The state of the profession

“CEOs need to think about how to generate new business in times of uncertainty”

The state of the profession

Mr Geiselhöringer, a point of emphasis for Nobel Biocare at IDS 2019 was implant surfaces, with the company taking the opportunity to launch the Xeal implant surface. How does TiUltra build upon the TiUnite implant surface? Will there be several aspects to take into account when discussing implant surfaces. Over the decades long history of implantology, there have been many different types of implant surfaces presented, including machined and anodised. As leading innovators in the industry, we had both machined implants and implants with the moderately rough TiUnite surface, which now has a wealth of science behind it and is one of the most clinically researched surfaces on the market. This overall success showed the superiority of our implant surface, but also demonstrated the important role that research plays at Nobel Biocare. We invested further into basic research to understand even better the early integration processes, which eventually led us to create two new implant surfaces, Xeal and TiUltra, that cater for the specific needs of each area and surface of the restoration. TiUltra, specifically, has a surface topography that changes gradually to become moderately rough towards the implant apex and surface chemistry designed to positively interact with cells to further improve osseointegration.

Along those lines, a key indicator of implant success has been osseointegration. However, Nobel Biocare is promising to go beyond this with the Mucointegration era. How do Xeal and TiUltra allow for this era to commence?

Given that we have more than 100,000 TiUnite implants documented in clinical studies, we know that implant success is influenced by various factors, such as implant placement, maintenance protocol and prosthetic design.

IDS reaffirms its leading position as global dental trade fair

This year exceeds previous results, increases internationality and quality.

*The 2019 International Dental Show exceeded the results of the previous event and the organising team achieved their goals of greater internationality and higher quality in supply and demand, boosting the satisfaction of both exhibitors and attendees.

The International Dental Show (IDS), which took place in Cologne in Germany from 12 to 16 March, fulfilled the high expectations of the global industry and once again underlined its position as the leading trade fair. With 2,327 companies from 64 countries participating, this year’s event welcomed 20 more exhibitors compared with two years ago, as well as 160,000 trade visitors from 166 countries. The overall number of visitors rose by 3.2 per cent (about 5,000 more people) and the number of foreign trade visitors by 6.0 per cent.

Gerald Böse, CEO of Koelnmesse, which stages the show, said: “IDS is a trade fair in a class of its own and always sets new benchmarks. It manages to surpass the already excellent results of the previous event every time.” Both visitors and exhibitors are impressed by IDS: it is only here that one encounters supply and demand of such an extent, quality and level of internationality. “IDS is the undisputed leading global trade fair for the dental industry,” he continued.

The official figures confirm the high level of internationality at IDS: 73.0 per cent of the exhibitors and 62.0 per cent of the visitors came from 166 foreign countries, including Argentina, Australia, Brazil, Canada, Chile, Egypt, Japan, Korea, New Zealand, South Africa and the US. Regarding the 6.0 per cent increase in foreign visitors, IDS 2019 recorded significant growth, in the number of visitors from Asia (+23.1 per cent), Eastern Europe (+19.6 per cent), Africa (+17.0 per cent), Central and South America (+14.6 per cent) and North America (+5.3 per cent) specifically.
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We have seen that failures occur more frequently as soon as copycats and unverified N1 systems are integrated into the implant treatment. With Xeal and TiUltra, we are now able to offer a pair of surfaces with the surface chemistry and scientific backing necessary to promote not just early osseointegration and long-term implant stability, but also soft-tissue attachment to the abutments. Together, these two surfaces can optimise tissue integration at all levels to help improve implant treatment outcomes for all patients. The patient is at the centre of everything we do at Nobel Biocare, and these surfaces are another big leap forward in addressing their needs for immediate function and long-term maintenance and aesthetics.

The Nobel Biocare Global Symposium, where the new Nobel Biocare N1 implant concept will be presented, seems to be just around the corner. What can dental professionals look forward to when joining you in Madrid?

Based on the extensive clinical experience our key experts have gained with the Nobel Biocare N1 implant concept, I am convinced that what we will be showing in Madrid is the next chapter in dental care. We have designed this system working with an international network of researchers and clinicians, and during the course of its development, we have consistently surpassed our own very high expectations. I believe that the Nobel Biocare N1 system’s biologically driven design presents a breakthrough in our understanding of how implant placement and prosthetic procedures can be achieved with a streamlined digital workflow. Though there are many things to be excited about ahead of the Global Symposium, I am particularly looking forward to the many hands-on sessions that our clinical experts will be running to provide dental professionals with the education and skills necessary for working with the Nobel Biocare N1 system.

After IDS, Hans Gamseltinger said the next big event for Nobel Biocare will be its Global Symposium, taking place in Madrid from 27 to 29 June.

IDS offered the ideal business platform, especially for new companies on the dental market seeking to establish themselves with high-quality innovations, such as those for improved digital workflows and additive production, new prophylactic formulas and filling materials, pioneer- ing intraoral scanners and implant designs, as well as flexible workflows for management of the laboratory.

According to the show organ- isers, the success of IDS 2019 was achieved by striking a positive balance between current growth areas in the industry. “The International Dental Show is a phenomenon: the at- traction is due to the fact that what we will be showing in 2021.” Dr Markus Heibach, Executive Director of the Association of the German Dental Industry, which is in- volved in organising the event, was also pleased with the outcome of the trade fair. “The high level of satisfac- tion of our trade visitors and exhibi- tors is for us impressive confirma- tion of our efforts to make our guests’ stay as pleasant and success- ful as possible by offering them a cosmopolitan, hospitable and per- fect service.”

In addition, Engel said that the success of IDS 2019 had once again underlined the significance of the dental industry as a major economic driver in the health sector. “A local dental employs between four and five employees on average. Trained dental employees are the heart of every dental practice—without them a practice wouldn’t work. Skilled dental employees there- fore require recognition as well as in- spiration and know-how,” he pointed out. Dominik Kruchen, President of the association of German dental tech- nical guides (Verband Deutscher ZahntechnikerInnen), also an IDS partner, added, “IDS has demonstrated at what speed the digital dental world is developing. One has to be tough, recognise one’s own opportun- ities and make investment decisions based on good judgement.”

Touching on the role of dental laboratories, Kruchen commented that master dental technicians and their teams are irreplaceable experts in the provision of dental resto- rations. “Well-trained young profes- sionals are important for a strong dental technology trade. Highly trained young dental technicians ap- preciate once again impressively demonstrated their skills at this year’s IDS in the scope of the Gysi prize competition,” he pointed out.

About the publisher
Smile for the World – since 1921 towards a Century of Health.

IDS 2019 is over and we would like to thank all the people that visited us. It has been wonderful to share this experience with all of you. Thank you for being with us!

Want to stay in touch? Earn smiles and get great rewards with the Get Connected Smile Program!
The Council of European Dentists (CED) has expressed great concern about the pressures that both the liberal profession and its patients are facing. Purely market-driven dental chains put patient safety at risk through mismanagement and mistreatment of patients and employees. While advertising by dentists is tightly regulated, dental chains are able to take a more aggressive approach. Therefore, national legislators have a responsibility to put patients first and ensure that they receive the oral care they deserve.

The CED is a European non-profit association, previously known as the EU Dental Liaison Committee, that represents over 340,000 dentists across Europe. Its objectives include promoting high standards of oral health, dentistry and dental care, contributing to safeguarding public health and promoting the interests of the dental profession in the EU. To this end, the CED has worked tirelessly over the years on improving EU legislation and putting issues that concern dentists on the political agenda. These include matters as diverse as professional qualifications, patient safety, health workforce planning, antimicrobial resistance, dental materials, medical devices and e-health.

The dental profession and dental services are constantly evolving. New technology, new materials and new devices create both immense opportunities and great challenges. On the one hand, dentists nowadays must be more digitally savvy, follow strict data protection regulations and work within the constraints of tight health care budgets. On the other hand, they have access to more research, better instruments and improved materials.

Despite all these developments, the CED’s guiding principles remain the same: Europeans should have access to high-quality oral healthcare, which must be provided by well-trained, skilled and fully competent dentists using the latest and most appropriate technology with an evidence-based approach. The CED, therefore, strives to ensure that the dental profession continues to be adequately regulated and that today’s dental teams can face new challenges and provide patients with the best possible treatment.

It must be stressed that dentists and other healthcare professionals provide a unique service. Provision of healthcare is not a commodity and falls outside of the market-driven supply and demand logic of other regulated professions, such as those of plumbers, ski instructors or translators. Unfortunately, some regulators do not differentiate and try to apply competitive free-market ideology to dentistry, either because of budget pressures or for political motives.

With this in mind, the CED has noted with concern the latest developments regarding corporate dentistry in Europe. Organisations, usually run by investment companies, are setting up dental offices in a number of locations, either in a single country or across a number of different countries, often motivated more by creating a return on investment than by delivering good dental care to patients. Frequently, these organisations are headed by a manager who is not a dentist, and the dentists are relegated to the role of employees. The CED is concerned that the commercial interests which are driving the business model of such organisations may impact patient safety overall through a variety of factors, including poor treatment, unsatisfactory employment conditions and inadequate provision of care. Incidents in Spain and France have shown upsetting examples of some dental chains’ disregard for patient safety. Patients were left without proper care and, in some instances, even harmed. To draw attention to these worrying developments, the CED (General Meeting) adopted a resolution on corporate dentistry in Europe in November 2018.

Anecdotal evidence shows that some chains try to recruit patients through more aggressive marketing focused on prices and payment plans. It is up to national legislators to see an end to this so that patients are not misled and that they receive the oral care that they deserve.

The CED is proud to represent 340,000 dentists across Europe and we are ready to seize the opportunities and face the challenges that the present and future hold for oral health and dentistry.

The social gathering place at IDS 2019

OEMUS MEDIA and DTI media lounge hosted successful social events. By Dental Tribune International

The International Dental Show (IDS) is not only a place for trade but also a crucial event for collaboration and development across many fields of dentistry. Over the course of IDS 2019, Dental Tribune International (DTI), in conjunction with OEMUS MEDIA, held a number of social occasions. Designed to bring professionals from many different corners of the dental industry together, honorees who have dedicated their lives to the industry and celebrate new partnerships, the three separate functions were all well received.

On 13 March, DTI and the International College of Dentists (ICD) formalised their media agreement with the signing of a contract at the OEMUS MEDIA and DTI media lounge. The signing was witnessed by DTI CEO Torsten Geissler, ICD representatives Dr Dov Sydney and Dr Mauro Labanca and Henry Schein representatives, including Chief Global Communications Officer Gerard Meuchner.

Speaking about the ICD, Sydney, International Editor and Director of Communications, as well as General Chair of the College Centennial Committee, said: “Over the past 100 years, there have been changes in social structure and the economy and yet we have continued to grow because our purpose and our goals continue to be relevant in every age and stage of world development. And now we are going to build on that with DTI and make it a long-term relationship. They help us, we help them, everybody is happy.”

The following night, DTI and OEMUS MEDIA hosted the Channel’s evening, Attended by more than 80 industry professionals, the event celebrated for the fifth year running the P-I Bränemark Award for Lifetime Achievement in Dentistry. Awarded this year to Prof. Jörg Strub of the University of Freiburg in Germany, it was accepted on his behalf by Dr Kenneth Malament.

At the award ceremony, Malament reminded an assembly of Strub’s colleagues and friends that “he is an individual who has put his whole life into dentistry—there is simply no one like him. He is the best of his generation.” Mark Ferber, Founder of Channel 3, which presents the award, told DTI that “[Jörg Strub] has perfectly represented, throughout his career, the five central elements of Prof. P-I Bränemark’s mark, on which the award is based. Dr Strub is a scientist, a clinician, an educator, a humanitarian, and a sage.”

The media lounge also hosted the ROISTS SUMMIT branch—pictures of Stephen Jones, one of the founders of the summit, and Co-Chairman of the 2019 event.
Surface chemistry cells can’t resist.

Introducing Xeal and TiUltra – two new breakthrough surfaces derived from our decades of applied anodization expertise. From abutment to implant apex, we have reimagined surface chemistry and topography to optimize tissue integration at every level. We’ve now entered the Mucointegration™ era.

The new Xeal surface is now available for the On1™ Base and the Multi-unit Abutment. TiUltra is available on our best selling NobelActive® and NobelParallel™ CC implants.

nobelbiocare.com/surface
On 15 March, DTI and OEMUS MEDIA hosted the final event of IDS, Latin America Night. The event gathered a number of dental professionals and partners from the Latin American region and beyond to discuss further collaboration and recap the activities of the previous days. The main event of the evening was, however, the announcement of a new agreement between DTI and the São Paulo dental association (Associação Paulista de Cirurgiões-Dentistas, APCD) in Brazil. APCD is the organiser of the São Paulo International Dental Meeting (CIDSP), the largest such event in Latin America. OEMUS announced the marketing and educational agreement together with APCD President Dr Wilson Che diek and International Director Dr Marcos Capez. DTI and APCD have been collaborating for several years now, mostly in the international marketing of CIDSP, for which DTI produces the daily paper CIDSP today together with APCD.

At IDS 2019, Austria-based company W&H decided not to host one large press conference, but rather to invite the press to attend specially styled “Walk & Hands-on Tours”. Held at different times throughout the trade fair at the W&H booth, the tours allowed participants to get up close and personal with the latest products released at the fair. On Wednesday, Dental Tribune International attended an afternoon tour. Simon Niedermüller, Director of Business Management, led the tour. Besides a number of products that the company had on display, W&H launched its latest cloud-based technology, the ioDent system. The ioDent platform is an Internet of Things platform connecting different W&H products, from our implantology products through to our sterilisers, but also provides service support to the clinics,” explained Niedermüller. With many features, the new platform’s intuitive interface enables the user to predefine all the treatment details, implant positions and necessary programme steps, which are customised for each patient and can be planned and configured prior to the treatment. Other products showcased during the tour and launched at IDS for the first time were the new Lisa and Lara sterilisers, and a new prophylactic portfolio. For more information on W&H, visit www.wh.com.

A real product experience
W&H held several “Walk & Hands-on Tours” at IDS

*Chair of the College Centennial Committee, Dr Dov Sydney, shakes hand with DTI CEO Torsten Oemus—DTI and the International College of Dentists (ICD) formalised their media agreement at IDS 2019.

Simon Niedermüller, Director of Business Management at W&H, led the tour.

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Sign of the Times International becomes the