

DENTAL TRIBUNE

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A NEW PLAYER

Dental Tribune spoke with MIS Regional Manager for the UK, Alex Raychuck, about future plans and why the UK dental implant market holds a large potential.

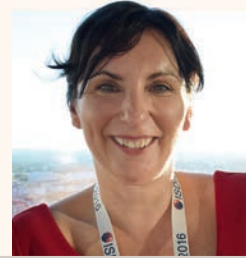
► Page 8



WALKING AMONG GIANTS

Business consultant Chris Barrow gives advice on how to market dentistry in the global connected economy.

► Page 10



INTERVIEW

Irish dental hygienist Barbara Derham talks about her work, the importance of prevention and the advantages of iTOP.

► Page 12

Dental students already plagued by neck and back problems at university

By DTI

LONDON, UK: Undergraduate dental students already experience musculoskeletal pain as dental practitioners do, a study performed at King's College London

lower back and other parts of their musculoskeletal system.

To make things worse, only every fifth student had sought professional treatment for these problems. Neglecting to seek

prolonged static positions during dental treatment is relatively well understood, the study is the first to have conducted extensive research to establish how early the problems start in a dental career. According to the results, lower back pain was already highly prevalent among students at the Dental Institute, with over 50 per cent of those surveyed having experienced lower back pain for at least 30 days during each year of their BDS programme.

In order to prevent the problems from worsening, the researchers introduced preventive measures to students, including a personal trainer giving advice on exercises and coping strategies to help improve their posture in the short term, as well as more widespread use of loupes.

Furthermore, co-author of the study Dr Mark Ide announced he has started working with colleagues at the British School of Osteopathy to look at the efficacy of some self-care techniques to help alleviate the problems.

"Chronic neck and back pain is a known problem among

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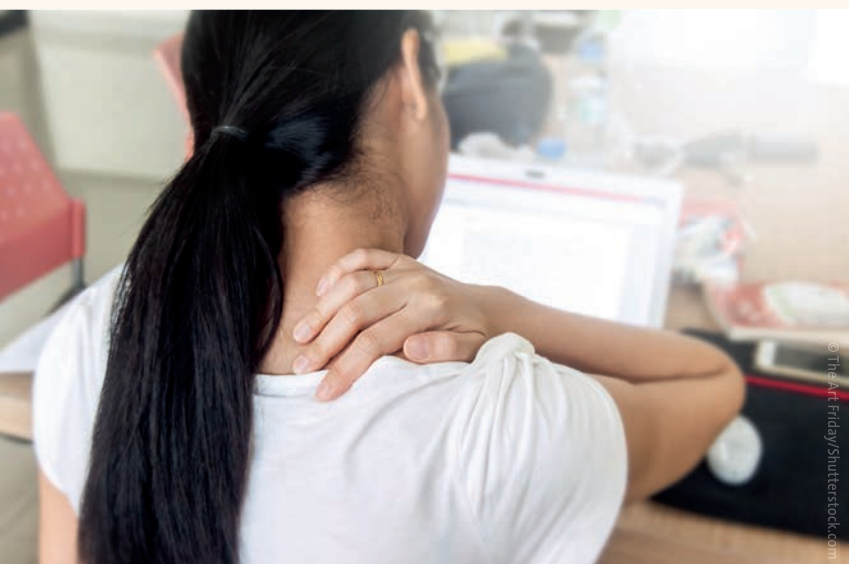
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Dental Institute and published in the British Dental Journal has found. By surveying 380 King's students on the issue, researchers found that around half of the respondents had experienced extended periods of pain in the

care, according to the researchers, could result in serious health issues later in life, including musculoskeletal damage.

While pain in practising dentists due to incorrect posture and

dental personnel, to the extent that some eventually have to stop clinical work," said Prof. Mark Woolford, Dean for Education at the Dental Institute. "It is essential dental schools are aware of this and are taking measures to educate and support those oral healthcare workers in training,

at the very beginning of their career."

The study "Musculoskeletal neck and back pain in undergraduate dental students at a UK dental school—A cross-sectional study", was published online on 9 September in the *British Dental Journal*.

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Individualised feedback reduces prescription of antibiotics

By DTI

CAMBRIDGE, UK: While dentists only prescribe 10 per cent of all antibiotics in the UK, they often prescribe them inappropriately. Over-prescription of antibiotics could be reduced to some extent if practitioners receive individualised feedback about their prescription practices the results of a trial, published in the *PLOS Medicine journal*, among NHS dentists in Scotland have indicated.

In a study involving all 795 antibiotic-prescribing general den-

tistry practices in the country, a group of researchers from Dundee, Aberdeen and Glasgow sent out graphic plots of the monthly prescription rates of each dentist at the respective practices, which were randomly selected. Some of these practices were also sent a written behaviour change message reiterating national recommendations.

After 12 months, the rate of prescriptions was compared to those of practices that had received neither graphs nor messages. The researchers found an overall reduction of 5 per cent in

the group that had received the feedback.

Although the intervention achieved a slight reduction, the researchers suggested that multifaceted measures like audit and feedback intervention might offer no advantage over single measures because of their complexity and the overall costs involved. They, however, emphasised the need to develop new strategies to change health professionals' prescribing behaviour.

Previous studies have found that, despite clinical guidelines,

antibiotic prescriptions are often given by dentists without clinical need.

Last year, medical bodies in the UK, including the British Dental Association, joined the One Health initiative in order to promote responsible use of antibiotics in dentistry and other fields of medicine.

The study, titled “An audit and feedback intervention for reducing antibiotic prescribing in general dental practice: The RAPiD cluster randomised controlled trial”, was published on 30 August in *PLOS Medicine*.

Infection scare dentist struck off

By DTI

LONDON, UK: The General Dental Council (GDC) has struck off a Nottingham dentist responsible for the largest recall of patients in the history of the NHS from its register last month.

Desmond D'Mello was removed for reasons of misconduct owing to 55 allegations of failure to maintain basic standards of infection control or prescribe antibiotics without a thorough assessment of patients' needs.

As a result, more than 22,000 patients were offered a recall for blood tests owing to the risk of exposure to infection in 2014.

His actions were revealed by a whistle-blower, who recorded some of the failings on video. The filmings showed that he did not change his gloves or surgical mask and wiped his hands on his trousers instead of washing them, among other gravely hazardous practices.

In connection with D'Mello, the GDC also subjected one of his

co-workers, a dental nurse who worked in the same practice, to conditional registration for a period of 12 months. She has admitted to 27 of the allegations, the council said.

“Mr D'Mello has abused the trust of his patients in exposing them to serious risk of harm and subjected those patients affected to an appalling and agonising ordeal as they undergo invasive blood-testing,” commented the chairperson of the GDC's Professional Conduct Committee, Gavin

Scott, on the decision. “His behaviour is fundamentally incompatible with being a dental professional, and his behaviour is so damaging to public confidence in the dental profession.”

D'Mello did not attend any of the hearings or have legal representation. In a letter to the GDC last year, he applied for voluntary erasure from the GDC register.

He stated too that he had no intention of ever practising dentistry again.

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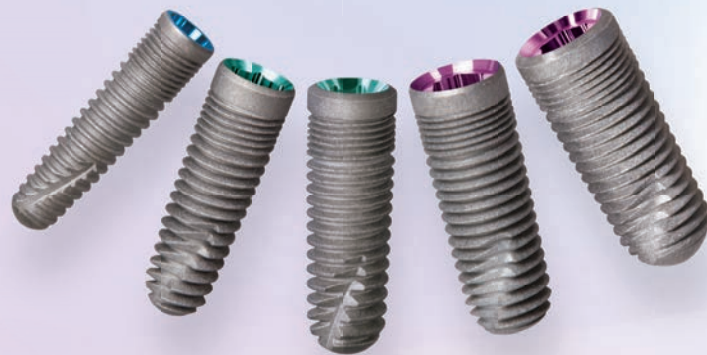
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CLINICAL AND LABORATORY PRODUCTS

Restorative dentistry has become a two-class system

An interview with Prof. John Nicolson, UK

Materials scientist Prof. John Nicholson from London has conducted extensive research on glass ionomer cements and related materials over the last 30 years. In a presentation he recently gave at the FDI Annual World Dental Congress in Poznan in Poland he discussed whether modern dental materials can meet the world's oral health needs, among other things. *Dental Tribune* spoke with him about the shortcomings of modern dental materials, restorative dentistry becoming a two-class system, and atraumatic restorative treatment.



Prof. John Nicolson, UK

Dental Tribune: In your presentation, you argued that most modern dental materials are characterised by cosmetic rather than functional aspects. Where do they lack most in your opinion?

Prof. John Nicholson: They lack ease of use. This applies espe-

cially to composite resins. Being non-adhesive, composites have to be employed in association with bonding agents. The function of bonding agents is to alter the nature of the freshly cut tooth surface from hydrophilic to hydrophobic, and this requires careful deployment of sensitive materials in accordance with manufacturer's instructions. Having created a surface for bonding, the composite itself must be placed. This typically requires placement in increments, with sufficient application of the curing lamp to ensure depth of cure.

All of this manipulation is difficult and requires a high level of skill on the part of the dentist. Done correctly, it works well and the resulting repair is durable and aesthetic. However, it is too complicated to be the basis of tooth

repair in poorer countries, owing to the high numbers of patients, unreliable electricity supplies and fewer skilled dentists.

Most technologies seem to become cheaper over time, except dental materials. What are the reasons for this reverse trend?

In dentistry, we have emphasised appearance over performance, a feature that is not so much of a problem in countries with large numbers of dentists able to replace worn-out restorations, that is in richer communities in the developed world. The dental market therefore does not favour cheaper solutions, or simpler ones.

With state-of-the-art dental materials only affordable in rich countries and a select few in poor countries, has modern restorative dentistry become a two-class system?

It has indeed, and that two-class system applies in richer countries too, where poorer individuals are less likely to be able to afford the best-looking repair materials. Specifically, this means

amalgam repairs rather than composites.

Atraumatic restorative treatment was originally developed to provide a cost-effective treatment for patients in the world's poorest countries. What have been the experiences with the technique so far, and can it offer an alternative for a population with no access to modern dental materials?

Reports over the last few years have shown it to be very successful. A variety of patient groups, including children, young adults and even older patients, are benefiting from what is effectively minimal intervention, low-cost dental treatment. Furthermore, the performance of the glass ionomer repair materials in the atraumatic restorative treatment technique is proving to be better than what might be expected on the basis of *in vitro* studies of the materials' properties.

Amalgam is still widely used, particularly in poorer countries. Are we prepared for amalgam-free dentistry, and what should be done to ensure there are proper alter-

natives after the phase-down has been completed?

I think we need to maintain the use of glass ionomers and perhaps see how these materials can be improved for this large and important group of patients. We also need to recognise that acquiring a proper understanding of the clinical performance of any material is a time-consuming process and that it can take years to obtain a full picture of how materials really behave in patients.

Should there be greater emphasis on the issue of dental materials in oral health campaigns and agendas around the world?

Yes, there should. We know that caries is the most widespread disease in humans, so we can safely assume that damage to teeth is equally widespread. Consequently, in my opinion, we should emphasise the role of appropriate repair materials just as much as we currently emphasise preventative steps.

Thank you very much for the interview.

DTI publishers discuss future strategies at annual meeting

By DTI

BERLIN, Germany: The Dental Tribune International (DTI) publishing group, which consists of about 30 publishers around the world, customarily meets once a year to present its latest products and introduce new partners. This year, the 12th Annual Publishers' Meeting was held from 4 to 6 September at the picturesque Greater Wannsee lake in the German capital of Berlin. Over 50 people from about 20 countries, including partners from Asia, Australia, Europe, the Middle East and the US, attended.

Over the past 13 years, the DTI publishing network has grown significantly. Today, DTI reaches over 650,000 dental professionals in 25 different languages in about 90 countries around the globe. At the meeting in Berlin, the group welcomed two new partners, from Israel and Iran, who will be publishing their respective localised versions of the *Dental Tribune* newspaper and providing updates on their particular market on local websites on www.dentaltribune.com.



More than 30 publishers from around the globe joined this year's Annual Publishers' Meeting in Berlin.

Furthermore, the publishers were introduced to one of DTI's newest publications, the *Journal of Oral Science and Rehabilitation*, which was launched in 2015. It originated from the efforts of a large group of researchers involved in the advancement of implant dentistry. The aim of the journal is to promote rapid communication of scientific information. Released quarterly in March, June, September and December each year, it publishes original and high-quality research and clinical papers in the fields of periodontology, implant dentistry,

prosthodontics and maxillofacial surgery.

The publishers had the opportunity to learn more about the DTI Communication Services offering. As the importance of content marketing is growing rapidly in all industries, including dentistry, DTI established this new division last year. The department aims to assist smaller and mid-sized companies, in particular, in communicating more effectively with their audiences through tailor-made targeted editorial support, video produc-

tion, event organisation and publishing.

A major topic covered at the meeting was the International Dental Show (IDS), the most important trade fair in the dental industry. In collaboration with its German licensee OEMUS MEDIA, DTI will be publishing a new issue of its well-established today newspaper on each of the six days, providing comprehensive coverage of the previous day's events. For the first time, the two publishers will be setting up a lecture forum at their booth—known as the Media Lounge,

a restaurant and meeting area at which leaders in dentistry conventionally gather during IDS. At the forum, which will seat up to 200 participants, DTI will be holding Dental Tribune Study Club lectures and press conferences through DTI Communication Services.

Moreover, the publishers were informed about DDS WORLD, a website that was recently launched by DTI and promises to become the most comprehensive resource in dentistry. It is a full-service digital marketplace for products, news, e-learning and practice management, and targeted at vendors, dentists, dental technicians and patients alike. Owing to its comprehensive approach, DDS WORLD has the potential to become the most important platform in dentistry and will thus help DTI secure its position in the market, as the importance of online marketplaces is growing in all industries.

DTI further announced the relaunch of its website, www.dentaltribune.com, which is scheduled to go live with a completely new design and layout in spring next year.



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More than just a yellow repair bag

How BA International manages to stay ahead of the dental equipment repair business

By DTI

NOTTINGHAM, UK: For almost 25 years, BA International has been at the forefront of the handpiece repair business, providing repair and sales services to dental clinicians all over the UK. According to its own words, no other company can provide dentist with the full service peace of mind that it offers. Its ISO 9001 certificate ensures that it has quality management systems in place, to ensure exacting industry standards and to continually develop and improve its services. With over 150 combined years in the handpiece repair industry, its fully OEM accredited engineers, who are approved by companies like KaVo, W&H, NSK, Sirona, Bien Air, 3M ESPE, Elma, SciCan, Nitram, Henry Schein, Micro-Mega and EMS, en-

sure that customers get the best possible service in the industry.

To this day, it continues to work with dentists up and down the country to surpass expectations in what a repair company can offer in terms of quality and competitive pricing. So how do they do it without being just a yellow repair bag?

At the beginning, dentists use the free industry recognised pre-paid repair bag to send in their handpieces. BA returns them in protective reusable & autoclavable BA Steriboxes to ensure that the handpiece arrives safe and sound. In addition to handpieces, BA can also repair a huge array of small equipment devices such as amalgamators, ultrasonic baths, DAC and SciCan Statim autoclaves, curing lights and endo units, among many other things.

For this, the company creates custom made insured boxes using foam moulding technology to protect the equipment during transit to ensure that it arrives safely. When clients receive their items back safely, they can keep the custom box for the future thus saving them further possible costs.

After a concise initial examination of the arriving handpieces and equipment, BA offers a free quotation on all repairs in order to allow clients to make an informed decision on whether it would be beneficial to repair an existing handpiece or invest in a new of their own state-of-the-art handpieces. The company offers steel & ceramic bearing replacements & cartridge replacements for all makes and models. In addi-

tion, they provide world leading high quality BA parts as well as OEM spares.

With every single one of our repairs, BA includes a full strip clean and service to ensure that handpiece return as new. It also carries out very specific tests in its repair facility during the service process which include chuck retention, speed and concentricity tests, as well as checks on the water system, chip air and air exhaust to ensure that every handpieces is in full working order. The company also has an extensive range of handpiece spare parts and can offer a same day turn around on most handpiece repairs, where applicable. BA is extremely proud to stock the largest amount of spare parts in the UK, more than any other provider and is therefore more likely to offer a same day turn around.

BA can offer free preventative maintenance advice upon request to help reduce a handpiece repair overheads and maximise the chair time utilisation. By advising dental staff over the phone on preventative maintenance, the company has found that it dramatically reduced their customer's overheads and repair expenses. It can also offer advice on servicing, maintenance, regulations and recommended uses for handpieces and dental equipment. Working with leading manufacturers, BA also offer guidance

on reprocessing and adhering to the HTMO1-05 guidelines in the most cost effective and time efficient ways.

Also available from the company is after sales services on repairs and purchases as well as consumables. So in case customers have any requirements from a handpiece or piece of small equipment, its staff can advise the best product for any clinical needs. As they are an approved DAC service centre, BA International also offers validation and servicing for the DAC Universal. Its loan service ensures that whilst DAC is with them, customers are not left without one therefore not disrupting their daily operational requirements. Loan services can be also on many items to help customers when they need it the most. BA International work with dentists to ensure that they experience as little interruption in their clinical work as possible thus ensuring the best patient care.

As you can see, BA is far more than just a yellow bag. It says it can offer all this at the best price in the industry and if you can find a better price, it will beat it. So why not call their technical service department to find out if they can repair your faulty device.

More information on BA International and its services are available online at www.ba-international.co.uk.

CURAPROX expands to Ireland

By DTI

KIMBOLTON, UK: Oral health care products provider CURAPROX UK has announced its intended expansion of its presence on the British Isles with the appointment of Orla Sheehy as the new Senior Business Manager for Ireland.

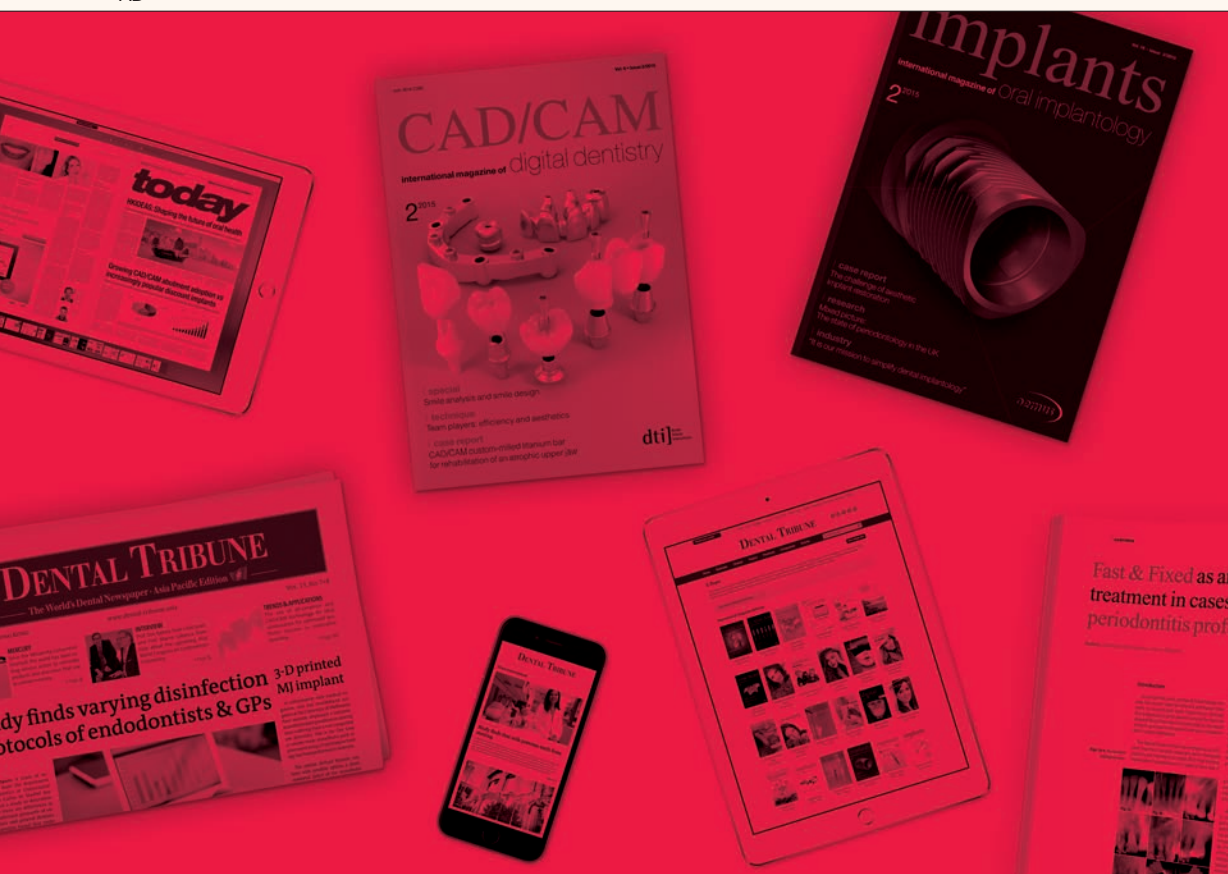


Orla Sheehy

Sheehy will oversee sales and development of the company's core business within the Irish market over the upcoming months and work closely with iTOP (individually trained oral prophylaxis) tutor Barbara Derham as part of CURAPROX's efforts to increase its educational reach. Originally

from Carlow in southern Ireland, Sheehy has worked as a sales representative for GSK, among other positions. Over the coming months, CURAPROX said it will be increasing its support to oral health care professionals across Ireland through regional meetings and by attending exhibitions.

CURAPROX UK has been active in Ireland through distributors since 2014. Originally established in Switzerland in 1972, it has become a leading name in the market with oral health care products that the company recommends as safe, gentle and effective.



Dental Tribune International

ESSENTIAL DENTAL MEDIA

Invisalign celebrates four million smiles, raises funds for charity

By DTI

LONDON, UK/SAN JOSE, USA: In September, Align Technology announced that the 4 millionth Invisalign patient has started his treatment in London. In celebration of this milestone, the company has called upon its followers to share a photograph of their smile on social media platforms. Align Technology will match every post with a \$1 donation to international children's medical charity Operation Smile to raise money to provide free surgeries for children with cleft lip, cleft palate and other craniofacial defects.

In particular, Align Technology has urged its followers to take and post a selfie with a handwritten sign reading "#4millionsmiles" on Facebook, Twitter or Instagram. People can also make use of Align's template messages. Every smile posted will be included on a geolocation world map on a dedicated website. The initiative runs through September and is aimed at raising the equivalent of \$100,000 to provide operations for 400 children in need.

Non-profit organisation Operation Smile has provided hundreds of thousands of free surgeries for children and young adults in developing countries who were born with cleft lip, cleft palate or other facial deformities. It is one of the oldest and largest volunteer-based organizations dedicated to improving the health and lives of children worldwide through access to surgical care.

Since 1982, Operation Smile has developed expertise in mobilising volunteer medical teams to conduct surgical missions in resource-poor environments while adhering to the highest standards of care and safety. Operation Smile helps to fill the gap in providing access to safe, well-timed surgeries by partnering with hospitals, governments and ministries of health; training local medical personnel; and donating much-needed supplies and equipment to surgical sites around the world.

Founded and based in Virginia Beach, US, Operation Smile has extended its global reach to more than 60 countries through its network of credentialed surgeons, paediatricians, doctors, nurses and student volunteers.

In celebration of World Smile Day on 7 October, Align Technol-

ogy will renew the call for smile selfies to support Operation Smile.

More information available at www.invisalign.com/4millionsmiles.

London resident Matthew Webb is the 4 millionth Invisalign patient.



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UK implant market gets a new player

MIS to expand its worldwide business to the British Isles

By DTI

LONDON, UK: According to latest statistics by market intelligence provider idata, the UK market for dental implant fixtures is currently showing the highest growth within Europe mainly owing to its underpenetration compared to other country like Germany, Switzerland or Italy. This makes the country attractive for many small and medium-sized providers that now see the chance to have their share of this promising market.

One of them is the Israel-based company MIS, an acronym for "Make it simple" and also the company's motto, which after successful ventures in Europe and other parts of the world is now taking its first steps to open its own business in Britain.

For many the name MIS may only sound familiar due to its recent acquisition by Dentsply Sirona, but the company is actually a long and established provider of dental implant solutions, particularly in emerging markets in Eastern Europe and South America. But the recent step, which followed takeover rumours by a number of implant companies, will not affect the company's expansion plans in Britain, if you want to believe Central and Eastern Europe & UK Regional Manager Alex Raychuk. Indeed, MIS plans to keep his brand separate as much as possible from those of its new parent company.

"We are actually very proud that Dentsply Sirona has shown that kind of interest in us and expect a number of good synergies

come out of this transaction that will not only benefit our company but the whole market," Raychuk said.

A native of Belarus and currently living in Germany, Raychuk has been overseeing his company's development in Eastern and Central Europe since 2011. For the last two years, he has been also observing the market in the UK extensively as a visitor to tradeshow, for example, and thinks that it holds a large potential for his company to grow.

"We wanted to enter this market in the right



Alex Raychuk, MIS Central and Eastern Europe & UK Regional Manager

commercial success with over 20,000 implants sold since last year's launch.

"It is a modern approach on implantology that is based on extensive scientific research and developed to provide clinicians with an advance from the start," he said. "It is also a high quality product and with it we believe we can bring good value to the market."

In addition to its latest premium product, MIS offers a number of

established implant brands such as C1 and SEVEN, as well as prosthetic options, bone grafting materials and solutions for digital dentistry like the MGUIDE for the production of surgical drilling templates based on a prosthetic-driven implant plan. With the expansion of the company, dentists in the UK will now also be able to purchase and receive first-hand support, according to Raychuk. Sales and supporting office were recently opened in London. While the company will not exhibiting at trade shows such as BDIA Dental Showcase or the Dentistry Show

way and at the right time because it is very important to come here ready and to take the proper steps to start a business," he explains the reason why MIS has not approached this large market yet. "The UK market is developing very dynamically and offers some very exciting opportunities."

"I believe we are now here at exactly the right time," he further explains. Coincidentally, MIS already had its first major product launch at Europerio in London last year,

which saw the introduction of the V3 concept. Designed in collaboration with leading clinicians, including Prof. Nitzan Bichacho and Dr Yuval Jacoby, both from Israel, as well as Dr Eric Van Dooren from Belgium, this new implant is suitable for a wide range of surgical scenarios and promises immediate biological benefits for better treatment outcomes. Its design aims to provide both specialists and general practitioners with optimum flexibility in implant planning and placement for a restorative-driven approach. In particular, the triangular shape of the coronal portion is intended to encourage bone regeneration and to gain greater volume of bone in support of stable surrounding soft tissue for restorations with improved aesthetics. According to Raychuk, it has also been a

for the time being, it plans to concentrate on education, for which the company is known for through its internationally seminars and its World Congress, which took place for the third time in Barcelona in Spain this year.

"We are already offer a number of good courses to our customers around the globe," Raychuk said. "Of course we will bring this to this market as well together with many of our internationally renowned speakers. High quality education is very important and part of the soul of our company."

More information about MIS and its products in the UK are available online at www.mis-implants.com. Raychuk can be contacted directly at alexander@mis-implants.com.

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