media and how to start? You know that you need to educate your patients on a regular basis, but what are they best ways to do this? You need reactivation and referral campaigns, but you have no idea how to carry this out in a professional and consistent manner.

It is not uncommon to be so confused and overwhelmed that you spend your time procrastinating and doing nothing.

7. Not getting the right advice

When you own or run a dental practice, in fact any kind of business, there is no shortage of marketing advice to follow; there is an overwhelming amount of advice out there. You may have had the experience of wasting time or money on poor advice.

The problem is that many dentists are not getting the right dental marketing advice. They may listen to many different sources and form opinions based on advice from people who may not understand the business of dentistry.

8. Summary

There is no magic when it comes to marketing your practice successfully. Quite simply, it comes down to:

- picking the aspects of marketing you want to use, wisely and with due care and thought
- ensuring that, whatever marketing activities you decide to undertake, you perform to the best of your ability and budget
- being consistent
- tracking your results–setting your goals and reviewing or refining them on a regular basis
- getting good advice from trusted experts in the area of marketing you are undertaking.

It takes time, but the effort that you put in will be rewarded by more patients, increased production, better relationships with your team and patients, and a sense of control when it comes to your marketing.

It is now time for you to focus on your marketing. By marketing well, doing it consistently, and avoiding the scatter-gun approach, you can avoid making the common mistakes that many practices make.

Carolyn S. Dean is a dental marketing and communications specialist and seminar speaker. As Managing Director of My Dental Marketing, she works with practitioners throughout New Zealand and Australia on enhancing websites, improving branding and growing dental practices. Her book *Fully Booked: Dental Marketing Secrets for a Full Appointment Book* will be published in March and be on sale at ADX16 Sydney. At the event, Carolyn will be presenting three different lectures on the importance of marketing for dental practices as part of the ADX16 continuing professional development programme.

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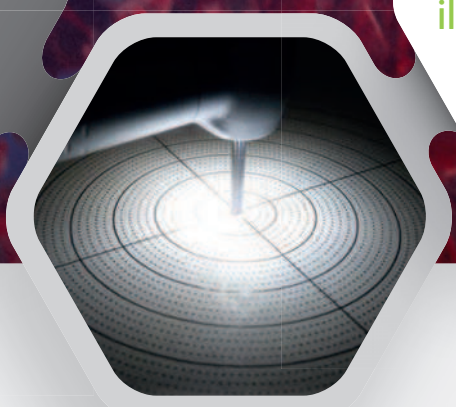

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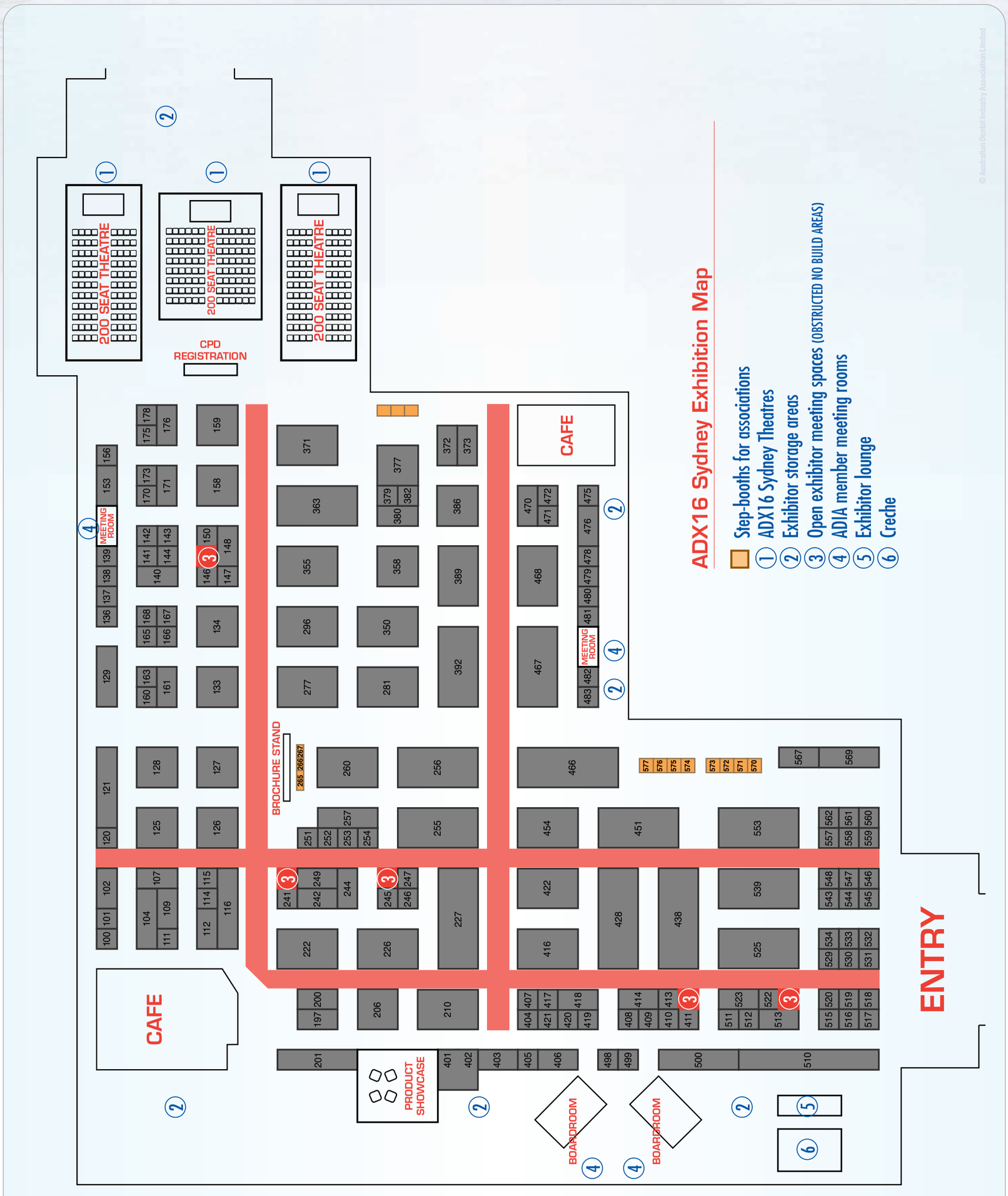
ADX16 Sydney—Floor plan

18–20 March, 2016
Sydney Exhibition Centre



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