today

SCANDEFA • Copenhagen, 27–28 April 2017

Interview

Dentists Marcus Riedl and Mona Patel about their experiences with the Dentsply Sirona design line and the role of aesthetics in daily dental practice. **» page 6**

Dental products in focus

SCANDEFA 2017 will be an excellent opportunity to see the most up-to-date technologies and achievements in the field of dental medicine. **» page 11**

What's on in Copenhagen

Owing to its rich cultural and culinary scenes, Copenhagen offers something for everyone. Here are some tips how to spend your time off in the Danish capital. **» page 15**

Celebrating 50 years of dental excellence

Bella Center in Copenhagen hosts anniversary edition of SCANDEFA

■ When SCANDEFA was held for the first time in 1968, Denmark was not part of the European Union yet, no human footprint had been left on the moon and daily groceries only cost a few øre. This year, this important trade event for the dental industry in Scandinavia and Finland opens for the 50th time to dental professionals from the region, who attend to see and experience the latest innovations in the field.

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According to the organiser, over 8,000 visitors are expected for the anniversary event, which will run over the next two days in the Bella Center, Copenhagen's premier exhibition and congress venue. Official celebrations are being held on Thursday afternoon between 15:00 and 16:00 and refreshments for exhibitors and visitors will be served, it also announced.

At the exhibition, the latest the local and international dental industry has to offer will be on display. More than 150 dental manufacturers and distributors from the region and beyond are participating in this year's event. In addition to the newest materials and equipment, state-of-the-art devices for the growing field of digital dentistry will be available for visitors to experience for themselves. For example, Roland DG (Booth C2-028) is presenting its recently launched DWP-80S 3-D dental printer and the DWX-52DC, a new addition to its popular line of dental mills. Both are aimed at improving the workflow of dentists and dental technicians significantly. With its Planmeca PlanMill 40 S, Planmeca (Booth C2-008) is presenting another device for dental clinics that, according to the Finnish company, is the most powerful unit for chairside milling the dental market has ever seen, combining superior usability with accurate high-speed milling.

In the restorative field, Japanese company GC is demonstrating a paradigm shift in dental materials with Essentia, which was developed together with a group of experts in aesthetic dentistry and no longer relies on the classic VITA colours, but on a very simple assortment of seven shades, created to mimic natural teeth in a patient of any age and offering dentists the maximum creative freedom.

Alongside the exhibition, the Danish Dental Association is holding its annual educational programme, which will feature interesting lectures and hands-on courses focusing on clinical issues and the latest developments in various surgical fields, including implantology. Furthermore, helpful information and guidance will be provided on areas like practice management and financial planning. Although primarily in Danish, the programme will also feature a few English sessions with dental experts from abroad.

More information about the show in Danish and English is available on the event's website, www.scandefa.dk. SCANDEFA 2017 will be open to visitors from Thursday to Friday, 9:00 to 18:00. Those who have not registered in advance can still do so on-site. ◂◂

Welcome to SCANDEFA 2017

Velkommen til SCANDEFA 2017

It is with great pleasure that we welcome you to this year's SCANDEFA, the leading dental fair in Scandinavia. Well established in the regional dental industry, SCANDEFA is celebrating its 50-year anniversary in 2017. The fair runs concurrently with the Danish Dental Association's annual educational programme and will once again take place in Halls C of Copenhagen's Bella Center. The approximately 150 exhibitors are looking forward to meeting new customers and showcasing their latest products.

We hope that you as a visitor will draw inspiration from your trip to SCANDEFA 2017, make new contacts and generate profitable business.

On behalf of Bella Center Copenhagen and all of the exhibitors at SCANDEFA 2017, we bid you a warm welcome and hope that you will enjoy your visit to the trade fair.

Søren Lindquist (Exhibition Manager, Bella Center Copenhagen)

SCANDEFA
SCANDINAVIAN DENTAL FAIR
27-28 APRIL 2017

Det er os en stor glæde, at kunne byde velkommen til SCANDEFA 2017, en af de største fagmesser for dentalbranchen i Skandinavien. SCANDEFA kan i år fejre 50 års jubilæum og er derfor velkendt i det dentale univers i Skandinavien. Messen kører sideløbende med Tandlægeforeningens ‚Årskursus' og er igen i år placeret i Bella Center's C-haller. Mere end 150 udstillere glæder sig til at møde kunderne og vise de seneste nye trends og produktnyheder frem.

Vi håber at du som besøgende vil få god inspiration ud af dit besøg, får knyttet gode kontakter og plejet dit eksisterende netværk, og ikke mindst – får gjort en god handel.

På vegne af Bella Center Copenhagen og alle udstillere på SCANDEFA 2017, byder vi dig hjertelig velkommen og ønsker dig et godt messebesøg.

Søren Lindquist (Exhibition Manager, Bella Center Copenhagen)

Advancing efficiency in the laboratory workflow

Roland DG launches new dental 3-D printer and automated dental mill

■ Roland DG Corporation (Booth C2-028) has announced the release of its first dental 3-D printer, the DWP-80S, to assist in the production of dentures. Launched at the same time, the DWX-52DC is the newest addition to the popular DWX series dental mills and includes several new automated functions for the unattended production of precision dental restorations. With the announcement, the company now offers the dental industry both additive (3-D printing) and subtractive (milling) manufacturing processes to improve the workflow of dental technicians, representatives said.

With the goal to shorten production timeframes and lower costs whilst maintaining the quality and consistency of dental restorations, an increasing number of dental laboratories are installing digital systems consisting of CAD/CAM software, digital scanners and milling machines to replace conventional casting methods. Since its launch in 2010, Roland DG's DWX series dental mills have gained industry recognition for their desktop size, user-friendliness, robust reliability and open architecture, which has contributed to the widespread digitalisation of dental restorations such as crowns and bridges. Now, the DWX-52DC adds exciting new features to further automate and expand the formerly laborious process. With a newly developed Automatic Disc Changer (ADC) capable of storing up to six discs, it is fully equipped to mill a variety of precision dental restorations overnight to increase lab productivity. The included pintype material adapter enables the setting up and milling of seven pin-type blocks consecutively.

With the DWX-52DC's expanded production capacity, a variety of dental restorations, including copings, crowns, full bridges, abutments, surgical guides and models can be produced. The 15-station Automatic Tool Changer (ATC) automatically replaces milling burs without interruption for the efficient milling of a wide range of materials, including zirconia, wax, PMMA, composite resin, PEEK, gypsum, CoCr sinter metal and fibre-reinforced resin. The mill is capable of simultaneous 5-axis machining which supports complex restorations with undercuts. Rather than being locked into one manufacturer, open architecture allows users to integrate the unit into their existing workflow with popular scanners, software and the latest materials. For continuous, reliable production, an air pressure system automatically changes the volume of air for the type of material being milled. The Virtual Machine Panel (VPanel) allows users to quickly configure settings for up to four machines from a single computer for high-volume production.

˄ Kohei Tanabe

Roland has also recently launched its first 3-D dental printer, the DWP-80S, to assist in the production of dentures. According to Kohei Tanabe, Roland DG's general manager of medical market development, denture production is still mostly carried out manually and requires an advanced level of skill.

"Dental labs are seeking a more efficient, flexible digital solution to expedite the production of denture applications to accommodate the increasing demand from patients and clinics," he said. To meet those demands, Roland DG developed the DWP-80S 3-D printer to streamline the denture fabrication process.

The DWP-80S uses a proprietary projector lens to cure resin materials with UV-LED light. Bundled with the DWP-80S, new Quick Denta software provides a remarkably simple solution for the 3-D printing of custom trays, base plates and frameworks. Using the easy-to-follow workflow wizard with pre-configured parameters, applications required for dentures can be printed in three simple steps, eliminating the need for time-consuming learning or editing time. The DWP-80S analyses the precision and fit required to choose the ideal number and layout of support points while adjusting for material shrinkage factors. The 80 mm square work area is ideal for simultaneous printing of multiple units.

"The DWP-80S 3-D printer expands the field of digital dentistry with advanced 3-D printing technology, while the DWX-52DC mill introduces a new level of automation for the production of dental restorations," Tanabe explained. "Together, the machines share the common mission of DGSHAPE, our new 3-D business brand, to make life better through innovation with digital technologies that bring ideas to life, revolutionise business processes and shape a better future.

"We believe that our products combined with our extensive customer support will continue to revolutionise fabrication processes in the dental market, while creating a more comfortable working environment," he added.

DGSHAPE Corporation was formed in 2017 by Roland DG Corporation as a wholly-owned subsidiary to develop and market the company's innovative 3-D products, including DWX mills and DWP 3-D printer for the dental industry, MPX photo impact printers for the medical device, industrial labelling and personalisation industries and MDX and monoFab series of desktop 3-D printers and milling machines for the rapid prototyping, manufacturing and hobby industries. For more information, please visit www.dgshape.com. The company's products are distributed worldwide. ◂◂

today about the publisher

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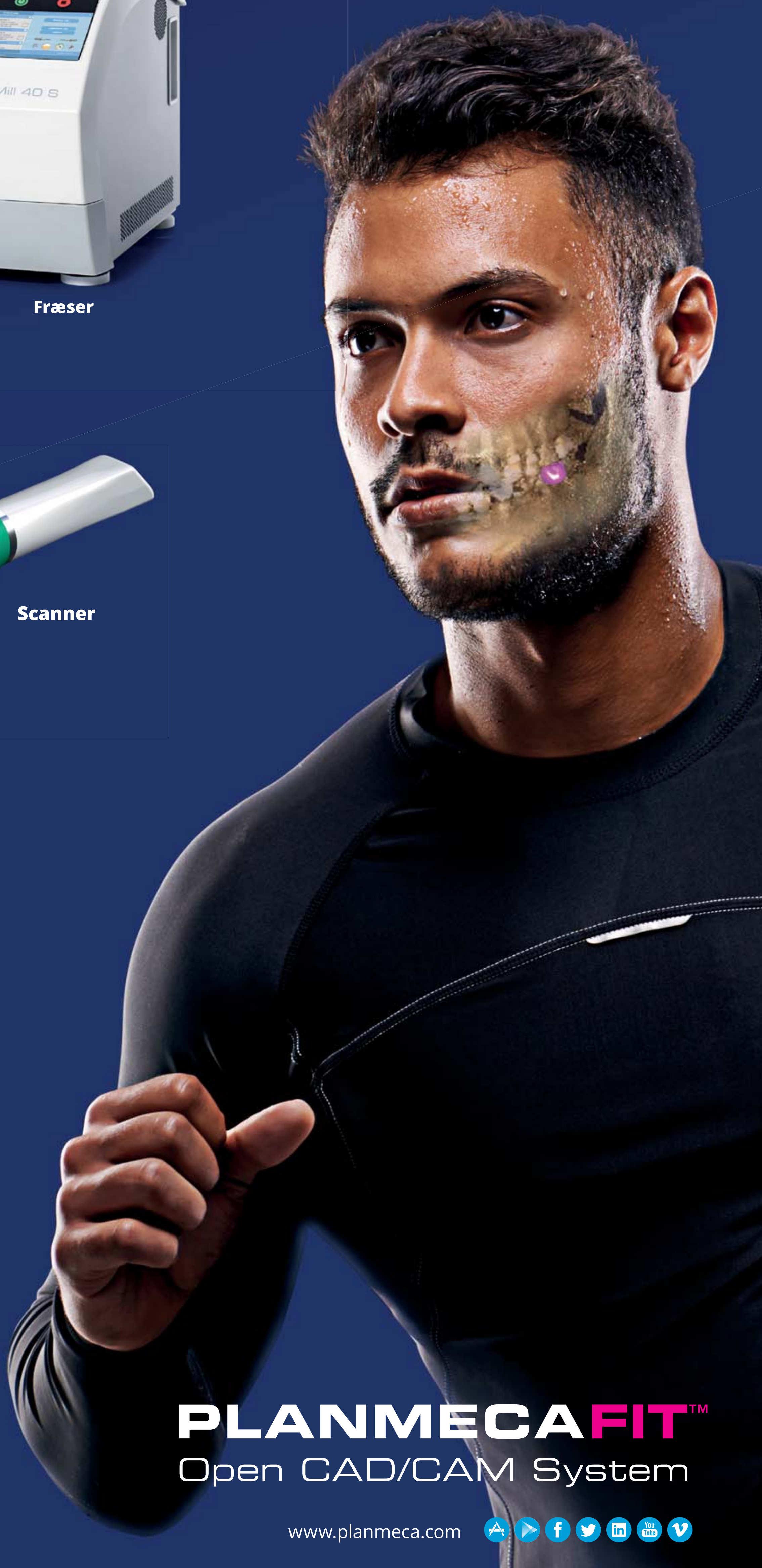

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Shifting consumer preferences and positive uptake of CAD/CAM technology

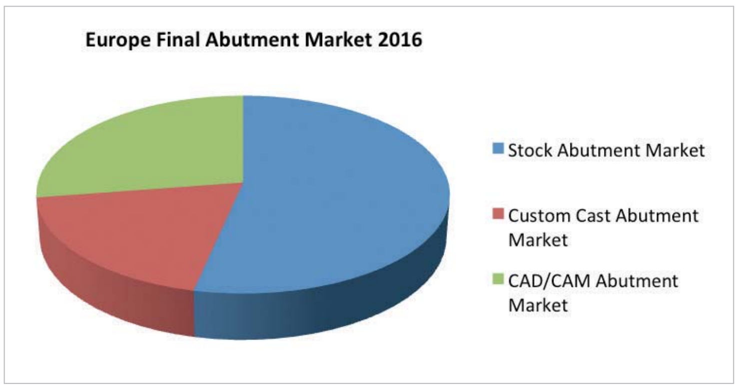
Artur Kim and Dr Kamran Zamanian, iData Research, discuss current developments in the European dental implant market

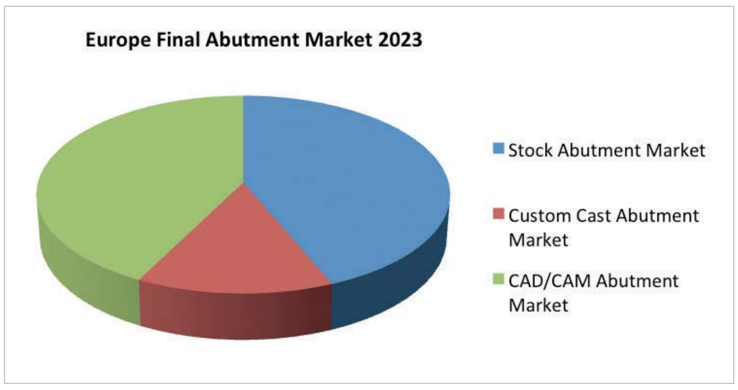
■ Europe has some of the most highly penetrated markets for dental implants in the world, including Italy, Germany and Spain, but it also contains regions with considerably underdeveloped markets, such as France and the UK.[1,2] A shift in consumer preferences will be a key characteristic of the European market in the future, in both the dental implant fixture market and final abutment market. Although the shifts will contrast one another, they will both have a significant impact on the market in terms of overall pricing, the competitive landscape and technological innovation.

Historically, premium dental implant companies have dominated in Europe, but have recently faced increased competition from the value and discount brands. A growing prevalence of local manufacturers and an increasingly cost-sensitive consumer demographic will contribute to overall price depreciation and the declining presence of premium implants in the future.[1]

Region-specific growth of the premium segment is highly reliant on the prevalence of domestic, lower cost dental implant brands. In countries such as Italy, Germany and Spain, there is a plethora of local value and discount dental implant companies that have emerged to cater to the growing cost sensitivity expressed by dentists. Within these regions, the premium segment of the market has lost significant market share and is exhibiting far lower growth relative to the past. It is expected that this trend will continue to spread throughout Europe, as consumer preferences shift towards lower cost products. Several competitors in the German and Italian implant markets have been particularly successful at capitalising on the shift in consumer preferences and now represent the top leading implant brands in those regions, both in terms of volume and revenue.[1]

Premium implant companies have acknowledged the impact of value and discount brands on the market, not only through discount pricing, but also through acquisitions and strategic investments. In April 2015, Straumann increased its ownership of Neodent, a leading value implant manufacturer from Latin America, to 100 per cent in order to strengthen its product portfolio and maintain a competitive position in both the premium and value segments.[3] Straumann has also invested in a number of value and discount brands that cater to the European market, including Biodenta, Medentika, MegaGen and Anthogyr. These investments are supplemented by Instradent, Straumann's business platform established in 2014, which currently provides distribution for Neodent and Medentika through an online store and worldwide network.[3] In June 2016, Dentsply Sirona continued its expansion by announcing a definitive agreement to acquire MIS Implants Technologies, an Israel-based company that has a leading position in the value implant segment.[4] Large conglomerates too have taken note of the changing structure of the market, with Henry Schein making strategic investments in BioHorizons and CAMLOG, while Danaher Corporation has invested in Nobel Biocare and Implant Direct.





Rapidly growing CAD/CAM segment in the final abutment market

Similar to the historical dominance of the premium segment in the implant market, the market for final abutments has traditionally been controlled by the stock abutment or prefabricated abutment segment. Although the majority of stock abutments lack many benefits associated with patient-individualised solutions found within the custom cast abutment and CAD/CAM abutment segments, they still provide a relatively simple and cost-efficient solution in most implant procedures. The segment is expected to continue experiencing price erosion owing to increasing pricing pressure from local, low-cost and generic manufacturers.[1] Another recent development within the stock abutment segment also contributing to price depreciation is the introduction of TiBase abutments.

TiBase abutments, also known as titanium bases or titanium interfaces, are a recent innovation within the stock abutment market that are a cost-effective alternative to traditional CAD/CAM abutments, since they are intended for in-house or independent milling machine use. Examples include Straumann's Variobase and Nobel Biocare's Universal Base, which give dentists the option of placing a cement-retained or screw-retained restoration. TiBases also allow dentists to choose between a hybrid abutment and a hybrid abutment crown (a combination of an abutment and a monolithic crown). The presence of TiBase abutments has grown rapidly across most regions in Europe and it is expected to become the predominant stock abutment type in the near future. The cost-effective nature and flexibility of options offered with TiBase abutments will help maintain the position of the total stock abutment segment in the overall market. Stock abutments currently represent over 50 per cent of the total final abutment volume in the majority of markets across Europe, but this share is expected to steadily decrease.[1]

Recent improvements in production capability and technological innovation have made CAD/CAM abutments significantly more affordable than in the past. CAD/CAM abutments are now relatively comparable in price to custom cast abutments and are more easily accessible, especially in regions where milling laboratories with CAD/CAM production are in greater abundance. Furthermore, CAD/CAM zirconia abutments are primarily required in cases in which aesthetic outcomes are of higher priority, such as the anterior region of the mouth.[5] CAD/CAM abutments are expected to continue to experience double-digit growth, and the expanding market share of the segment will limit ASP of the overall abutment market, since it carries a price premium relative to stock abutments and custom cast abutments.[1]

Consolidation and emerging players in the competitive landscape

In addition to investments in value and discount companies, the market for dental implants has been distinguished by consolidation among the top competitors. Most recently, Dentsply Sirona was established after the merger of DENTSPLY International and Sirona Dental Systems in February 2016, combining the strengths of each company in dental consumables and innovative technology, respectively.[6] The premium implant company acquired Astra Tech in 2011 and announced the acquisition of MIS in June 2016.[4] In June 2015, Zimmer Biomet was formed through the merger of Zimmer and Biomet, combining the dental divisions of each company, Zimmer Dental and BIOMET *3i*.[7]

Although the premium implant companies still collectively maintain over 60 per cent of the European market, they are expected to face competitive challenges from emerging players in the value and discount segments. Competitors that have been able to secure a notable market share from the premium companies include BioHorizons, CAMLOG, Global D, medentis medical, Sweden & Martina and regional manufacturers.[1]

Other notable developments in the European market for dental implants include the increased uptake of ceramic materials, growing presence of implant companies in the biomaterials space and rising demand for modern surgical protocols, such as immediate loading and full-arch restorations. Overall, growth within each segment will be highly dependent on the afore-mentioned factors and region-specific characteristics.[1] ◂◂

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

Artur Kim

is a research analyst at iData Research in Canada and lead researcher for the 2017 Europe Dental Implant Report Suite. Her current work includes the 2017 Europe Dental Bone Graft Substitute Suite and the 2017 Europe Orthopedic Soft Tissue Repair Suite.

Dr Kamran Zamanian

is President, CEO and founding partner of iData Research. He has spent over 20 years working in the market research industry.

“Good design will pay off”

An interview with Drs Mona Patel and Marcus Riedl

■ Just as in dentistry in general, where aesthetic aspects are becoming ever more important, dentists today are pursuing intentional design of their dental practices. With the launch of four new design lines, Dentsply Sirona Treatment Centers presents dentists with the opportunity to enhance workflows and treatment efficacy through clever and cutting-edge solutions while conveying their individual style. *today international* spoke with German dentist Dr Marcus Riedl and Dr Mona Patel from the US, both of whom have ensured careful design of their practice environment based on their needs and preferences with a Dentsply Sirona line, about the role of aesthetics in daily dental practice.

***today international:* Design can convey emotions and distinguish a dental practice from others. In your opinion, what relevance does design have in this regard?**

Dr Mona Patel: In the US market, it has not played an important role for a long time. Now, with the newer generation of dentists, design is increasingly significant. I think it is just as important as the type of equipment that one purchases or the insurance one carries, because image is everything. In my opinion, the design of the practice is a direct reflection of how one provides care as a dentist. This correlation was not present in previous generations, but it is now.

Dr Marcus Riedl: I can speak for Germany and I think design aspects were mostly neglected in the past. Now, the influence of design in our practices is increasing. One has to consider that we spend almost half of our lives in our practice, so we should feel comfortable. For example, I love the mountains, skiing and the atmosphere of the Alps. Incorporating this love for nature into the design of my practice gives me a holiday feel at work.

When deciding on a particular design or the overall look of your practice, what did you put special emphasis on?

Patel: Dental anxiety is a huge component of what we have to manage, so we need to create an environment that first and foremost has a calming, spa-like feel and reduces our patients’ anxiety when they walk through the door. Secondly, in my practice, I wanted the design to be evidently smart, because that reflects my meticulous personality. I equipped the whole office with Dentsply Sirona products—in fact, it was the first all-Dentsply Sirona office in the US. I wanted to showcase the high-tech equipment and design a nice, simple office around that—not to compete with the equipment, but to enhance it.

Riedl: For many of our patients, the design aspect is just an outer shell, since they come to us for the content. We designed our practice for patients to feel at home. When they come into the office, they do not see any units at first. As for dental phobia, in my opinion, reducing anxiety mainly is the responsibility of the staff. However, a calming atmosphere is a great support, of course.

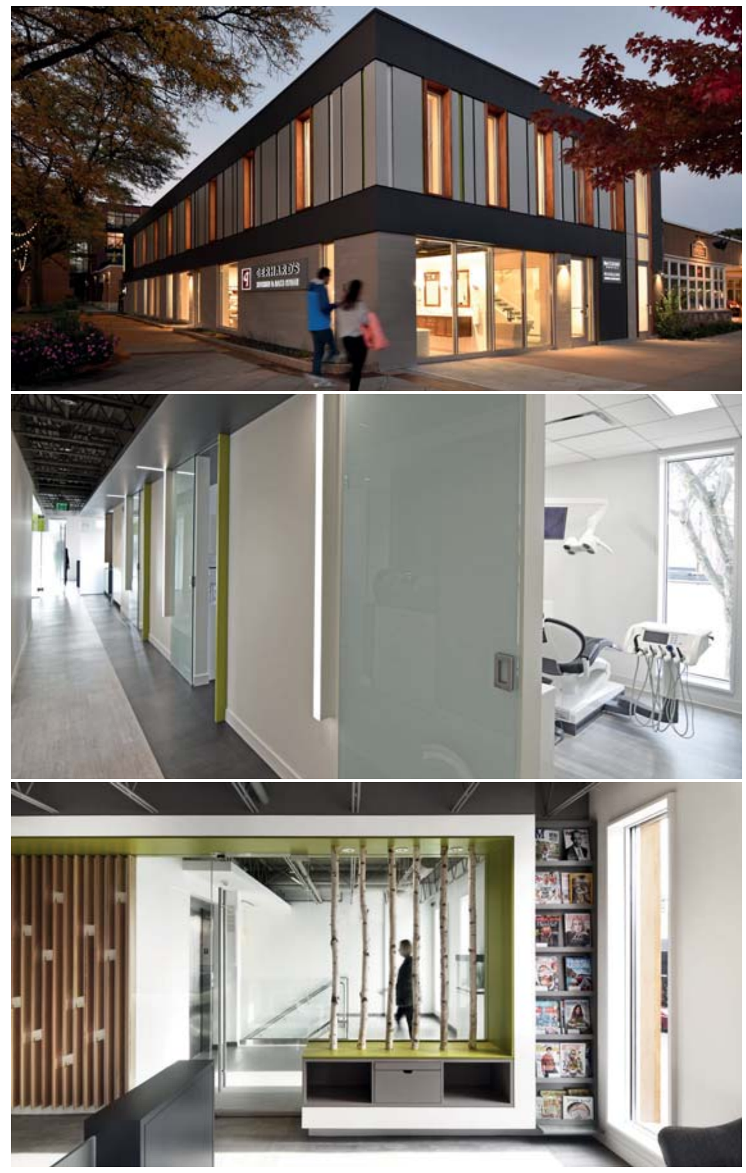
Patel: In health care, whole-body awareness and preventative health are becoming ever more important. A practice today is not just about treating tooth pain, but about establishing a dental home, creating a place where patients can establish a relationship with their dentist and their hygiene team.

Dentsply Sirona has developed four different design worlds: Embellished Elegance, Cheerful Patterns, Honest Materials and Pure Shapes. Which one did you decide on and why?

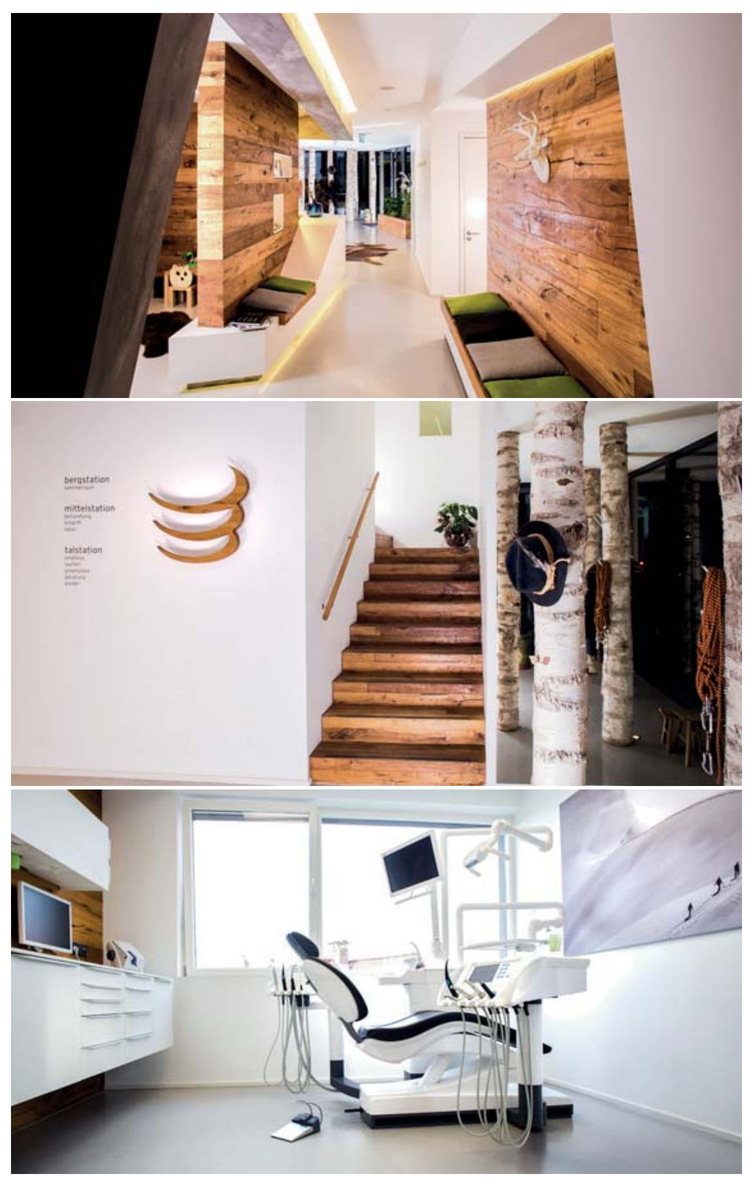
Patel: We chose Honest Materials because our practice has all this enhanced digital technology, which can be intimidating. I wanted to balance this digital aspect of our practice with natural and organic materials. We have a lot of birch and wood—clean, sleek, simple and balanced materials that hopefully move the focus from the equipment. My design in

˄ Drs Mona Patel and Marcus Riedl in talks with *today international.*

˄ Susanne Schmidinger, Director Product Management Treatment Centers, Dr Marcus Riedl and Dr Mona Patel.



˄ Impressions from Dr Patel’s practice in Milwaukee in the US.



˄ Dr Riedl’s practice in the rural town of Stein in Germany.

general is very monochromatic, nothing too messy or cluttered.

Riedl: We too choose Honest Materials, mainly because I like nature. In our previous office design, we used the colours white, grey and green. In order to preserve our corporate identity, we wanted to keep these and combined them with a lot of wood and glass, because we wanted to convey the nature aspect to our patients. Technology is cold and patients do not want to be confronted with it directly, so we created the look of a mountain lodge. Our floors are even called "valley station", "middle station" and "mountain station", for example.

Do you feel that patients appreciate the effort?

Riedl: Some do; some do not. Patients who share the same values as we do feel more comfortable than those who think the design is unnecessary for dentistry or think it makes the cost of their care more expensive.

Patel: Good design does not have to be expensive. Nevertheless, for some reason, if one puts a great deal of effort into the design of one's practice, it is perceived as though one put a lot of money into it, which is not always the case.

Would you say that the investment in the design is also reflected in the success of the practice?

Patel: In the US, many things are based on return on investment. It is easier to convince oneself to invest in a CEREC or CBCT device, because one sees an immediate return on investment. However, trying to convince oneself to invest in the design with nicer cabinetry or floorplans, where there is not a direct return on investment, is more difficult. But, I am a firm believer that if one works in a beautiful and happy place, it reflects one's standards and that is the greatest return on investment. Patients see that. If one sees that love is in every detail, the financial aspect fades in importance; the design fulfils one as a person and one's patients appreciate the resulting work.

Riedl: Sometimes, it is about the little things. For example, my wife puts fresh flowers in every corner of the practice, which I love. However, design polarises. It divides our patients into at least two groups. Those who are interested in and impressed by our design appreciate it, of course. Others do not. I believe that treatment units and high-end equipment establish a sense of professionalism, quality and exclusivity. No patient can judge a dentist's quality and knowledge at first sight, but, in the eyes of the patient, design and technology often are equivalents for quality, so good design will pay off.

There are countless treatment units on the market and they differ a great deal. What did you consider when deciding on a system?

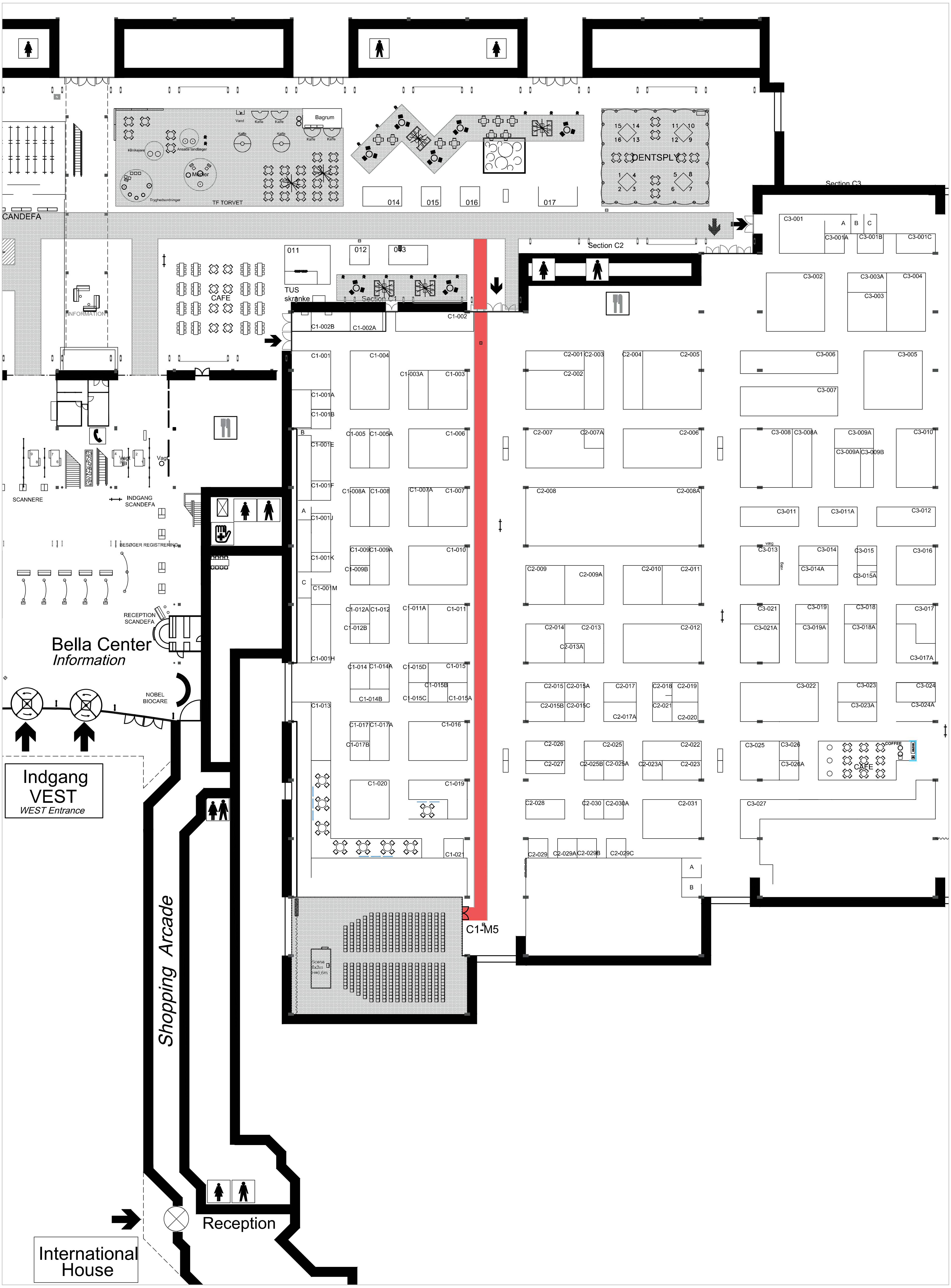
Riedl: The treatment units are our workbenches—very expensive ones (laughs), but workbenches nonetheless. It has to be stable, easy to use, intuitive, ergonomic and comfortable for the patient, as well as for the dentist and the assistants—and, of course, easy to clean. It has to aid our treatment and therefore our daily work as a dentist. It is like the assistance systems in one's car or a smartphone. A good design, of course, is welcome too. That is why the Teneo was our system of choice.

You both use Teneo. What sets the unit apart from those you have used before?

Riedl: As a dentist, I have always worked with Sirona, now Dentsply Sirona. Therefore, there was no question of the brand I would choose. In our previous office, we used the M1 for almost 30 years—I, of course, used it only for about ten years—and I did not want to change my habits and movements during treatment. Comparing the M1 with the Teneo is like comparing an old Mercedes-Benz with a new one. It is the same quality. The Teneo might be not as solid as the good old M1, but has more features that are useful.

Patel: I was designing a new office, so I had a clean slate to work with. I did a great deal of research and comparisons. For me, the look and the design were important, as were functionality, integration, longevity and being able to sanitise it easily. I was instantly drawn to Teneo, because, as I said, I do not like clutter. The fact that everything was integrated was an instant attraction to me. I found solutions to all my wishes in the Teneo. It was an easy decision to make and we designed the office around the units.

Thank you very much for the interview.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