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1 -2016

February / April



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Inside:

• Focus on **Diabetes**

• Press Releases

• Product **Highlights**

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¹ Gutarts R, Nusstein J, Reader A, Beck M. In vivo debridement efficacy of ultrasonic irrigation following hand-rotary instrumentation in human mandibular molars. J Endod. 2005.

² Jiang LM, et al. (2010). Evaluation of a sonic device designed to activate irrigant in the root canal. J Endod.

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Editorial

**THE FUTURE OF
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Our main novelty this year is the "ImplantBook – the Ultimate Global Guide 2016". Starting from 2016 we will be publishing a yearly ImplantBook, a comprehensive world guide on implantology, circulating around the world, addressed to dentists and dealers, giving implant manufacturers great visibility thanks to a simple, intuitive and practical layout.

Among the chaos of manufactures and pseudo manufactures around the world we are trying to provide, in a single volume, a thorough review of implants as well as current innovations utilized in oral implantology. The ImplantBook will address all fields related to implantology, including: the use of 3D imaging, osteointegration and biomaterials, rotary instruments, equipment and supplies for implants, radiology, piezosurgery, software and micromotors.

Based on current trends, the potential market for implant treatment is huge and we believe implants will experience significant growth in the coming years, in terms of demographics, consumer awareness as well as other factors. As baby boomers enter their 50s, 60s, and 70s, many will need treatment to replace missing teeth and implants have many quality-of-life benefits for many of these patients. Despite the vast number of patients who could benefit from implants, many general dentists, according to surveys, are involved in very few implant procedures per month. There are excellent opportunities and dental practices need to get ready today!

Baldo Pipitone

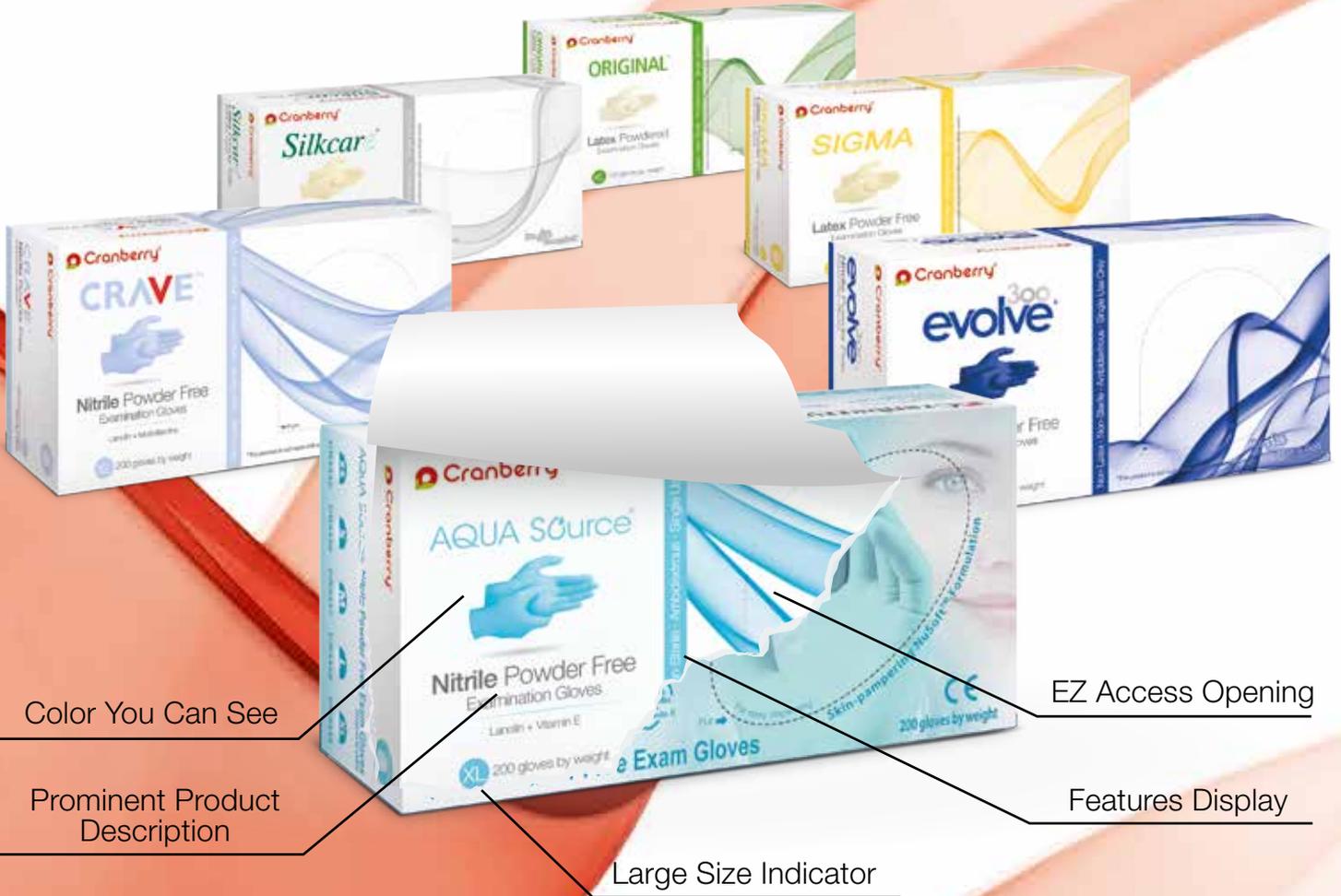
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1-2016
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FOCUS ON DIABETES

“A new study from WHO (World Health Organization) has shown that the number of people with diagnosed diabetes is dramatically increasing worldwide especially in developing countries. Diabetes, even known as the Silent Killer because of its easy-to-miss symptoms, will be the 7th leading cause of death in 2030...”



16 DIGITAL TRENDS FOR 2016

“This report sums up what we think will be the key digital trends in 2016 when it comes to #tech #business #culture & #communication. As always, the future is already here, and we have focused on 16 things that we believe will hit it big in the coming year...”

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• B&L SuperEndo Beta



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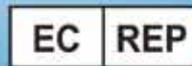


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BioScreen Clinical Usage



Oral Cancer Screening

highlights

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highlights

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BLOSSOM France is a French company providing medical and dental devices to hospitals, clinics and dental practices.

One of our main range of products are chemical indicators and Bowie & Dick tests designed to control the efficiency of the sterilization process in autoclaves and also soil tests controlling the proper cleaning process of washer-disinfectors.

The advantages of these products are the efficiency, accuracy and reliability as well as the compactness of the packaging. Our products are mainly sold in France and we are now looking for distributors all over the world and particularly in European countries.

We can study all sorts of commercial partnership and may offer exclusive distribution rights in specific countries after discussing about acceptable sales targets.

If you are interested in a business cooperation, please contact us:

BLOSSOM France

Rue Nicolas Copernic – ZA les Portes de l'Oise – 60230 Chambly – FRANCE

Tel : 00 33 1 30 28 70 50 – Fax : 00 33 1 30 28 70 51



www.blossom-france.fr // contact@blossom-france.fr

• X-LINEAR DC



Unlike BEST X-DC, 0.7mm focus, wireless and with all functions integrated into the engine bloc, X-LINEAR DC, ergonomically designed with an oval shape and available as upmounted or downmounted (picture shows the downmounted version), is equipped with a touch keyboard switch with preset programs along the R10 scale.

With a 0.4mm focus, which allows to obtain high-resolution images

of contrast, X-LINEAR DC has dual control (traditional wired + wireless). Both devices are prepared to work with any type of film, sensors and phosphor plates.

NEW LIFE RADIOLOGY S.r.l.

Via Latina, 17

10095 Grugliasco (TORINO) ITALY

Tel /Fax: +39 011 781994



www.newliferadiology.it // info@newliferadiology.it

• Edison Medical - Accessible Quality



Edison Medical provides an array of state of the art dental implants and other related products, whose quality we are proud to stand behind. A well established supplier to dental professionals with twenty seven (27) years of experience in developing, manufacturing and marketing leading edge products using latest technologies, such as injection molding. The Fortis®, Lamina® & Wan® provide the

complete, comprehensive & affordable solution for dental implants!

Our internal hex system is suitable for use with all bone types to achieve excellent primary stability in every clinical situation, with an emphasise on quality, simplicity & accuracy.

Edison Medical invites you to visit our plants, in order to give you a more adequate idea of our manufacturing process. We are a fast growing company and we are looking for experienced and professional distributing partners.



ACCESSIBLE QUALITY

www.edisonmed.com // info@edisonmed.com

• **About Shenghua Industry CO LTD**



GUANGZHOU CONGHUA SHENGHUA INDUSTRY CO., LTD (3H DENTAL) was established in 1997. Specializing in the R&D and manufacture of dental product:: curing-light, scaler, and glass optic ber, scaler tip etc. We are always adhere the concept of “produce the goods that customers request, ” innovate continuously for excellence, tailor-made products for users, provide the customized OEM service, strive to the excellent quality. Provide the customer

best products and service. We were accredited by ISO9001 and ISO13485 quality control system, Medical Device Registration Form and EU CE mark. All products are in high quality but low price and exported to more than 90 worldwide counties. We owned the high-reputation by the users in the world.

www.shenghua-industry.com // www.threehdental.com // info@shenghua-industry.com

Visit us at Dental South China International Expo, Hall 15.2, Booth H08



fi-
highlights

• **New recessed ultrasonic cleaning**



MHC Technology recessed ultrasonic cleaning units offer an attractive alternative to the traditional countertop models.

Its new recessed control panel saves valuable workspace and eases cleaning. It is equipped with a control panel which can also be mounted on the wall. The digital control panel makes adjustments to time and temperature very precise. It also has a function to auto-

atically drain the tank. The recessed ultrasonic cleaner units are made entirely of stainless steel. A basket and cover are included. Prices are competitive and there is a guarantee of 2 years directly from France. Our Units provide highly effective cleaning performance for all instruments, not only for the medical sector, but also for other areas such as laboratory equipment, dentures...



www.mhc-technology.com // info@mhc-technology.com

• **Runyes**



Professional manufacturer of Dental unit / Autoclave / Intra oral X ray, Seeking for Global Partner!

Runyes Medical is a Chinese company founded in the year 2000, who is the first company in China making the steam sterilizer. From 2004 to 2014, Runyes has provided 135,000 pieces steam sterilizers to the world, has established itself as a main producer of dental equipments. Since we started producing autoclaves in 2004, we have acquired a sufficient knowledge in the field. Today we strive to be technology and design trendsetters, and we are able to offer innovative solutions. Our main products are Steam sterilizer, Dental units , dental x ray etc.



runyes@runyes.com, www.runyes.com

• **MaCo Dental Care launches two new implant lines.**



Also this year, MaCo Dental Care unveils its ability to innovate. After a complete revolution of Seventeen, its main implant line with internal hex connection, implemented with platform switching system, the Italian company is ready to launch two new implant lines on the market. Conical Active is characterized by its 8° conical connection, an internal anti-rotational hexagon and a double principle thread that ensures its stability in all types of bone. IM Macon, instead, is a short implant with tapered connection characterized by a great ease of use and the capability to ensure stability to the prosthetic components without tightening screw. In this way, implant systems manufactured by MaCo become eight, a great achievement for a company that has made reliability and versatility its strengths.

Entirely designed, developed and produced in Italy, iKo and iLo help to restore the natural Ph of your mouth. They are easy to use wherever you want, at the office, after a picnic or before an important meeting. You'll find them in a small box and carry them with you everywhere.



www.macointernational.com // info@macointernational.com

Visit us at *Expodental Madrid, 10-12 March 2016*

• **iKo and iLo : the revolutionary portable toothbrush and floss**



iKo is a digital fluoride toothbrush, soft to touch, it massages your gums and cleans your teeth without water nor toothpaste. Having a clean and fresh mouth will be easy and fun!

iLo is a fluoride floss, soft and elastic, that stretches to reach and clean each corner of your mouth. It caresses your gums so softly that you wouldn't expect.

Entirely designed, developed and produced in Italy, iKo and iLo help to restore the natural Ph of your mouth. They are easy to use wherever you want, at the office, after a picnic or before an important meeting.

You'll find them in a small box and carry them with you everywhere.



www.melolabs.com // info@melolabs.com

• **The Profin System is the ultimate instrumentations for finishing and polishing for professionals**



In 2012 the updated version of the motor driven handpiece for Dentatus Lamineer tips – Profin PDX – was introduced. The handpiece and the dedicated and assortment of abrasive Lamineer/ EVA® tips offer unlimited access to hard-to-reach intraoral areas, allowing reshaping of enamel and restorations made of porcelain, metal, composite and amalgam. The Profin® system is the professional's choice for finishing, polishing and contouring dental surfaces, both natural or restored. The system has been on the market since 1990 and with the Profin® PDX handpiece the tactile ergonomics, smooth glare free surface and a miniature head for best access into incapacious areas comes along. At IDS the Profin PDH will be introduced. The PDH is a manual instrument based on the established Profin/EVA system, a high-quality hand instrument with the same wide range of interchangeable diamond tips for safe and precise finishing work. Profin is ideal for: Interproximal adjustments, Marginal adjustments and Overhang reduction.

Interproximal adjustments, Marginal adjustments and Overhang reduction.



www.dentatus.com // info@dentatus.se



Domina Plus B

because not all class B autoclaves are generated equal !

+ fast

The cycle takes from 18 to 35 min (drying included)

The «Adaptive Heat» removes all thermal shocks enabling a safe sterilization (also for hand pieces).

+ large

The large 18 liters chamber and the exclusive «Interactive load system» enable to increase the chamber useful volume (+50%).

- consumption

The electric consumption is below 900 W. Less consumption means higher respect for the environment and saving money.

+ reliability

The «Adaptive Heat System» increase the autoclave life and reduce the maintenance costs !

3 warranty years*
*General DX Regulation applied

THE PREMIUM LINE

Domina Plus B ...the «green» autoclave.



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internet www.dentalx.it



• CLEANMED READY SOFT



Alcohol Free Disinfectant Spray for the surface disinfection of medical devices, including alcohol-sensitive surfaces.

Effective against a wide spectrum of organisms (see list below), CLEANMED READY SOFT is a ready to use disinfectant Spray for the surfaces of all non invasive medical devices. Specially formulated for use in Medical and Dental environment.

Effective Spectrum : Bactericidal : ENI 3727 (Pseudomonas aeruginosa, E. coli, Enterococcus hirae, Staphylococcus Aureus, MRSA), ENI 4204 (Mycobacterium tuberculosis) , ENI 3704 (Clostridium difficile) , ENI 276 (Listeria, Salmonella typhimurium).

Virucidal : ENI 4476 (HIV 1, H1N1 Virus Influenza A , Hepatitis B Virus, Hepatitis C Virus , Influenza B Virus, Poliovirus Type 1, Rotavirus, Norovirus)

Fungicidal: ENI 3624 (Aspergillus niger, Candida albicans, Penicillium)

BMS DENTAL S.r.l.

Via M.Buonarroti, 21-23-25

Z.Ind.le 56033 CAPANNOLI (PISA) ITALY

Tel : +39 0587 606089 Fax: +39 0587 606875

www.bmsdental.it // info@bmsdental.it



• Looking for the next business opportunity



Shenpaz is looking for a sales driven distribution of dental equipment and/or dental materials for crown and bridges labs.

Shenpaz Dental Furnaces is a major manufacturer of Porcelain and Zirconia Furnaces with over 30 years of experience in the design and manufacture of top quality furnaces.

Shenpaz furnaces feature technologies which are highly appreciated by lab technicians around the world.

www.shenpaz.com // yuval@shenpaz.com



• MDT



MDT, a world renowned manufacturer of Single-patient and Multi-use Diamond burs and other Rotary Instruments is pleased to introduce our new POLISHINE® pack for 2 step Silk Finish and Hi Gloss Polishing Systems. The applications of the contra-angle polishers kits cover PLU Kit Universal Polishing for precious metals and amalgam, PLC Kit for composite materials, PLZ Kit for zirconia oxide and hard

ceramics and PLL Kit for polishing lithium disilicate. All systems contain two disc shape polishers, 2 cones and two cups. One set for 1st step - Silk Finish and one for 2nd step - Hi Gloss Polishing. All six polishers are packed in MDT special make Resin Autoclavable Bur Block. The Polishers, with mandrels from stainless steel, can all be sterilized. Refills for each individual polisher are also available.

MDT Rotary Instruments : Efficiency in your hands.

www.mtdental.com // info@mtddental.com



Denstar Digital Total Solution



Conus Crown
(Inner & Outer)



Implant Prosthesis



Surveyed Crown



Implant Bar



Customized Abutment



Plus Mill



Soft Metal



Well-burn

- SUM3D & MG5D
- 7tools pocket Diamond coating ball
- maximum productivity.

- Soft Texture saves milling time & Tool Cost.
- Better Productivity than Zirconia.
- No hard to the human body

- Easy process. elongation and bonding better than casting.
- Sintering Pot only for Soft Metal disc.
- Precise contraction rate.

| | |
|---------|----------------------------|
| Size | 405x510x450 mm |
| Weight | 50 kg |
| Spindle | 30,00RPM / 450W |
| Tool | 7ea / Tool Shank Size : Ø4 |
| Axis | Simultaneous 5-axis |
| Motor | 5 Phase stepping motor |

| Size | RO | RC | RCM |
|------|---------------------------|----------------------------------|---------------------------|
| Ø95 | | 10,12 ,14,1 6,18, 20,22 | |
| Ø98 | 10,12, 14,16, 18,22 | 12,14 ,16,1 8,20, 22 | 12 |
| Ø100 | 10,12, 14,16, 18,22 | | 10,12, 14,16, 18,22 |

| | |
|----------------|--------------------|
| Size | 380x450x640 |
| Weight | 47 kg |
| Spindle | 1,350 °C |
| Classification | DENSTAR-1100 |
| Power | Free V, 50/60Hz |
| Voltage | 2.0 Kw |



Denstar Co., Ltd.
54 Maeyeo Ro, Dong-Gu, Daegu, Korea
TEL:82.53.311.0336 FAX:82.53.289.8003
E-mail: sales_dm@denstar.co.kr
<http://www.denstar.co.kr>

• DIA-PT™ FILE



Dia-PT™ File is the nickel titanium rotary files with a uniform shape can be achieved superior flexibility and precision for successful procedures. Dia-PT™ File system can be shaped the root canal with only 4 files. Available sizes are DX, D1, D2, D3, D4, D5 and AsstD1/D4 and 4pcs of Dia-PT™ File are packed in a box.

- Superior Cutting Efficiency

- Allows stronger and more sharp blades to more deeper in the canal
- A triangular cross section reduces contact with the canal wall
- High Flexibility
- Offers outstanding flexibility and reduces a user fatigue
- Has high corrosion resistance with a coated surface of files
- Short Shaping Time
- Decreases total shaping time versus a traditional rotary technique
- Easily shape in calcified or highly curved canals



www.diadent.co.kr // diadent@diadent.co.kr

• GCOMM



Discover our mission, our values, our daily commitment to dental care and innovation. G.Comm is an innovative company, focused on the production of components for dental units.

Our philosophy in designing our products is based on ensuring the well work of dentists and the well being of patients, always in total respect of sanitary regulations, hygienic conditions and environmental safety. Together with dental lights and electric micromotors, G.Comm supplies a full range of components for dental units: monitor arms, tray arms, instruments hoses, tubings, vacuum tubings, pneumatic valves, infection control devices, foot control, syringes, pressure regulators, control blocks, electro-pneumatic boards and many others. G.comm will also design and create your custom product under your specific request to help you find the best and finest solution to your dental unit. Currently working with over 25 different countries, G.Comm is now determined to grow larger and experience new markets all around the world.



• Iris View

IRIS View is a Surgery Light with integrated Full-HD Videocamera system up to 30 times Optical Zoom. The patented color mixing technology may allow the surgeon to adjust the color temperature (from 4200°K to 6000°K) to the optimal contrast when operating on soft tissue areas or change it to a natural daylight for color teeth matching . IRIS View is equipped with a keypad that has 3 preset programmes: Anti-Polymerisation Mode (to prevent hardness of composite in a very short time); Surgical Treatment Mode (to better distinguish the shades of the gums, blood and periodontium); Color Capture (facilitating the dentist's choices during tooth replacement operations). Moreover, IRIS View can be controlled via Wi-fi with the combination of an i-Pad through a Software (my-light) to be downloaded (Free Of Charge) from the App Store.



www.gcomm-online.com // info@gcomm-online.com

• **TCS Flexible Partial**



TCS, an ISO 13485:2003 Certified Company was established in 2000 in USA and is now one of the leading manufacturers of flexible partial material and equipment.

tcs® Unbreakable (nylon) and iFlex (polyolefin) are extremely resilient high-performance materials used for the fabrication of RPDs, they both offer uncompromising aesthetics and functionality.

These materials are lightweight, durable, and can be repaired and rebased. tcs® Unbreakable is guaranteed unbreakable, has very low water absorption and has a proven history of success. iFlex is clinically unbreakable, stain-free, has virtually no water absorption, is easy to finish and polish, and is slightly more translucent than tcs® Unbreakable.

www.tcsdentalinc.com // abraham@tcsdentalinc.com

Visit us at IDEX Turkey, Hall 5 5L-18



highlights

• **Design meets ergonomics! The NEO dental unit from Fimet Oy**



In the **NEO dental unit**, innovative new solutions meet stylish design. The NEO dental units are ergonomic, high-quality systems that can be customized to meet the needs of different customers. Flowing, harmonious lines and seamless upholstery simplify cleaning and ensure good hygiene.

The motion range of the NEO dental unit is very wide, making it comfortable and ergonomic to use. The chair height can be set from 45 to 95 cm, ergonomically designed to ensure a comfortable working position while sitting or standing. The chair can be turned 45 degrees in both directions. The suction head is adjustable from the "3 o'clock" to the "9 o'clock" position. Additionally, the cuspidor can be turned sideways 90 degrees, providing more work space for the assistant.



Neo models: NEO, NEO Cart, NEO Floor and NEO Ceiling
Made in Finland

www.fimet.fi // fimet@fimet.fi



NEW

Recessed ultrasonic cleaning units

All ultrasonic cleaning units are manufactured completely in stainless steel. A basket and cover are included. Prices are competitive and there is a guarantee of 2 years for all ultrasonic cleaners.

MHC Technology
1001 Chemin Hugues Bérenguier
06610 LA GAUDE (France)
info@mhc-technology.com

• HDR System



HDR system is professionally designed & manufactured by Handy team. Thanks to Handy's advanced CMOS technology and skilled production process, every HDR sensor is guaranteed to bring high definition images to simplify our clients' daily dental practice. In a very short time, the digital radiographs will be shown on the PC for instant diagnoses with more detailed and accurate information. HDR system helps dental professionals work more efficiently and facilitate communication with patients by showing those sufficient "evidences". Now, the clients may use HDR system software APP in movable devices and show the images freely.

- Higher resolution with smaller pixel size
 - Better image quality but lower X-ray dose
 - Ergonomic design with two sizes available
- Try it, and you will love it.



www.handycreate.com // handy@handycreate.com Visit us at Dental South China 2016, Hall 15.2, Booth K08

• Handpiece spare parts - SPIRO dental



SPIRO dental distributes dental replacement parts for handpiece and unit repair. Our products are suitable for a wide range of the world's best known brands. We are one of the most reliable and trustworthy suppliers with the focus on our clients needs and requirements. We supply our clients all over the world in the fastest possible time.

European quality products:

1. Turbine rotors, push buttons and keys
2. Low & high speed bearings
3. Unit hoses
4. Micromotor parts
5. Contra angle parts
6. Handpiece Xenon & LED bulbs
7. Repair accessories

Write us on our e-mail to get our brand new catalog with 100 pages of spare parts.

Beside advanced products we offer:

1. Technical support
2. The fastest delivery time
3. Competitive pricing
4. Reliable partnership



It is your TIME FOR A QUALITY TURN.

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• Fiad



Fiad international is a company dedicated at manufacturing of periapical dental x rays with the experience of more that go years in the market place. Our products are warranty for two years parts labor, no question ask. give us your trust, we will give you satisfaction.



www.fiadinternational.com // administration@fiadinternational.com

• **LASAK – more than 20 years of experience**



The BioniQ implant system, by LASAK Ltd., a manufacturer with more than 20 years of experience, includes tapered implants offering easy insertion and high primary stability in soft bone as well as straight implants for easy positioning in dense bone. The horizontal and vertical set-off of the implant-abutment connection from the bone level, together with the implant mini-threads, contribute to the stability of the marginal bone and soft tissues surrounding the abutment and provide improved restoration esthetics. The state-of-the-art implant construction enables safe and precise insertion and optimized load distribution in the bone tissue. The high strength of Q-Lock implant-abutment connection is ensured by a unique combination of deep cone, solid hexagon, reinforcing cylinder and cone under the screw head.

Implants are available with a unique hydrophilic, nanostructured, bioactive surface (BIO). A single system organizer provides instruments for the insertion of implants with both tapered and straight design.

www.lasak.com // info@lasak.com



highlights

• **Leonardo - The Innovative Rapid Palatal Expander**



Rapid palatal expander Leonardo has several innovative features thought to simplify the work of technicians and doctors, and to be easy to use for the patient. The main features are:

Stability. The two telescopic components of Leonardo's body are always overlapped for the maximal longitudinal and torsional rigidity and high stability, at its maximum opening. The inbuilt housing of the arms and their laser welding grant an highest resistance and a perfect oral hygiene.

Compact dimensions: its body design minimize encumbrance into the mouth, and increase patient's comfort.

Easy-to-use:

- chamfered hole to simplify the insertion of the opening tool;
- lateral screw for fast opening/closing in laboratory;
- graduate scale for an immediate reading of the opening level achieved

Safety:

- mechanical stop to prevent disassembling at the maximum open;
- mechanical anti-unscrewing system to avoid unwished opening into the mouth.

Leonardo is protected by international patents.

www.siaorthodontics.com // info@siaorthodontics.com



• **High Quality Dynamic Mixer**



High quality Dynamic mixing tips are for use with automatic impression material mixing machines.

- Accurate ratio base and catalyst are checked by a special blender built in the tips which helps to achieve the perfect 5:1 ratio from the very beginning.

- The base and catalyst are dispensed at the same time with constant speed.
- Dynamic mixer minimizes any waste of the impression material while dispensing occurs.



Watch as it precisely mixes and dispenses the perfect ratio of impression material!

www.dxm.co.kr // dxmoverseas@gmail.com / overseas@dxm.co.kr

• **QUATRO**



“Smart Vac+” and “Smart Vac+ TWIN” are the newest line of fully automatic next generation self-cleaning specialty dust collectors by QUATRO Air Technologies, Inc. They provide superior results with all types of aluminum oxide, quartz, glass beads, sand in addition to gypsum and die stone.



“smart vac” + is designed for 1-2 stations and “smart vac Twin+” is designed for 2-4 stations. They provide exceptional power for simultaneous use and feature exclusive extended life INFINITY motors. Both models are whisper quiet and have a compact design along with a built in LED main information front panel.

Additional information on all QUATRO's products can be found on

www.quatroair.com // worldent1@aol.com

• **With READER enjoy the best of Phosphor Plates**



With a 100% active surface, rounded corners and cable-free, Trident phosphor plates are created for the comfort of your staff and patient.

Plates come with the exclusive double guard system: the hygienic sleeves offer an effective barrier against cross infection and the protective cover,

helps to extend the plate's life.

Trident phosphor plates can be reused hundreds of times and are as easy to use as film.

They are available in four sizes, ideal for all clinical uses:

Size 0 31 x 22 mm, 726 x 1024 pixel

Size 1 40 x 24 mm, 792 x 1321 pixel

Size 2 41 x 31 mm, 1024 x 1354 pixel

Size 3 54 x 27 mm, 891 x 1783 pixel



www.trident-dental.com

• **Dentistry instruments News**



A longer handle increases the safety for the operator and decreases the risk of cut, prick or tear the glove with the opposite tip to the working one during the use on the patient or switching between operators of the instruments. Directive 2010/32/UE “prevention sharp injuries in the hospital and healthcare sector” provides that

measures have to be taken to prevent injuries and sticks. This directive underlines to consider that there is always a risk and that priority measure have to be taken in prevention measures. Double tips instruments can hurt operator's hand or tear his glove with the opposite tip of the working one. There's a possibility to injury during its use, handling or switching between Assistant-Dentist-Assistant. This is one reason, but not the only one, that led us to design this new line of instruments with longer handle. If you want to know more information about those instruments, please contact us at info@dentag.com



www.dentag.com // info@dentag.com

• Let's Go Ahead Together



Since 2000, Hefei Meiya Optoelectronic Technology Inc. has been a leader in providing innovative imaging solutions for demanding professionals applied in color sorting, food and industrial non-damage quality analysis and inspection and medical radiology. Currently, our products have been exported to more than 80 countries. In 2012, the company has been listed in the China Shenzhen stock market. Meyer now is able to offer a complete solutions for 2D and 3D imaging solutions for various applications in dental practice. Meyer imaging system is an open-friendly digital imaging tool by its DICOM format outputs compatible with other main third party software. View size ideal features in multiple diagnostic needs (endodontics, periodontics, orthodontics, oral surgery, implant planning). We are looking for partners worldwide to go ahead together!

med.meyer-corp.com // info@meyer-corp.com

Visit us at Dental South China 14.1D18 14



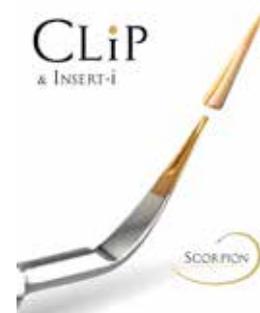
highlights

• Scorpion



The french company SCORPION has designed and manufactured high quality, adaptable scaling tips since 2000. The large range covers all the main scaling devices on the market. The patented tip designs are very thin, very powerful and coated with a 2 µm titanium nitride layer for easy visual assessment of wear. In 2015 SCORPION designed and developed an innovative system for implant and restoration cleaning. This unique and exclusive product called "CLiP" includes a PEEK tip which can be fixed onto SCORPION "i" tips and allows a smooth cleaning of fragile surfaces during a scaling session without changing instruments. It can easily be attached and removed thanks to the CLiPPER. The new patented "i" tip range has been especially designed to perform efficient scaling and to secure the implant scaling CLiP. We are seeking for distributors worldwide, interested companies are welcome to contact us!

www.scorpion.fr // contact@scorpion.fr



• EndoUltra – Cordless Ultrasonic Activator



Now available in Europe!

Science has shown that irrigants are more effective when they are electro-mechanically activated. Acoustic streaming and cavitation of endodontic solutions has been shown to significantly enhance cleansing of difficult anatomy. Studies have shown that low frequency (Sonic) oscillation (160-190Hz) was not sufficient in creating acoustic streaming or cavitation within the canal space.

EndoUltra™ is the only cordless, compact, battery operated piezo ultrasonic (40kHz) activation device. Only EndoUltra™ is capable of producing acoustic streaming and cavitation in small canal spaces, resulting in significantly improved debridement, disruption of biofilm, improved penetration of irrigants into dentinal tubules, and the removal of vapor lock. Resulting in improved outcomes.

EndoUltra™ features unique 15/02 Activator Tips, which resonate along the entire length of the tip and do not engage tooth structure. Activator tips feature depth markers at 18, 19, and 20 mm.

www.EndoUltra.com // www.Vista-dental.com



• INSERTS FOR ULTRASONIC SCALERS



Manufactured with high-quality steel, absolutely biocompatible and fully compliant with ISO 7153-1 Standard for surgery instruments, TKD's inserts for piezoelectric scalers provide the perfect answer for the most discerning professional.

The inserts feature extremely high precision, high scaling efficiency and high reliability. Our inserts are fully compatible with EMS® or Satelec® scalers as well as for the TITANUS®/E/S handpieces.

The range comprises inserts for supragingival and subgingival tartar removal, for periodontology, for restorative cementation, for condensation, for endodontia, for root cleaning and planing.

Optionally, the DYNO dynamometric wrench can be used to correctly screw, hold and sterilize the inserts.



www.teknedental.com // info@teknedental.com

• We are looking for Exclusive "Tribest" Brand agent all over the world, Except Qatar & Jordan.



Tribest is one of the major manufacturers and exporters of dental disposable consumables in China. The company was founded in 2006, and most of the products are CE, ISO 13485, FDA Certificate approved. Our main products are face masks, cotton roll, dental bib, dental syringes, dental kits, saliva ejector, microbrush, impression trays, denture box, sterilization pouches, bur block, disinfection box, oral health products, orthodontic products etc. Tribest Focus on Infection Control items, and gives you the complete infection control scheme with full set of series products, which enables you to know infection control concept easily, and enjoy one-stop products and services. Infection control is TRIBEST responsibility, and also is your responsibility!



www.tribestdental.com // kevin@tribest.cn

Visit us at 2016 Chinese domestic Dental South China Exhibition, Hall 15.3, Booth D10

• Introducing Two New Products

VIVA FLEX PARTIALS L.F. & VIVA FLEX DENTURES

VIVA FLEX PARTIALS

Dental Flex Italia few months ago launched VIVA FLEX PARTIALS®, a new polyamide characterized by higher flexural strength ASTM D790: 120. Today, we are introducing exclusively two brand new materials, available for the international market, a new standard polyamide. We added to our products range: VIVA FLEX PARTIALS L.F. & VIVA FLEX DENTURES.

- **VIVA FLEX PARTIALS L.F.** is a polyamide with a surprising low flexibility, which offers an excellent level of finishing, suitable for larger prosthesis.

- **VIVA FLEX DENTURES** is a monomers free PMMA, suitable for complete dentures, this material is completely rigid, lightweight and extremely comfortable.

The new materials are available in vacuum sealed cartridges, or in loose format.

We are seeking distributors worldwide, get in touch!



vivaflexpartials.com // hello@vivaflexpartials.com Visit us at IDS 2017, Hall 11.2, Booth K49

• **SABILEX INJECTION SYSTEM-METAL FREE DENTURES-FLEXIBLE PARTIALS**



Sabilex has been a leading manufacturer since 1951. High quality products, new technology and constant research have been the main concerns of the company to always achieve excellence and reliability. SABILEX offers one of the most advanced injection systems in the market. It includes:

1) Sabilex Injection Machines:

- Fully automatic
- Compact Design
- Weight 12kg
- Easy programming
- CE

2) Sabilex Injection Materials:

- 4 CE certified versatile multi-property materials to elaborate dentures:
- Flexifast and Flexiultra for the making of flexible partials.
- Acrilfast, a monomer free thermoplastic acrylic for the making of full and partial dentures.
- Flexiacetal for the making of aesthetic retainers, frameworks and more.

3) Vacuum sealed ready to use cartridges.

4) Sabilex Marketing and Training Support.

Quality marketing materials and support for Dealers, Dentists, Labs and Patients. Sabilex exports worldwide. Interested dealers are welcomed to contact us.

www.sabilex.com / info@sabilex.com



highlights

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Concentrated Growth Factors:



A new medicine for tissue and bone regeneration.

Tissue regeneration is a continuing challenge both in biological and clinical terms. Regenerative medicine and tissue engineering are continuously making huge advances in the identification of new strategies in the field of tissue regeneration. In this field, platelet concentrates represent an interesting and innovative therapeutic alternative, as they provide a rich source of autologous growth factors involved in the induction of cell proliferation, in extracellular matrix remodeling and in the angiogenetic mechanisms, that take place during the different stages of tissue regeneration.



Photo
Two CGF
Yellow part:
fibrin clots
Red part:
erythrocytes

Platelet preparations are obtained from patient's venous blood through a standardized protocol of centrifugation, that sometimes, using the addition of exogenous substances, allows to isolate a fraction rich in platelets and growth factors, called "platelet concentrate" or "platelet gel".



Photo
Fibrin clots

The platelet growth factors have extremely high efficiency in every biological process, in which it is necessary to stimulate tissue repair, growth and modulation of cell life and self-control of the immune system. The technique of platelet concentrates moves plasma rich in growth factors from the blood to the treatment area, speeding and tracking the natural processes of healing.



Photo MEDIFUGE
machine MF 200

Concentrated Growth Factors (CGF), developed by Sacco in 2006, is a special type of platelet preparation with great potential for clinical application.

At the base of the regenerative process, three factors are particularly important: the scaffold (organic, natural or synthetic), growth factors and autologous cells. All these elements are present in the CGF which is obtained by a "one-step" centrifugation process of the blood samples, using a special centrifuge (Medifuge Mf 200, Silfradent srl, Forli, Italy), without the addition of exogenous substances. Its main characteristic lies in its consistency; in fact CGF is an organic matrix rich in fibrin, thus more dense than other platelet concentrates, able to "trap" a large amount of platelets, leukocytes and growth factors, showing regenerative properties and versatility.



Photo
CGF biological
membrane

These features, together with the simple and standardized centrifugation protocol MEDIFUGE, make the CGF a superior autologous product which can be used in different areas of regenerative surgery; for example in dentistry, maxillofacial surgery, cosmetic surgery and orthopedics.

Its clinical efficacy, has so far been demonstrated in various situations ranging from filling of extraction sockets (Tadić et al., 2014), to the filling of the cavities after cystectomy (Mirković et al., 2015), to interventions of sinus lift and augmentation of the crestal profile (Kim et al., 2014; Del Fabbro et al., 2013; Sohn et al., 2011). In addition, CGF features, make it suitable to be used both alone and with bone particulate or autologous biomaterials (Gheno et al., 2014). In conclusion, if it is true that the blood is the "source of life" for the organism, platelets in it play an important role in the body's regenerative processes.

The research, however, does not stop and Silfradent has still in progress studies at several universities in Italy (University of Bari, University of Brescia), Europe (ACTA Amsterdam University, Dental School-Medical University Vienna; University of Warwick - UK) and also outside Europe (IPK center Hospital Havana-Cuba; Almejiera center Hospital Havana-Cuba).



Photo
Bone-Ring graft material mixed with
CGF



Iris point of VIEW

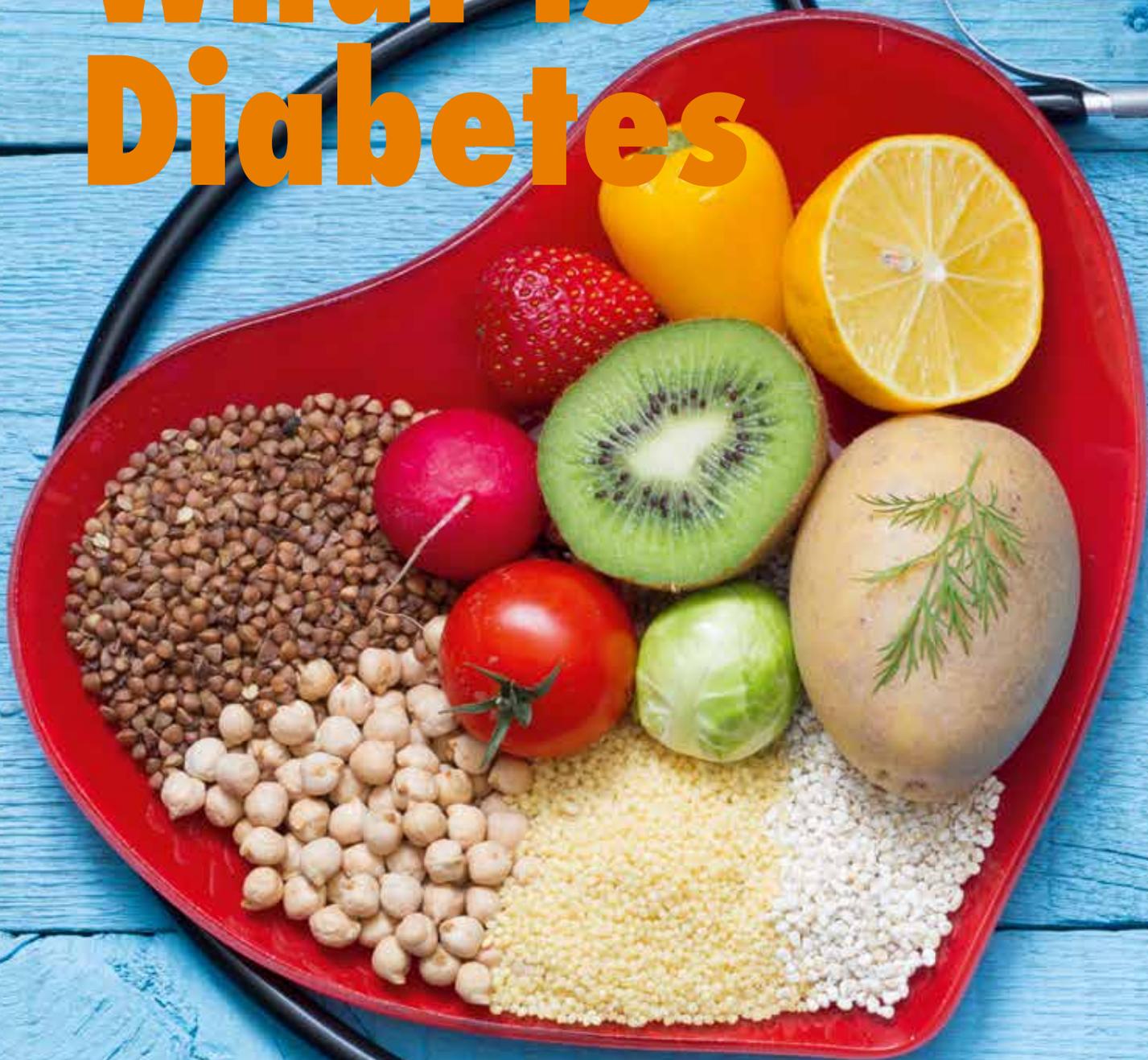


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Focus

What is Diabetes





A new study from WHO (World Health Organization) has shown that the number of people with diagnosed diabetes is dramatically increasing worldwide especially in developing countries. Diabetes, even known as the Silent Killer because of its easy-to-miss symptoms, will be the 7th leading cause of death in 2030.

Author: Lara Pippucci

KEY FACTS

Diabetes

- 1.5 million deaths are directly attributed to diabetes each year
- 9% of adults in the world have diabetes
- More than 80% of diabetes deaths occur in low- and middle-income countries
- WHO projects that diabetes will be the 7th leading cause of death in 2030
- In 2014 the global prevalence of diabetes was estimated to be 9% among adults aged 18+ years
- Healthy diet, regular physical activity, maintaining a normal body weight and avoiding tobacco use can prevent or delay the onset of type 2 diabetes
- 90% of people with diabetes in the world have type 2 diabetes

According to a recent study conducted by WHO (World Health Organization) diabetes cases will significantly increase in the near future. This rise is mainly due to population growth, aging, urbanization, and increasing inactivity particularly in developing countries where the population is expected to double between 2000 and 2030.

The distribution of diabetes for all age-groups worldwide was estimated to be 2.8% in 2000 and 4.4% in 2030 and the total number of people with diabetes is projected to rise from 171 million in 2000 to 366 million in 2030.

In the light of the fact that diabetes represents a serious health problem and in most cases it can even be deadly, this disease is absolutely not to be underestimated. Moreover, quantifying the prevalence of diabetes worldwide, identifying its main risk factors and arranging an effective prevention campaign is crucial to allow rational planning and allocation of resources.

Diabetes (otherwise known as diabetes mellitus, DM) is described as a metabolic disorder in which the body cannot properly store and use the energy found in food.

More specifically, diabetes is a condition that affects the body's ability to use glucose (a type of sugar) as fuel. Glucose is a form of carbohydrate that comes from foods such as breads, cereals, pasta, rice, potatoes, fruits and some vegetables. Glucose is also synthesized in the liver and is carried in the blood to the rest of the body to fuel cellular processes.

To use glucose as fuel, insulin is required to get the glucose into cells. Insulin is a hormone (a type of chemical messenger) made by specialized cells in the pancreas. Insulin regulates blood glucose by stimulating the removal of glucose from the blood and its uptake into muscle, liver and fat cells where it can be stored for energy.

Sometimes the body does not make enough insulin or the cells do not respond properly to insulin. Blood glucose levels can then become elevated while the cells are deprived of fuel. When blood glucose levels get too high (hyperglycemia) this can cause damage to the tiny blood vessels in the eyes, kidneys, heart and nervous system, which is why diabetes is associated with an increased risk of cardiovascular disease, kidney disease, loss of vision and neurological conditions.

There are different types of diabetes, some of which are more prevalent than others. The most common form of diabetes in the general population is type 2 diabetes, which often develops from pre-diabetes.

Type 1 diabetes

Type 1 diabetes is known as insulin-dependent diabetes, juvenile diabetes, or early-onset diabetes as people usually develop it suddenly before their 40th year, often in early adulthood or teenage years. Type 1 diabetes is characterized by deficient

insulin production and patients will need to take insulin injections for the rest of their life. They must also ensure proper blood-glucose levels by carrying out regular blood tests and following a special diet.

Type 2 diabetes

Type 2 diabetes, previously called non-insulin dependent or adult onset, results from the body's ineffective use of insulin. **The body does not produce enough insulin for proper function or the cells in the body do not react to insulin (insulin resistance).** Being overweight, physically inactive and eating the wrong foods all contribute to our risk of developing type 2 diabetes.

Overweight and obese people have a much higher risk of developing type 2 diabetes compared to those with a healthy body weight. People with a lot of visceral fat, also known as central obesity, belly fat, or abdominal obesity, are especially at risk. Being overweight/obese causes the body to release chemicals that can destabilize the body's cardiovascular and metabolic systems.

The risk of developing type 2 diabetes is also greater as we get older. Experts are not completely sure why, but say that as we age we tend to put on weight and become less physically active. Those with a close relative who had had type 2 diabetes, people of Middle Eastern, African, or South Asian descent also have a higher risk of developing the disease.

Men whose testosterone levels are low have been found to have a higher risk of developing type 2 diabetes as researchers from the University of Edinburgh, Scotland, say that low testosterone levels are linked to insulin resistance.

Some people may be able to control their type 2 diabetes symptoms by losing weight, following a healthy diet, doing plenty of exercise, and monitoring their blood glucose levels.

However, type 2 diabetes is typically a progressive disease - it gradually gets worse - and the patient will probably end up have to take insulin, usually in tablet form.

Gestational diabetes

Gestational diabetes is hyperglycaemia with blood glucose values above normal but below those diagnostic of diabetes, occurring during pregnancy. Women with gestational diabetes are at an increased risk of complications during pregnancy and at delivery as the baby may be bigger than he/she should be. **The majority of gestational diabetes patients can control their diabetes with exercise and diet and**

only between 10% to 20% of them will need to take some kind of blood-glucose-controlling medications. Anyway, they are at increased risk of type 2 diabetes in the future.

Prediabetes or Impaired glucose tolerance (IGT) and Impaired fasting glycaemia (IFG)

Prediabetes, Impaired glucose tolerance (IGT) and Impaired fasting glycaemia (IFG) are intermediate conditions in the transition between normality and diabetes. People with IGT or IFG have blood glucose levels higher than normal, but not high enough to merit a diabetes diagnosis. People with IGT or IFG are at high risk of progressing to type 2 diabetes, although this is not inevitable.

Main Symptoms Of Diabetes

Diabetes is often referred to by doctors as the **Silent Killer** because of its easy-to-miss symptoms. In fact patients can experience different signs and symptoms of diabetes but sometimes there may be not signs at all. **Anyway, the development of type 1 diabetes is usually sudden and dramatic while the symptoms can often be mild or absent in people with type 2 diabetes,** making this type of diabetes hard to detect.

Early Warning Signs Of Diabetes

- Increased urination, Excessive thirst
- Weight loss
- Increased Hunger
- Skin problems
- Slow healing
- Yeast infection
- Fatigue and irritability
- Blurry vision
- Tingling or numbness

Complications Linked To Badly Controlled Diabetes:

- **Eye complications** - glaucoma, cataracts, diabetic retinopathy, and some others
- **Foot complications** - neuropathy, ulcers, and sometimes gangrene which may require the foot to be amputated
- **Skin complications** - people with diabetes are more susceptible to skin infections and skin disorders
- **Heart problems** - such as ischemic heart disease, when the blood supply to the heart muscle is diminished
- **Hypertension** - common in people with diabetes, which can raise the risk of kidney disease, eye problems, heart attack and stroke
- **Mental health** - uncontrolled diabetes raises the risk of suffering from depression, anxiety and some other mental disorders

Diabetes is often referred to by doctors as the Silent Killer because of its easy-to-miss symptoms.

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- **Hearing loss** - diabetes patients have a higher risk of developing hearing problems
- **Gum disease** - there is a much higher prevalence of gum disease among diabetes patients
- **Gastroparesis** - the muscles of the stomach stop working properly
- **Ketoacidosis** - a combination of ketosis and acidosis; accumulation of ketone bodies and acidity in the blood
- **Neuropathy** - diabetic neuropathy is a type of nerve damage which can lead to several different problems
- **HHNS (Hyperosmolar Hyperglycemic Nonketotic Syndrome)** - blood glucose levels shoot up too high, and there are no ketones present in the blood or urine. It is an emergency condition
- **Nephropathy** - uncontrolled blood pressure can lead to kidney disease
- **PAD (peripheral arterial disease)** - symptoms may include pain in the leg, tingling and sometimes problems walking properly
- **Stroke** - if blood pressure, cholesterol levels, and blood glucose levels are not controlled, the risk of stroke increases significantly
- **Erectile dysfunction** - male impotence
- **Infections** - people with badly controlled diabetes are much more susceptible to infections
- **Healing of wounds** - cuts and lesions take much longer to heal

Prevention

At present time type 1 diabetes cannot be prevented while a healthy lifestyle can help prevent the development of type 2 diabetes.

Type 2 Diabetes Prevention

- Weight loss
- Physical activity
- A balanced and nutritious diet
- Quit Smoking
- Avoid Emotional Stress
- Have good sleep habits



The global market for diabetes care devices is forecast to reach \$26.96 billion by 2019 at a Compound Annual Growth Rate (CAGR) of 5.93%.

Oral Complications of Diabetes

Diabetes

Prevention

Prevent dental problems associated with diabetes

- Control your blood glucose level
- Take care of your teeth and gums
- Maintain good diabetic control
- Avoid smoking
- Clean dentures daily
- Visiting a dentist often

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No Prevention

Oral Complications of Diabetes

- Xerostomia
- Severe TMJ Disfunction
- Dental Plaque
- Dental Caries
- Periodontal Disease
- Sialosis
- Fungal Infections
- Oral Lichen planus
- Geographical and fissured tongue
- Oral paraesthesia including burning mouth or tongue
- Taste impairment
- Poor Oral Wound Healing

Xerostomia

- Dry mouth
- Thick saliva
- The feeling of not being able to swallow or talk properly due to sticky saliva
- Rough, dry, red tongue
- Dry feeling in the throat as well as in the mouth
- Burning sensation in the mouth
- Sensitivity to salty or spicy foods
- Bad breath
- Mouth sores
- Cracked lips
- Difficulty wearing dentures
- Unusual thirst

Severe TMJ Disfunction

- Pain or tenderness of your jaw
- Aching pain in and around your ear
- Difficulty chewing or discomfort while chewing
- Aching facial pain
- Locking of the joint, making it difficult to open or close your mouth

Dental plaque

- Gum disease

Dental caries

- Tooth loss
- Toothache
- Halitosis
- Dentin hypersensitivity
- Dental pulpitis
- Dental abscess
- Dental cysts
- Dental granuloma
- Gum disease
- Dental pyorrhea

Sialosis

- Risk of calculus formation and obstruction of salivary ducts

Fungal Infections

- Oral lesions
- Stomatitis
- Angular Chelitis
- Median Rhomboid glossitis

Oral Lichen Planus

- Change in taste or a blunted taste sensation if the tongue is affected
- Sensitivity to hot or spicy foods
- Bleeding and irritation with tooth brushing
- Inflammation of the gums (gingivitis)

Geographical tongue

- Mild discomfort or painful sensation

Fissured tongue

- The condition is entirely benign but may cause halitosis. If left untreated, fissured tongue may cause traumatic ulcers

Oral paraesthesia, including burning mouth or tongue

- Tingling
- Numbness
- Dryness
- Sore mouth

The U.A.E. ranks among the world's leaders for prevalence of diabetes, obesity and other risk factors for cardiovascular disease

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Taste impairment

- Usually taste impairment inhibits the ability to maintain a good diet and causes the aggravation of hyperglycemia
- Poor oral wound healing
- Poor soft tissue regeneration and delayed osseous healing

Periodontal disease

Diabetes has also oral complications such as gum disease and according to recent studies 1 in 3 diabetics suffer from periodontitis.

People who are not diagnosed with diabetes or who decide not to take care of themselves properly may suffer from periodontitis at some stage of their disease.

Infact normal blood glucose levels cause higher than normal levels of glucose in the saliva which creates a fertile breeding ground for bacteria and in turn raises the risk of dental decay and gum disease.

Main Symptoms Of Gum Disease:

- Bleeding in mouth while brushing and/or flossing
- Swollen, red or tender gums
- Gums in recession
- Tooth Loss
- Presence of pus between teeth/gums
- Changed bit or jaw alignment
- Persistent Bad Breath (Halitosis)

Gum diseases can be divided in three main groups according to their seriousness:

- **Gingivitis:** Gingivitis is the mildest form of gum disease. Frequently patients have swollen, red or tender gums which bleed easily when brushing or flossing. This disease can be quickly treated by a dentist who usually suggests a home dental health care program.
- **Periodontitis (Mild):** When gingivitis is poorly managed, it may cause mild periodontitis. At this stage the disease starts eroding the bone around the tooth. In order to prevent further erosion which may cause a severe periodontitis, it's important to see a dentist and have prompt medical attention.
- **Periodontitis (Severe):** This is the most dangerous stage of gum disease and it is characterised by a significant tissue and bone loss around the teeth which can cause tooth loss and other complications.

See A Dentist

People with diabetes have special needs and their dentists and hygienist are equipped to meet those needs-with their help. It is important that people suffering from diabetes keep their dentist and hygienist informed of any changes in their health condition and any medication they might be taking. They should postpone any non-emergency dental procedures if their blood sugar level is not in good control.

Global Diabetes Market

The global market for diabetes care devices is forecast to reach **\$26.96 billion by 2019** at a Compound Annual Growth Rate (CAGR) of **5.93%**.

Market is segmented into two major segments i.e. **Glucose monitoring device market and Insulin delivery device market.** Glucose monitoring devices are segmented into blood glucose meters, blood glucose testing strips, lancets, and continuous glucose monitoring devices. Insulin delivery devices are further segmented into Insulin syringes, Insulin pens, Insulin pumps and Insulin Injectors.

Glucose monitoring devices will be the largest category in the market, with a value of \$14.2 billion by 2019 with a CAGR of 6.02 %.

The insulin delivery devices market is forecasted to grow at a CAGR of 5.59 % to reach revenues of \$12.76 billion in 2019. Specifically the insulin syringe patient share will decrease while the insulin pen and insulin pump patient share will increase over the next five years.

CGM-Continuous glucose monitoring devices will show more innovations and technological advances as they are increasingly widely used and saw a growth of about 20% in 2012.

Bric Market For Diabetes

According to a new market research published by *MarketsandMarkets*, the **Diabetes Care Devices Market in BRIC countries (Brazil, Russia, India and China) is expected to reach around 2.3 Billion USD by 2020 at a CAGR of 6.3% .**

In 2014 the **testing strips segment** accounted for the largest share of the blood glucose monitoring devices market whereas the **insulin pens segment** was estimated the largest share of the insulin delivery devices market. The large share of the insulin pens segment is mainly attributed to the adoption rate of insulin pens in China and Russia. Moreover, the increasing adoption of insulin pens and easy availability of recently launched affordable insulin pens in India have further contributed to the growth of this segment.

CGM- Continuous blood glucose monitoring systems is the fastest-growing subsegment of the blood glucose monitoring devices market. Growth in this segment is mainly attributed to the rising adoption of continuous blood glucose monitoring systems by healthcare professionals who needs to monitor real-time blood glucose levels and guarantee an effective management of diabetes.

China is estimated to be the largest diabetes care devices market among BRIC countries, followed by Brazil, India, and Russia. In fact China, with over 100 million diabetics, has already outpaced other nations in terms of number of people affected by this disease. Growth of the diabetes market in China is driven by high prevalence of diabetes among the aging population, increased life expectancy, a surge in sedentary lifestyle, unhealthy diet, high stress levels and increased disposable income. Moreover, the market is boosted in terms of volume by low priced local products which make diabetes treatments affordable besides supporting adoption of new technology products such as insulin pump and CGM in hospital segment and insulin delivery products as well as SMBG- Self monitoring of blood glucose in the home-care segment.

European Market For Diabetes

The European market for diabetes care devices is forecasted to reach \$8.08 billion by 2019 at a Compound Annual Growth Rate (CAGR) of 8.19%.

Since the 1980s there has been a tremendous upswing in the use of medical devices for diagnostics and therapeutic measures in diabetes therapy. Diabetes is one of the most critical issues in healthcare systems across the EU and the entire diabetes community is actively involved in making diabetes a policy priority. Just to consider the 2012 EU resolution

calling on the EU Commission and Member States to develop and implement a targeted EU Diabetes Strategy and, at the end of 2013, a work package dedicated entirely to diabetes in the EU's Joint Action on Chronic Diseases.

In 2013 more than 32 million Europeans lived with diabetes i.e. 8.1% of the entire population. By 2035 people affected by diabetes are expected to increase to 38 million and this data is impressive considering that so far only 50% of the population with diabetes has been diagnosed.

In 2013 Europe spent approximately €100-150bn on treating and caring for diabetes and one in ten deaths in Europe can be attributed to diabetes – equaling 619 000 deaths in 2013.

The market is primarily expected to be driven by increasing incidence of people suffering from diabetes, increase in innovation technologies, more R&D in diabetes diagnosis and treatment, and minimally or non-invasive products. Moreover, increasing awareness, improving diagnosis and treatment rates and a growing need for faster, safer and more effective method of diagnosis and treatment of diabetes will lead to increased adoption rates for diabetes care devices. However, market is constrained by high cost associated with diagnosis and treatment, reimbursement issues and patent expiry.



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The market is basically dominated by glucose monitoring device market because of increasing awareness of people for diagnosis and treatment of diabetes.

US Diabetes Market

Recent studies have shown that the largest number of cases of diabetes and pre-diabetes worldwide are found in the United States where diabetes is a major cause of heart disease, stroke, kidney disease, blindness, and numerous other debilitating diseases and afflictions and IT represents the seventh leading cause of death.

29.1 millions Americans i.e. 9,3% of the population of the United States have diabetes and 2.5 millions currently live with type I diabetes. Considering that many people are still unaware of their diabetes or pre-diabetes condition this is a considerable data. Nearly 1 in every 400 children in the US has type I diabetes and 86 millions Americans aged 20 or older are classified as prediabetic while more than 26% of the U.S. population aged 65 or older suffer from this chronic disease.

Studies have shown that the total healthcare expenditure in US was US\$ 281 Billion in 2014 which was the largest share of the world healthcare expenditure and it has been estimated that the prevalence of diabetes will be 14% by 2030 in the US.

According to a research conducted by Decision Resources Group the diabetes device market in the US will grow at a strong pace through 2023. Growth will be mainly driven by rapid expansion in the large insulin delivery device market as well as the continuous glucose monitoring (CGM) market which is currently underpenetrated in the US.

Australian Market

The Australian Diabetes Management and Diabetes Diagnostic Devices market jumped to \$46 million between 2005 and 2013. The market comprises continuous glucose monitors (CGM), self-monitoring blood glucose (SMBG), manual insulin delivery products, glucose test strips, lancets, syringes, insulin pens and insulin pumps. **The growth is driven by the high prevalence of diabetes, acceptance and proliferation of advanced patient compliant technologies, increased reimbursement of devices and government subsidy on consumables.** Especially, continuous glucose monitors (CGM), self-monitoring blood glucose (SMBG) and manual insulin delivery products exhibited significant market growth.

The prevalence of diabetes in Australia has skyrocketed three times to 4.2% over the last 25 years. Around 1 million people in country suffer from diabetes and around 2 million have pre-diabetes. Of these, 11% have type I diabetes, 87% have type 2 diabetes and 2% women have gestational diabetes. **We estimate that approximately 3.4 million citizens will suffer from diabetes by 2030.**

The improvement in government initiatives has also fuelled the market growth. **Australian government provides approximately 70% reimbursements for glucose test strips under the Pharmaceutical Benefits Scheme (PBS).** The Australian Institute for Health and Welfare (AIHW) reports that the number of new Insulin Pump Therapy (IPT) users increased from 107 to 140 per month during the period from 2003 to 2010-pushing up the number of IPT users to 10,510 in 2010. Increased affordability due to the Government's Insulin Pump Program (IPP), subsidized Insulin Pump Consumables (IPC) and private health insurance has contributed to the increased use of IPT over the past 10 years.



UAE Diabetes Market

The U.A.E. ranks among the world's leaders for prevalence of diabetes, obesity and other risk factors for cardiovascular disease. The causes include increasing levels of affluence, the growing popularity of fast food, tobacco use, plus sedentary lifestyle caused by hot weather and one of the highest vehicle-to-person ratios in the region.

UAE's high rates of Type 2 diabetes represents significant societal costs, in relation to morbidity, mortality and also lost productivity coupled with a huge burden on the healthcare system. It has been observed that the high prevalence of diabetes in the UAE is gradually taking its toll on the overall health of the nation and also risking the country's economic well-being.

The total number of diabetes patients in UAE were estimated around 0.75 Million in 2013. With factors such as obesity, rising sedentary lifestyles and unhealthy diet acting in full force, it is expected that the number of diabetic patients in the UAE would grow at a CAGR of 4%-6%, which is double the growth rate of the global market. **The number of diabetics in the UAE is expected to surpass 0.85 million by 2018.**

Efforts to reverse current trends include **Weqaya**, a population screening and intervention program for Emiratis implemented by HAAD that currently focuses on diabetes and cardiovascular disease. This online service screens individuals for various risk factors, explains screening results, provide access to relevant information and services, and connect users to doctors, clinics, and opt-in health and wellness programs tailored to user needs.

mation and services, and connect users to doctors, clinics, and opt-in health and wellness programs tailored to user needs.

Diabetes care is a focus across the country. In 2012 the 8,000-square-foot-government-run diabetes center in Dubai's Latifa Hospital was moved to a new 20,000 square foot facility with 50 percent more capacity. Abbott Diabetes Care has a presence in Dubai and the Dubai Harvard Foundation for Medical Research is investigating diabetes, among other chronic conditions, in its collaborative research efforts. The Imperial College of London Diabetes Center, with locations in Abu Dhabi and Al Ain, is a state-of-the-art outpatient center specializing in diabetes treatment, research, training and public health. Since its opening ICLDC has treated over 200,000 people.

Further, many UAE organizations such as Mubdala Healthcare, are actively seeking partnerships in the areas of personalized medicine, preventative medicine and health awareness, lifestyle adjustment and treatment, with an emphasis on diabetes and solutions that allow for intellectual property rights.

The production of diabetes devices is not significant in the UAE. Only basic items such as syringes are manufactured in the UAE as the country is mainly an importer of medical products and devices.

focus






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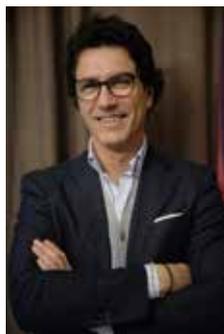
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Interview



We interviewed Roberto Proietti Piorgo, well-known dentist and owner of a successful dental practice in Rome, about his experience with patients suffering from diabetes. Mr. Proietti graduated with honors in Dentistry at the University of Rome “La Sapienza” in 1992. He is an active member of the SIDOC (Italian Society for Conservative Dentistry) and author of several scientific papers published into Italian and International publications.

1) How many patients with diabetes did you visit last year?

Diabetics represent 3% of my patients and this year I noticed a significant increase in type 2 diabetes among children.

2) Are patients with diabetes aware of their disease or do you usually diagnose it for the first time?

No, very often they are not aware of their disease and of the related complications. I frequently diagnose diabetes for the first time and I always suggest my patients to contact specialised centres.

3) Do patients with diabetes receive a special treatment?

Yes of course. For example in case of oral surgery patients with diabetes must undergo a preventive antibiotic therapy and ensure that blood sugar levels are under control.

4) Is important for people with diabetes to inform the dentist about their health?

Yes, it is very important. I would say it is essential as people with diabetes have special needs and the dentist must follow a certain procedure in order to protect their health.

5) Can we prevent oral complications of diabetes? If yes, how?

Yes we can prevent dental problems associated with diabetes controlling our blood glucose level and taking care of our teeth and gums. Moreover, it is very important avoiding smoking and cleaning dentures every day and above all visiting our dentist regularly.



Diabetes in the WHO Eastern Mediterranean Region

| COUNTRY | 2000 | 2030 |
|--------------------------|-----------|------------|
| Afghanistan | 468,000 | 1,403,000 |
| Bahrain | 37,000 | 99,000 |
| Cyprus | 50,000 | 87,000 |
| Djibouti | 7,000 | 9,000 |
| Egypt | 2,623,000 | 6,726,000 |
| Islamic Republic of Iran | 2,103,000 | 6,421,000 |
| Iraq | 668,000 | 2,009,000 |
| Jordan | 195,000 | 680,000 |
| Kuwait | 104,000 | 319,000 |
| Lebanon | 146,000 | 378,000 |
| Libyan Arab Jamahiriya | 88,000 | 245,000 |
| Morocco | 427,000 | 1,138,000 |
| Oman | 113,000 | 343,000 |
| Pakistan | 5,217,000 | 13,853,000 |
| Qatar | 38,000 | 88,000 |
| Saudi Arabia | 890,000 | 2,523,000 |
| Somalia | 97,000 | 331,000 |
| Sudan | 447,000 | 1,277,000 |
| Syrian Arab Republic | 627,000 | 2,313,000 |
| Tunisia | 166,000 | 388,000 |
| United Arab Emirates | 350,000 | 684,000 |
| Yemen | 327,000 | 1,286,000 |

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focus

U.S.A. - How dental practice is changing

Author: Lara Pippucci

DENTAL INDUSTRY STATISTICS & MARKET SIZE

U.S.A. Population, 321,368,864 (July 2015 est.)
 Dental Industry Revenue in the U.S.A. \$119bn (2015 est.)
 Annual Growth 2010-2015 0.5%
 Employment 945,053
 Active Dentists 191,347 (2013 est.)
 Dentist per 100,000 population 60,46
 Dental Offices 180,724 (2015 est.)
 Average annual net income for general practitioner dentists \$174,780 (2015 est.)
 Average annual net income for specialists \$322,200 (2015 est.)
 Average annual net income for owner GPs \$134,340 (2015 est.)
 Average annual net income for non-owner GPs \$134,020 (2015 est.)
 Average hourly wage of a dentist: \$69.60 (2015 est.)

GENERAL OVERVIEW

The American Dental industry has benefited from favorable demographic trends, technological advances and mounting awareness of oral hygiene over the past five years. **However, a better preventive care and the recent economic downturn have slightly suppressed the industry revenue growth.** Moreover, a limited patient access to dental care due to nearly one-half of states in the United States only covering emergency dental care for Medicaid patients, has caused some dentists to lower prices and cut into profitability.

Among several important structural changes that have occurred in the U.S. dental sector in recent years is the trend toward larger, consolidated multi-establishment dental practices. One study reported that, although relatively small in number, large multi-establishment dental enterprises grew in terms of the number of establishments and the percentage of annual receipts from 1992 to 2007. A second study reported that over a two-year period, the number of large group dental practices grew by 25 percent. However, very large dental practices with 20 or more dentists accounted for just three percent of all dental practices in 2008. **The trend toward larger, multi-establishment dental practices is expected to continue, driven by changes in the practice patterns of new dentists, a drive for efficiency and increased competition for patients.** Dental practice management companies are expected to characterize the industry landscape over the next five years, as more dentists move away from operating as sole practitioners to reduce operating costs.

DENTISTRY, A PROFESSION IN TRANSITION

Dentistry is a profession in transition. Previous researches conducted by ADA (American Dental Association) and HPI (Health Policy Institute) have shown that a broad set of factors intersected in the early 2000s have caused a decline in average dentist net income. One of these factors is a steady decrease in dental care use among adults that began well before the recent economic downturn and, to date, shows no sign of reversing in any major way. Recent analysis shows that a “new normal” may be emerging in terms of dental spending, demand for dental care and dentist earnings.

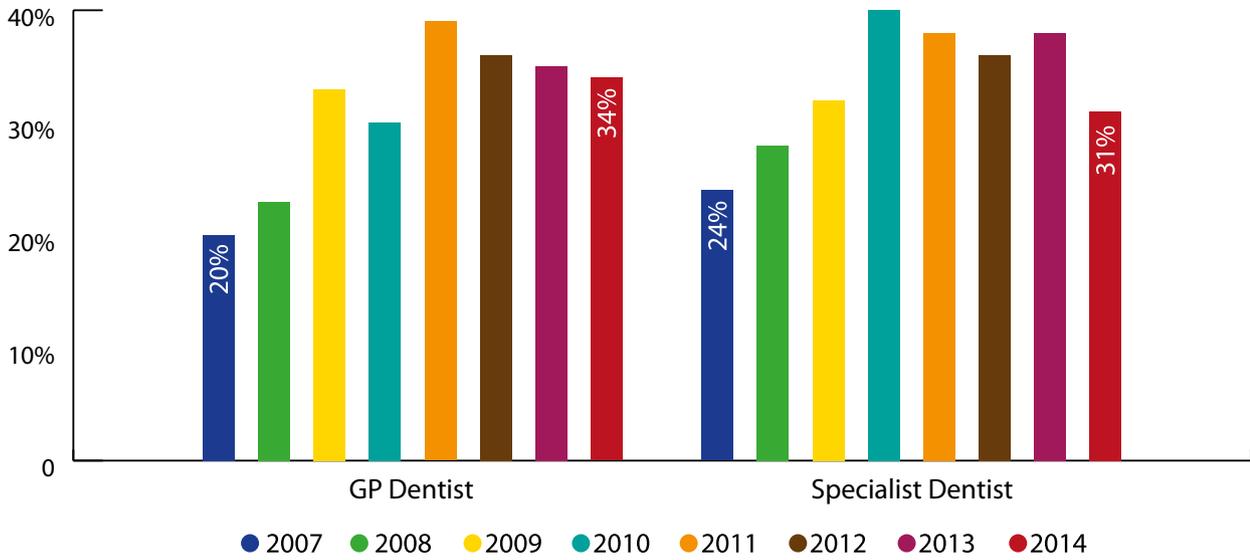
With five full years of post-Great Recession data, dentist earnings are clearly not recovering. Dentists’ earnings in the period since the early 2000s have been affected significantly by the demand for dental care and aggregate dental spending. **The supply of dentists also has an influence on dentist earnings, as basic principles of economics would predict. In fact, recent years have seen a stagnation of dental spending, an increase in the number of dentists and, as a result, stagnant dentist earnings.**

However, recent studies showed that we could be seeing a turnaround, or at least a bottoming out, of the multi-year trend of reduced business. Appointment wait times have increased in the past two years after many years of declines, and the percentage of dentists reporting they are not busy enough seems to have plateaued and even declined slightly. Anyway, if current dental care utilization trends continue – and the most recent data show they are indeed continuing – dental spending in the U.S. will not return to the historically high, pre-Great Recession growth levels.

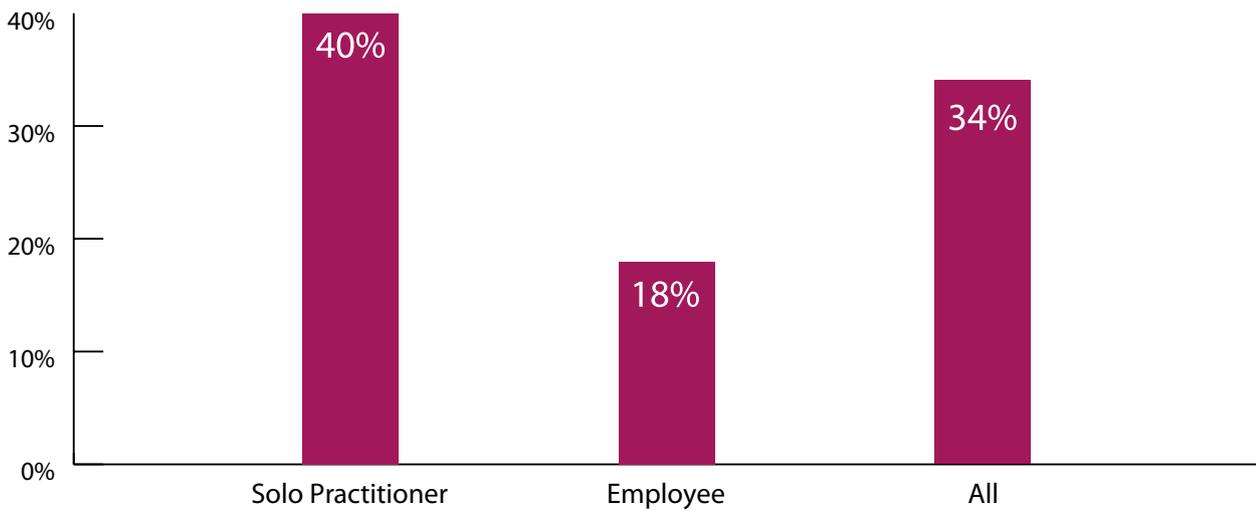
According to ADA (American Dental Association) in 2013 there were 191,347 dentists in the U.S.A. and reading a research made by the U.S. Department of Labor, the number of U.S. dentists will increase by 16% by 2022.

DENTAL PRACTICE EVOLUTION IN THE U.S.

If we look at the Dental Practice Evolution Process in the U.S., we realize that major changes have occurred in the number and distribution of dental personnel over the past 60 years. **We have moved from a model typically comprised of one dentist and one assistant per practice to one with a much larger and more diverse group of personnel.** In 1950, there were approximately 155,000 dental personnel, which included dentists, dental hygienists, dental assistants and other staff (e.g., receptionists, office managers, bookkeepers, sterilization assistants, laboratory technicians). Just over 50% of these individuals were dentists. **By 2012, the total number of dental personnel had risen to almost one million, nearly a sixfold increase.**



Percentage of dentists "not busy enough"
 Source: ADA Health Policy Institute annual Survey of Dental Practice



Percentage of general practitioner dentists "not busy enough", 2014
 Source: ADA Health Policy Institute annual Survey of Dental Practice

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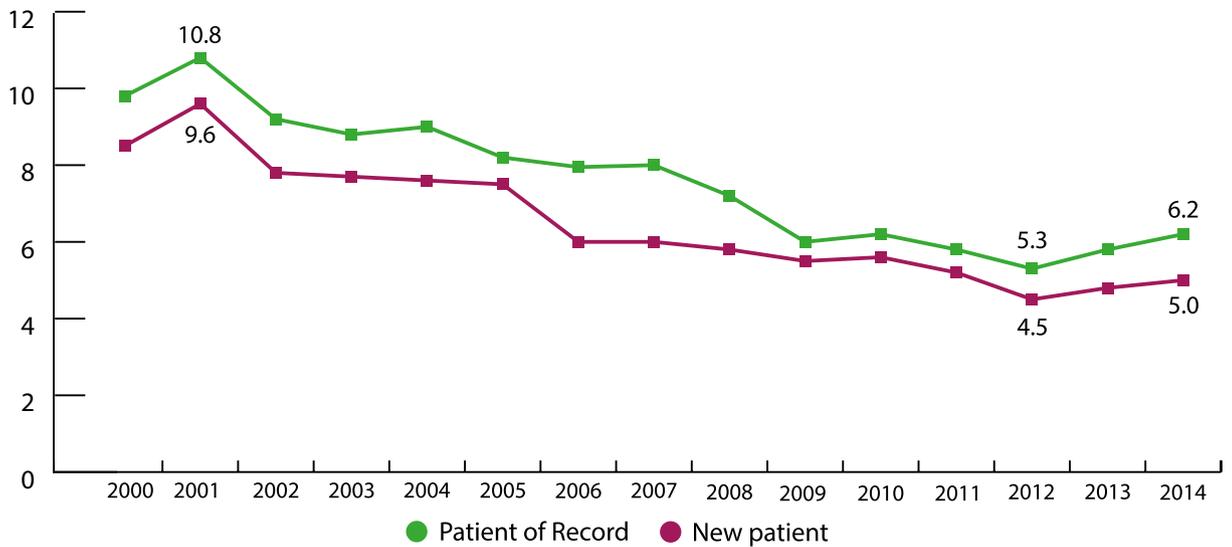
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Average wait time for general practitioner dentist appointment

Source: ADA Health Policy Institute annual Survey of Dental Practice

DENTAL PERSONNEL IN THE LABOR FORCE

Despite a 250% increase since 1950, the number of dentists in 2012 was just fewer than 200,000, representing 20% of all dental personnel. The Bureau of Labor Statistics estimates that there were almost 190,000 dental hygienists in 2012. Dental hygienists were rarely found in the 1950s, but obviously have experienced marked growth since then. There was also an estimated 303,000 dental assistants in 2012, up from about 55,000 in 1950. The most significant growth, however, was in dental personnel who are not involved in direct clinical care. From fewer than 20,000 in 1950, these types of positions have grown to an estimated 300,000 in 2012. In 1950, practicing dentists employed an average of one additional staff member and had a net revenue of 58.4%. By 2010, the average number of employees in dental practices had risen to five, and net revenue had fallen to 27.4%. These new

personnel were hired to accommodate a significant shift in the range of services provided in the dental office.^{4,5}

The mix of services provided in the dental office has changed substantially over the past 50 years. In 1959, examinations and prophylaxis represented 42% of all services in the dental office, amalgam restorations accounted for 41% of services, and dental extractions made up an additional 13%.

A typical visit to the dentist in the 1950s was comprised of an examination, a cleaning, an amalgam or two, and the occasional extraction. By 2005, this profile of services for the general practitioner had changed considerably. Examinations and prophylaxis represented 78% of all dental services provided in the dental office. Restorations comprised 14% of the procedures, and there were far more plastic restorations than amalgams. The remaining 9% of procedures were com-

WHEN QUALITY AND PRICE MEETS

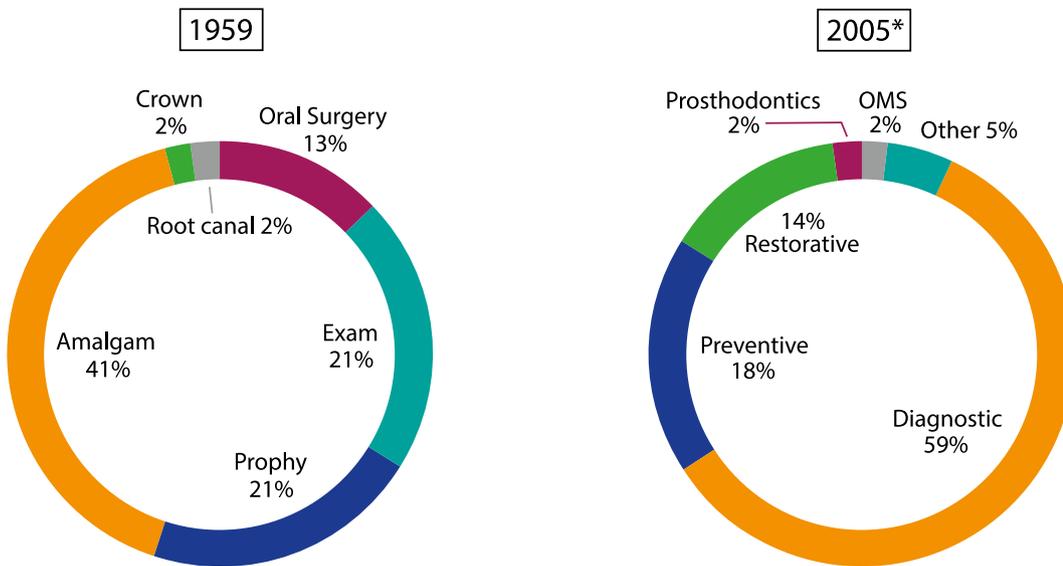
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* General dentists

Procedures completed in the dental office

prised of other specialty-type procedures (e.g., prosthodontic, endodontic, periodontic, orthodontic, oral surgery).

Clearly, there has been a shift from disease-based practice, focused on repair and replacement, to practice rooted in routine check-ups and oral health maintenance. The dramatic decline in childhood caries is likely responsible for much of this change. In 1971, children aged 5-17 had an average of 7.1 diseased, missing, or filled tooth surfaces (DMFS) in their permanent teeth. By 2004, the average DMFS in children had fallen below 2.0. Extensive fluoridation of the public water supply has had a major impact on this decline; however, there has also been a change in public attitudes toward oral health care.

During the latter half of the 20th century, Americans established a tradition of regular dental visits. However, recent trends suggest the frequency of annual dental

visits may be declining for certain age groups. The frequency of annual dental visits for children increased for the first three years of the 21st century, then appears to have leveled out. Nevertheless, children have regular dental visits more frequently than adults. There has been an increase in funding for dental services from government sources. This funding generally benefits children, and it appears that an increasing percentage of eligible children are taking advantage of these funds. According to a recent government report, the percentage of Medicaid children with dental visits increased from 26.6% in 2001 to 39.9% in 2009. The Affordable Care Act has expanded the number of children eligible for government supported dental care.

Hopefully, it will also expand the rate at which they take advantage of this benefit. The percentage of adults with routine dental visits increased through most of the second half of the 20th century.



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This trend continued until 2003, when the frequency of adult visits began to decline. The decline in the rate of routine adult dental visits is consistent with the declining incidence of dental disease discussed above. We will likely continue to have low rates of childhood dental disease. At least to some extent, the lower incidence of childhood dental disease will carry over into their adult years.

PERCENT OF POPULATION VISITING THE DENTIST WITHIN 12 PAST MONTHS

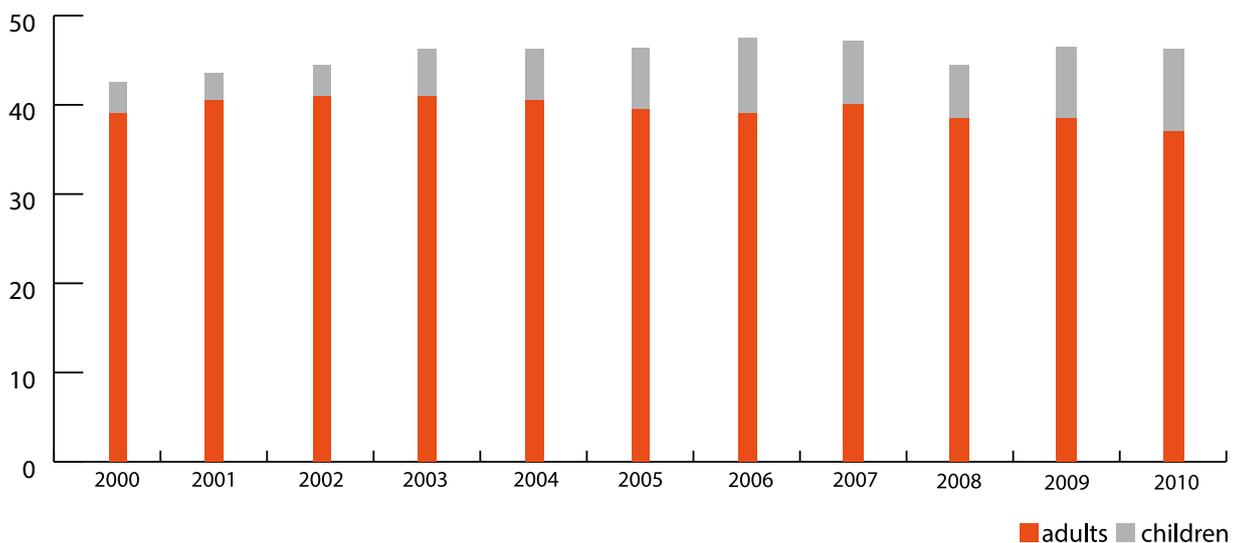
Demographics, dental disease, and personnel trends shape the future of the dental practice. The projection of these trends can be seen in the estimates of dental spending over the next quarter century. Dental spending has two major components: frequency of visits and cost of services. In 2011, older adults had

significantly higher dental expenditures per capita than other dental patients—\$767 for older adults and just under \$650 for other dental patients. In addition, older adults were visiting the dentist on a more frequent basis. **Combined, we see an aging population becoming the financial core of dental practice over the next 25 years. By 2040, 62% of dental expenditures are expected to come from patients who are at least 40 years old.** Expanding government programs will likely increase the overall number of children with regular dental visits, but low reimbursement levels in these programs will control the overall level of expenditures.

Young adults (20-39 years old), with a reduced dental disease experience as children and limited financial means, will continue to shrink as a source of dental expenditures.

Percent of population visiting the dentist within 12 past months

Source: ADA News, Vol.44 No.6



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THE GROWTH OF CORPORATE DENTAL PRACTICES
CLASSIFICATION OF DENTAL GROUP PRACTICES

The practice of dentistry is changing. Group practices in the United States are expanding and Dental practice management companies are expected to characterize the industry landscape over the next five years.

• Dentist Owned and Operated Group Practice (DOO)

An aggregation of a variable number and/or type of dentists in a single practice that may be located at a single or multiple sites completely owned and operated by dentists, usually organized as a partnership or professional corporation.

• Dental Management Organization Affiliated Group Practice (DMOA)

A group practice that has contracted with a dental management organization to conduct all of the business activities of the practice that do not involve the statutory practice of dentistry, sometimes including the ownership of the physical assets of the practice. There are several types of dental management organizations and there can be significant variations in the nature of the agreements between the dentist and the dental management organization.

• Insurer-Provider Group Practice (IP)

A group practice that is part of an organization that both insures the health care of an enrolled population and also provides their health care services.

• Not-for-Profit Group Practice (NFP)

A group practice that is operated by a charitable, educational or quasi-governmental organization that often focuses on providing treatment for disadvantaged populations or training healthcare professionals.

• Government Agency Group Practice (GA)

A group practice that is part of a government agency. It is organized and managed completely by the agency. All dentists are government employees or contractors and operate according to agency policies.

• Hybrid Group Practice (H)

A group practice that does not clearly fit into any of the above categories and can exhibit some characteristics of several of them.

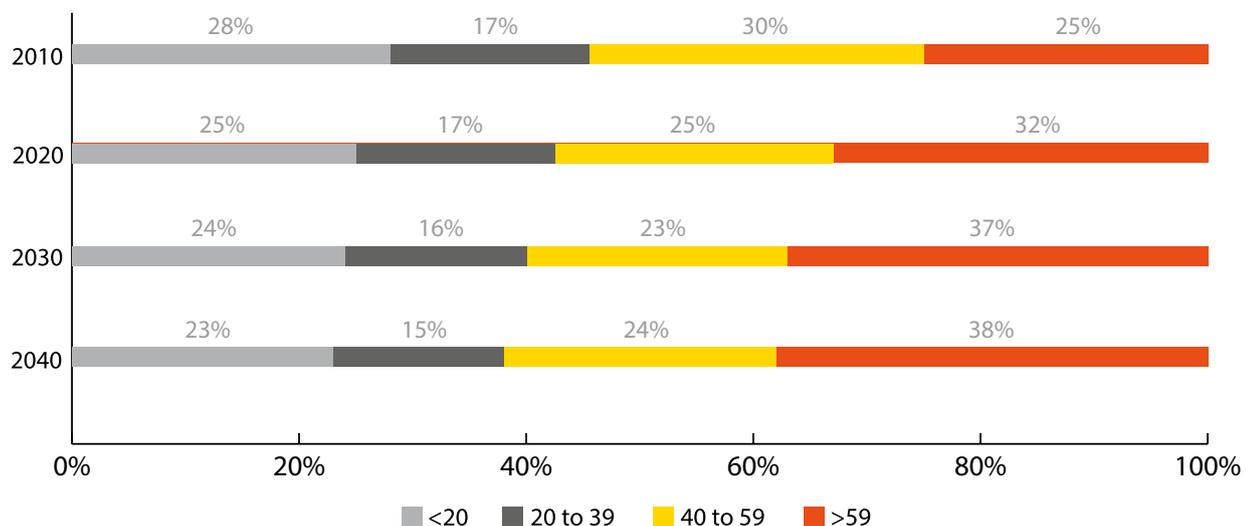
Source: ADA Health Policy Institute annual Survey of Dental Practice.

The practice of dentistry is changing. Group practices in the United States are expanding and Dental practice management companies are expected to characterize the industry landscape over the next five years. **More and more dentists move away from operating as sole practitioners and join big corporate dental practices for different reasons.** Considering that costs continue to go up (equipment, staff, fixed costs, variable costs, supplies), revenues are flat

Percentage of total dental expenses by age & year

Source: Nasseh K; Vujicic M.

http://www.ada.org/sections/professionalResources/pdfs/HPRCBrief_0813_1.pdf



or declining. The only way to beat this is through economies of scale, which is only available in managed group practice. Moreover **dental school debt can be as high as \$250,000 or more.** Who can afford to buy a practice on top of this burden? So the door is closing to entering dentists, which might explain why fewer than 20% of graduates are seeking practice ownership. And the door is closing on exiting dentists since there are fewer and fewer buyers. Managed group practice looks like the answer to both of these parties. Finally, dentistry as an industry is recession-resistant, is growing at an annualized rate of over 5% and **capital investors see tremendous opportunity as well as do entrepreneurs and professional senior executives.** They all see managed group practice as a very attractive future.

In addition, corporate practices have an advantage in pricing. The rising cost of services creates an environment where corporate entities can cost-compete with traditional practices in a variety of locations. The ability to provide care to walk-in patients and accept government insurance gives many of the corporate practices an advantage in a variety of practice settings. Populations in traditionally underserved and working-class areas often do not have steady sources of income and find it difficult to set up appointments weeks ahead of time. Corporate practices have been successful in many of these areas. Patients benefit

from this trend due to the increasing number of traditionally underserved areas that now have relatively easy access to dental services. **In corporate practice settings, the convenience of walk-in service and potentially lower cost for service can be advantageous as well.**

Group dental practices are not new, but the size and nature of some of them have changed, as have the number of dentists and allied dental care professionals engaged in group dental practices. In large practice settings, providers may lose autonomy and feel enhanced pressure to produce revenue when making treatment decisions. They may have less flexible hours and schedules that could cause dissatisfaction. Conversely, they may benefit from administrative assistance, which can allow for having more predictable income and hours. **Dentists working in solo or small group practices may have more autonomy; however, they are not immune to pressures to produce revenue, and they may have to perform more administrative tasks on top of their clinical duties.** Running a small business may not suit every dentist; the burdens of financing, fixed costs, and reimbursement could lead to dissatisfaction even among dentists in solo practice. Each practice setting has characteristics that could lead to dentists feeling more or less satisfied.

market overview

Group dental practices are not new, but the size and nature of some of them have changed, as have the number of dentists and allied dental care professionals engaged in group dental practices.

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Dentistry in the U.S.A.

12 salient trends that will affect the future

1. The population is getting older and more diverse, leading to **different disease patterns**, care-seeking behaviour and ability to pay
2. Consumers are becoming **more astute purchasers** of Health Care and Seeking Value for their Spending
3. An increasing number of dentists are being trained, but mounting debt load and changing demographics are **altering the practice choices** for new dentists.
4. Pressure are growing for an expanded dental team to provide preventive and restorative services
5. Care is being integrated within "Patient Centered Medical Homes" in medicine but **inclusion of dental care services has been slow**
6. **Payment for dental services is shifting** from commercial dental insurance to public coverage and personal out of pocket payments
7. Commercial Dental Plans are increasingly using **more selective networks**, demanding increased accountability **through data and performance measures**, and pressuring providers to reduce costs
8. The Affordable Care Act **pediatric dental benefit will provide millions of additional children with dental coverage** through the small group and individual markets and optional Medicaid expansions
9. Public programs, with a growing number of participants, will **demand increased accountability from dental providers**
10. With the increased demand for value in dental care spending, **practices will need to become more efficient**
11. The trend toward **larger, multi-site practices will continue**, driven by plan pressures for smaller provider networks, practice patterns of new dentists and increased competition for patients
12. Health Care Reform and Medicaid Expansions with an increasing emphasis on outcomes and cost-effectiveness will encourage **alternative models of dental care**.



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16

digital trends *for 2016*

This report sums up what we think will be the key digital trends in 2016 when it comes to #tech #business #culture & #communication. As always, the future is already here, and we have focused on 16 things that we believe will hit it big in the coming year. So if you haven't started developing in the direction of this report, you'd better start now. Enjoy!

Digital trends on different levels

Macro trends

Digital solutions & services

Enabling Technology

SPOTLIGHT

digital trends 2016

1. Technology that sharpens your senses

Sensors allow our gadgets to pick up on and register things happening in the physical world around them, such as movement, location, light, sound and temperature. The technology has become less expensive, more **accessible**, and combined with smart algorithms an enabler of a number of other **emerging macro trends**, like wearables, internet of things and the sharing economy. The idea of “a quantified self” or “lifelogging” has in the last few years become a hot topic, with the purpose to measure and collect data from various aspects of your daily life. The technology has now become reliable enough that the products and services being created can make a real difference, to for example, individuals’ health.

2. Controlling your personal data

User data is one of the most valuable assets to many digital services, and people are beginning to realise that it is important to understand how their personal data is being used and shared with others. Google lets you see exactly what information they saved based on your search history and places visited, e-health services can give you full access and ownership over your test results and health reports, and we are even starting to see services that offer an opportunity for individuals to negotiate a price for their personal data directly with companies that want to buy it. However, in a world where Facebook knows its users on such a detailed level that

can manipulate our mood, the question is if we want to share our personal data with anyone at all?

3. Helpful software robots

Artificial and beneficial intelligence? We have been starting to see a rising army of software robots whose sole task it is to make our day-to-day lives easier. In reality they are obviously not truly intelligent; they lack self awareness and would never pass a Turing test. However, they are able to quickly help us find and utilise data and services in the cloud. Apple's Siri is an example of the type of AI-assistants that people in general find more annoying than helpful; there is a challenge for them to interpret language correctly, and the tasks they are able to perform are pretty limited. This is why we now see an increasing number of more specialised services, which are limited to a defined contextual problem; for example booking meetings, making travel arrangements, ordering food, or finding specific information.

4. Brand VS service

What is traditional brand building actually worth in our new digital world? On the one hand we see examples of strong brands who lose market shares on a playing field where customers are going for the player who offers the service that creates the most value. On the other hand, software technology is easy to copy and when a number of companies offer similar digital services a credible brand becomes extremely important. Nonetheless, we see that the user experience equals the brand experience in this era so if you want to avoid being perceived as slow, boring and impersonal, your digital user interface should reflect that. Make sure to put that in your budget.

Technology has become less expensive, more accessible, and combined with smart algorithms an enabler of a number of other emerging macro trends, like wearables, internet of things and the sharing economy.





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**WHERE DENTAL WORLD
MEETS INNOVATION**

Content-blockers give consumers the option to ignore what they deem as irrelevant, forcing publishers to explore new business models - some actually moving towards depth and quality rather than speed and clickbaiting.

5. Virtual reality = Enhanced storytelling

We have not yet arrived in the futuristic future where we are able to fully live in a virtual reality. However, by using relatively simple means such as 360 video and Google Cardboard glasses we can now enjoy filmed experiences really close up and with a high level of involvement. Augmented reality is all about “enhancing” the world around us by adding information as an additional layer on top of the reality, which follows you when you look around. A good example of this is when you look through the Sky Map app and are able to see the star constellations and planets drawn across the sky. This allows you to create a truly impressive experience and add new dimensions to your story telling.

6. Making sense of the channel chaos

We need media channels to communicate through and the digital era has brought a total transformation to what kind of channels are available, who owns them or who you should pay to communicate through them. Our analysis is that a sense of something being “live” is the key to linear tv getting acceptable ratings. We also believe in increased communication in digital sub-culture channels where the power that bloggers, YouTube stars and podcast profiles possess is growing rapidly (for example, online retailer Nelly.com recently refocused their entire marketing budget to social media). Additionally, companies and organisations are starting to build their own channels where they exclusive format to their followers- a good example of this is IKEA’s “Vad gafflar ni om?”. If you had to stop buying traditional marketing tomorrow, what would you do instead?

7. Media consumption on new terms

It is difficult to define what it means to consume media today. And it is even more tricky to distinguish channels from each other in the same way that we used to. Which screen is secondary? What should be classed as radio? Facebook has become the go-to-source for both news and entertainment and ad-blockers and content-blockers give consumers the option to ignore what they deem as irrelevant, forcing publishers to explore new business models - some actually moving towards depth and quality rather than speed and clickbaiting. Critical thinking may have become a rarity in the digital age, but people are increasingly coming to the conclusion that it’s better to be late to the party rather than being wrong. As communicators we need to adapt the format for the new generation of media consumers; how do you make your storytelling “snappable”?

8. Advertising goes digital business development

A few years ago we saw an inflation in advertising apps, i.e. companies wrapping their creative campaigns in mobile applications, for no real reason. In 2016 we predict that advertising yet again will be disguised, but this time as actual services - such as Björn Borg’s Sprinter and Whiskas’ Catstacam. And it makes us a bit worried. If these efforts do not include a long term plan, the end result could be self-condemned apps with disappointed users, and a low return on investment. Great services require focus, financial investment, a product owner, and continuous development. And, it is too bad if exciting business development would be botched by campaign, focused marketing departments.

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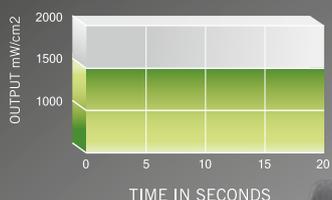


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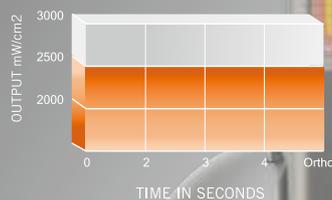
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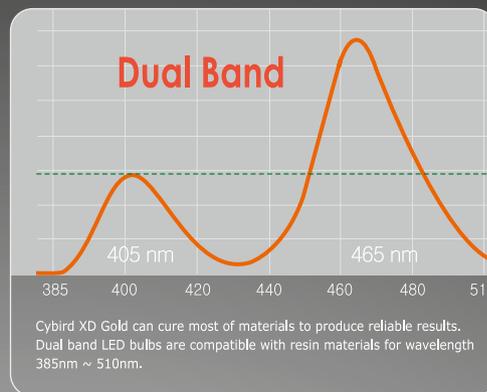


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Lean startup methodology, design sprint by Google, Customer life, AARRR metrics, Prototyping and Minimum viable product. Realise that in your organisation it must be allowed, and even encouraged, to fail.

9. Instant status tools

Status is today less about showing what you own, and more about showing who you are, what you actually do, and what your passions are. That is why we love services that lower the threshold and make it super easy to show what you are all about in social media. Good examples of this are Instagram, which transformed us all into life logging professional photographers, and the Kickstarter financed drone HEXO+ that follows you around filming you doing stunts. Who do your consumers and users want to be? And more importantly, how can you help them?

10. Help people change

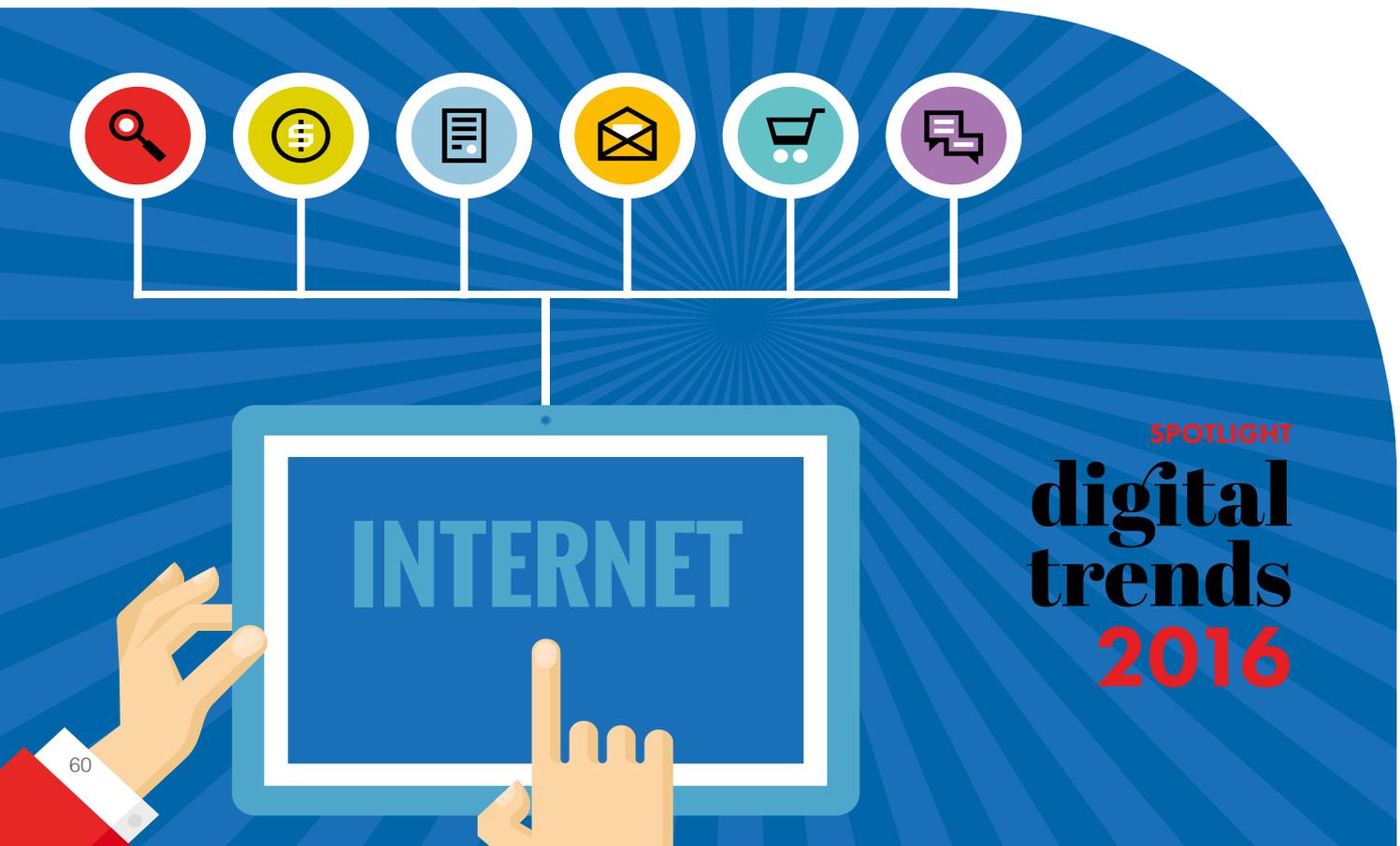
The winds of change are blowing. 2016 will be the year when consumers become even more obsessed with personal development and self realisation connected to food, health, exercise, lifestyle and life-balance. The brands and services that will help them reach this higher purpose - gamification style - will win their hearts, minds and social media updates. Notable examples are the mindfulness app Headspace, simpler services such as ICUKOO which allows you to donate money to charity every time you snooze, or why not the Swedish retail giant ICA giving discounts on shopping to customers who demonstrated physical activity via the app Hälsorabatt. How can your company help people become the person that they want to be?

11. Technology platform as a competitive advantage

The technology stack you choose to build your digital service on, and how you input and output data, is vital when it comes to being able to scale, change things quickly, and optimizing across all units. So, you should choose your technology platform carefully. A startup would never build its core service on a CMS such as Wordpress or EPiServer, and neither should you as a corporate brand. The web services of the future are built on APIs and frameworks such as Python/Django (Pinterest, Disqus, Prezi, Instagram), Ruby on Rails (Twitter, Soundcloud, AirBnb), Node.js (Uber, Medium) or .Net MVC. Is your IT department up to speed on this?

12. Frictionless or total mess

One out of four online purchases are made on mobile devices. Add a small drop of friction and the user experience as well as conversion rate will drastically decrease. Speed trumps "design" on the purpose-focused web, and today it is possible to adapt the experience to the context in other ways than just adapting to the size of the screen. For example, sensing if the user has a slow internet connection, and serving compressed content that loads faster creates true responsivity. It is also getting even more important to use location services to find relevant information based on geographical position; up to 40% of all Google searches are local, looking for something close by! For people to be able to find what they are looking for fast can be crucial to your business.



13. A circular mindset

The circular economy is an extremely hot topic right now. It is all about developing business models and services from a renting-, borrowing- or recycling perspective- sustainable and cost-efficient as they remove unnecessary middlemen. In the meeting of the internet of things and the sharing economy we find disrupters such as Uber and Car2Go as well as simpler services like Umbrella Here. A side track connected to the same trend is collective ownership, where we see variations of crowdfunding, crowd equity and crowd lending. In 2016 we will start sharing everything - knowledge, things and money. How can your business start working circular? How can you reduce ownership?

14. Sustainability from the inside out

CSR is big business and no longer a side function or something that you can fake your way around, or pay your way out of through strategic sponsorship deals. This means that you need to start from the inside out, putting your internal company culture in the spotlight. We change jobs more often today than we did 20 years ago, but in order to get people to stay because they like their employer, and to attract

new talent, companies need to be brave and take a long term view on both development and creating a healthy work/life balance for employees. Social awareness is one of the most exalted qualities of our time, and a key to a good reputation and better business. Paragons are Spotify who have introduced parental leave globally, and the Swedish PR firm Westanders who arrange executive company culture courses in "being nice".

15. The secret sauce of startups goes mainstream

We get to meet an increasing number of companies saying that they want to become more like startups. Which basically means that they want to start working smarter. So how do you go about making the change? More than anything it's about changing processes and culture, and creating a new mindset that has to be shared with everyone in the organization. But there are also tons of clever tools and models which the startup evangelists have created, curated and refined - for you to start using right away! Start by googling and read more about these topics: Lean startup methodology, design sprint by Google, Customer life, AARRR metrics, Prototyping and Minimum viable product. And last but not least, realise that in your organisation it must be allowed, and even encouraged, to fail.

spotlight

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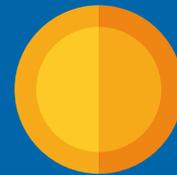
16. Hack your business- starting now!

We know that you have heard this before, but have you actually ever done it? In 2016 everything will be "hacked" and questioned -from business models and marketing departments to internal processes and Monday meetings. Spend some time thinking about who and what players could disrupt your business model - and more importantly: why don't

you take that position instead? If you think that your product or service is too complex to sell online we promise you that the problem is not the internet. All manner of things are being sold, borrowed, rented and consumed via online channels as you read this, across B2B as well as B2C. So, stop going to breakfast seminars and be horrified to hear about what Uber is doing to the taxi industry, and start realizing that soon this will be your problem. Start doing something about it. Now.

SUMMARY

16 digital trends



1. Technology that sharpens your senses

2. Controlling your personal data

3. Helpful software robots

4. Brand VS service

5. Virtual reality = enhanced storytelling

6. Making sense of the channel chaos

7. Media consumption on new terms

8. Advertising goes digital business development

9. Instant status tools

10. Help people change

11. Technology platform

13. A circular mindset

15. The secret sauce of s

16. Hack yo



Source:

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... as a competitive advantage

12. Frictionless or total mess

14. Sustainability from the inside out

... startups goes mainstream

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spotlight



The Dentist's Biggest Challenge

A dental office is where a dentist operates
An enterprise is where an entrepreneur operates

Author: Antonio Pelliccia



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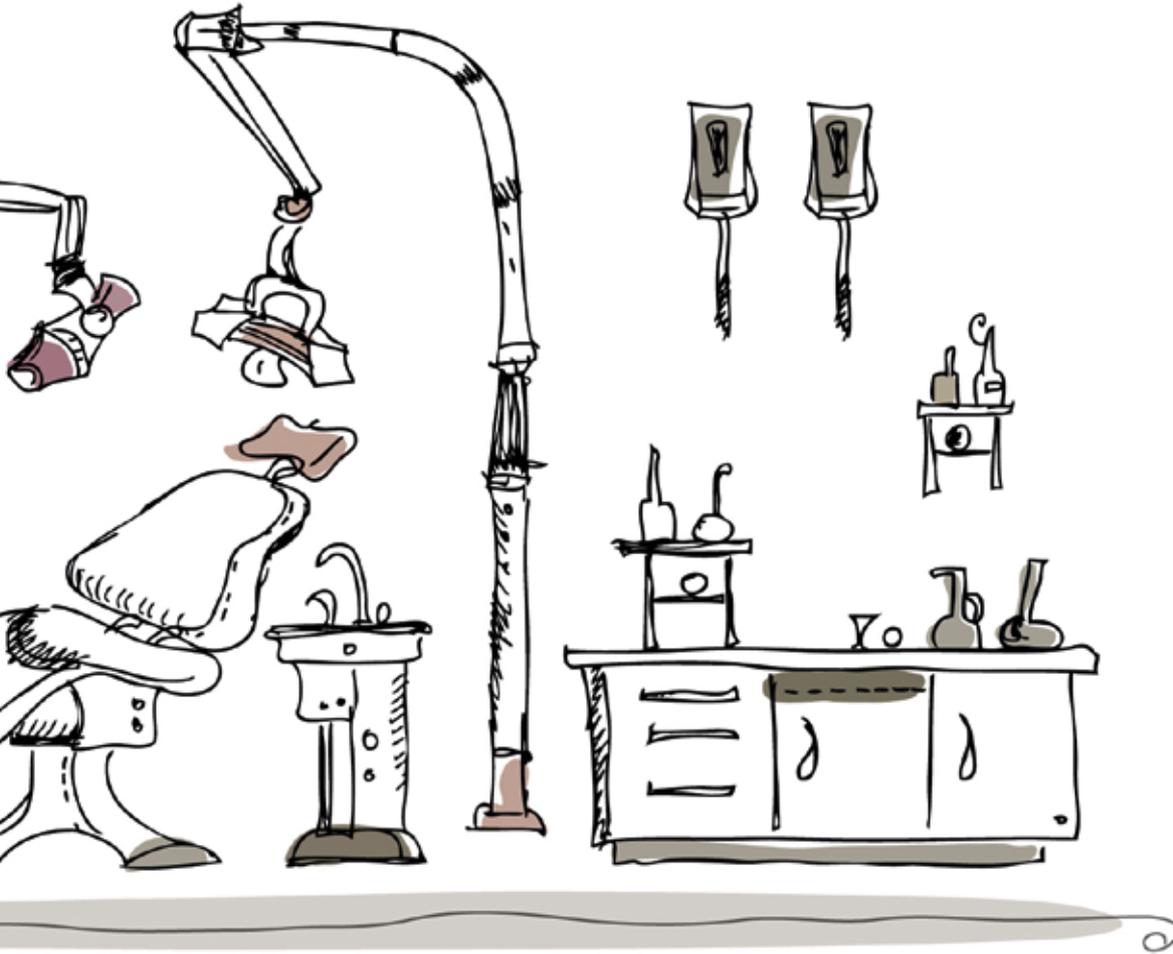
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HOT TOPIC dentist's challenge

hot topic



If the dental office is a business-oriented enterprise, it should set up its strategic intent taking into consideration that it is operating within a health system, where people's health is taken care by the people one trusts.

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The institutional goal for a dental office (enterprise) is to create value and economic wealth for the dentist through an organized and planned entrepreneurial management system.

The dentist's professional goal (entrepreneur) is to satisfy patients' therapeutic needs through clinical and relational skills based on ethic.

Both goals require specific knowledge and capacity. Common sense and "copy-paste" training are not sufficient. In healthcare both goals need to coincide, balancing the economic outcome together with the principles of professional ethic. It is from these binomials, apparently dichotomous, that Ethic Marketing and the Ethic of Marketing, as well as Quality, are coming from.

Such goals, in fact, are not achieved by chance, control on expenses is not enough, nor is the advice of a friend with dental management experience.

First of all, in order to create clinical value and economic wealth it's important to be able to ask oneself some questions. Such as, why do we study? To be able to ask ourselves the right questions! Those not studying are not capable of asking themselves any questions and they

will realize of economic, market or relational crisis only when the symptoms are evident. Right questions, focus, commitment, planning, organization, knowledge and management capacity are what is needed to create value. Experience is not enough. In fact, copying what a colleague suggests is risky, it might not work in your case and create adverse effects. Just like a drug that shouldn't be taken without a diagnosis, without consulting a doctor first...

If the dental office is a business-oriented enterprise, it should set up its strategic intent taking into consideration that it is operating within a health system, where people's health is taken care by the people one trusts. We are talking about "trust" necessarily linked to: vision, mission, values and principles. A business strategy is set up and measured and needs to converge towards a vision, creating a strategic management system architecture and key strategies to reach its mission and vision, which is Ethic, such as "satisfying therapeutic and patients' needs through clinical and relational capabilities".

There are several conceptual, mental and applied models indicating how to tailor business and consequently how to tailor management architecture as well as enterprise processes.



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2. Here is the first challenge: knowing and managing the analysis criteria of a dental office

If we compare a dental office to an enterprise, even if it's not so appropriate, we can use similar criteria of analysis and distinguish two macro-areas:

Managerial factors (what the enterprise-dental office does to reach good results):

- Leadership (knowledge and management involvement)
- Personnel management
- Policies and strategies
- Human resources
- Processes (rules and procedures, monitoring of activities)

Operating results (what the enterprise-dental office produces):

- Personnel satisfaction (professional growth, motivation, involvement)
- Customer satisfaction (satisfaction and customer loyalty)
- Impact on society (Ethic, reputation, CRM - Customer Relationship Management)
- Business results (financial and economic results)

Knowledge of these two macro-areas is a strategy in itself. Fulfilling it becomes one of the solutions to obtain professional success.

Health Management and Ethic Marketing always need to operate within the enterprise-dental office by necessarily keeping under control the economic aspect but an increase in profits comes only if the focus is on customer satisfaction. For example doing some advertising is not enough...on the contrary.

So, let's get working! First of all, acquire knowledge and then monitor **Managerial Factors** and **Operating Results**.

3. Successful business

If a dental office runs its activity by keeping under control number of patients, quality of service and economic aspect, linking profits increase to patients' satisfaction. Now, if we ask both dentists (owners of their own activity) and good entrepreneurs, as well as their patients (the ones financing the dentist's activity) which is the reason of success for a dental office, most likely they would answer "the mission of a dental office is creating value for patients' health". This means that success of a dental office depends on the Quality Perceived by its patients.

hot topic

Dental offices reach long lasting success, profits and stay in business in the long term only if they offer value to all stakeholders and assure customers' loyalty.

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The Quality Perceived is the sum of four different qualities:

- 1-Clinical,
- 2-Organizational,
- 3-Communicational,
- 4-Economic.

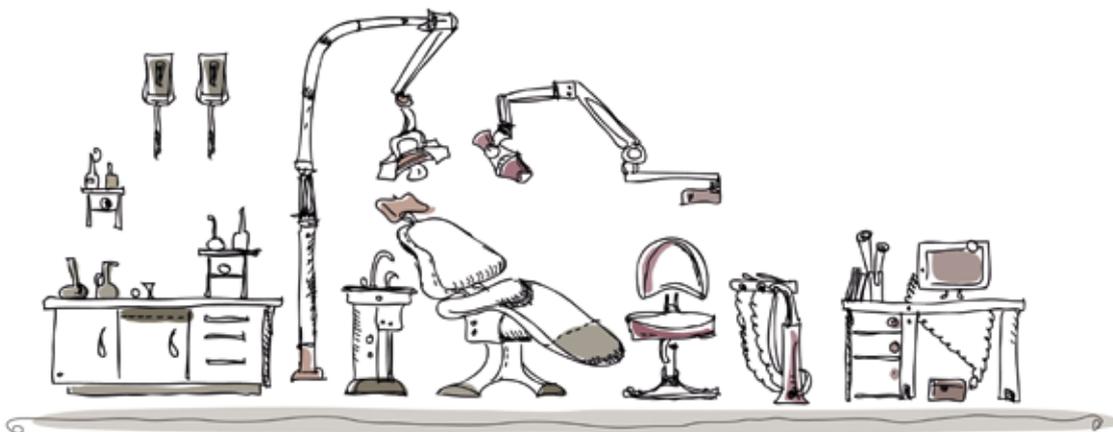
Such different qualities cannot be taken singularly, especially the clinical aspect. For example, being good is not enough and measuring success only through profit is a mistake. Not considering so and measuring success of a dental office just by economic aspect without focusing on marketing and management is inadequate, according to the author and to other emerging theories. Exclusive attention to capital, profit or just to patients' satisfaction can divert management's attention from what really counts: a balance between economic, human and market resources. Attention to profits is important but it cannot be the only focus of an enterprise, for instance an exclusive focus on Clinical Quality is not enough. It is not even enough to be in a good environment. A market, if it's not attractive, cannot be a good one!

Some dental offices use marketing and its different tools, such as advertisement and price, to obtain success. The risk of dental advertisement is to communi-

cate to patients that the dentist's objective is creating profit and, even if it is absolutely nothing new, it will lead to the impoverishment of the spirit and patients' motivation. Sooner or later the initial therapeutic, organizational, communicational and economic objectives will fail.

The success of an enterprise fails if the right balance is missing, alignment and orientation of all values constituting the strategic intent. Dental offices reach long lasting success, profits and stay in business for a long time only if they offer value to all stakeholders and assure customers' loyalty. Single focuses, or primarily on one of the Qualities, only bring to non strategic targets leading to short lasting success both in business and image and they surely do not guarantee competition in the long term. Professional and ethic marketing can be extended to the concept of satisfaction, amplifying the meaning of marketing and overcoming the common mistake of confusing "advertisement" with "marketing" and with "communication" without looking at the Quality Perceived by patients/customers.

We can agree that the mission of a dental office is to create value to patients' health, reaching the dentist's business and satisfying all those linked to the dental



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office (assistants, workers, partners, secretaries and technicians); in this way, such organization is perfectly in balance with times and with one's strategic intent.

4. A Business Excellence Management model

The origin of success in business could be attributed to the ability, awareness and sensitiveness of dentists (freelance entrepreneurs). Today their management becomes necessary to run a dental office with innovative means and criteria, developing new capacities of learning about the past, organising the present, seeing into the future and taking decisions. There are many problems preventing dentists-entrepreneurs from performing their duties. One is surely the lack of professional managerial knowledge, essential to really understand the different situations and problems and to avoid cognitive illusions, typical of most do-it-yourself dentists-entrepreneurs. In any case, it is important to remind to each dentist that reality is very different from perfection and that a perfect enterprise-dental office does not exist. There should be only an organization modelled to satisfy one's own business goals. Actually, it's important to introduce the concept of ideal reference organization, intended as an excellent organization, characterized by the capacity to maximize results and to

reach, harmonically and coherently, stakeholders' satisfaction by measuring results. The ideal reference organization (or excellent) should not be intended as an undefined perfect organization, but it should have a good and coherent management system with specific targets to reach so as to remain competitive in the long term.

The organization as planned and conceived is suitable for its task as it does not carry any problems. It is characterized by adequate learning and communication and free from all infrastructures usually created to take care of the mess due to such errors.

In an excellent organization downtimes and mistakes don't exist, planning and decisions are correct, appointments are regularly taken. Targets, values and execution capacity are well defined.

The quote "words and deeds are often oceans apart" expresses the difficulty encountered on the way to excellence. The different recipes given by experts and the proposed organizational models towards excellence are theoretically considered valid but a real application of them meets great difficulties.

A dentist and his/her management are in direct contact with reality every day. This means managing a real organization, full of problems and contradictions.

hot topic



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A dentist and his/her management are in direct contact with reality every day...this means administrating a real organization, full of problems and contradictions. The results of a real organization often differ from the targets fixed by the business excellence model (ideal reference model) which defines its mission expressing its excellent ability. For such reason it's fundamental to always draft a Business Plan! The wider is the gap (performance gap), the more numerous and difficult are the problems in the real organization. Often the management lacks a systemic global vision of the management and business. The initial step is to be aware of the fact that the accomplishment of business targets and strategic intent (enterprise mission and vision) depends on the accomplishment of all stakeholders' expectations, each with different roles and participation within the organization. In any case, in order to reach business targets and image, the fulfillment of patients'/customers' satisfaction is a fundamental mission for a dental office-enterprise. Therefore, the ideal reference model to reach excellence in business, adjustable and customized, should include three basic elements linked to each other by a cause-effect relation: systematic factors (characterizing the organization as a system, leading the dental office towards its own strategic intent and targets), processes (through which a dental office organization accomplishes its own strategic intent and targets) and business and image results (expressing the accomplishment of the strategic intent and targets).

It is the value given to organizational processes that creates the path leading to the accomplishment of business targets and image.

5. Processes Performances

Daily work occupies most managerial resources. Dentists tend to manage their activity and plans in the short term. Often the amount of problems, delays or deadlines forces them to focus and take care of emergencies only. Consequently the dentist ends up not having time for planning and managing processes effectively and efficiently but running after the most urgent and tangible problems, carrying with him/her assistants, secretary, collaborators and so on. In this way working in emergency strengthens, becoming the dentist's daily approach to work. In such a situation dentists forget that a managerial organizational process is where value comes from. In such bleary moments many dentists are unaware of the fact that if a managerial and organizational process is missing, Clinical Quality as well as business processes quality will be missing too.

Supply Chain Management means that the dental office carries out its strategic intent reaching its targets and those of its patients/customers.

Decisions must be rational and balanced by experience; they must be founded on real facts and on sufficiently accurate and reliable information. Efficient decisions are founded on the analysis of real data and information, logic and intuition. Lack of aims and of monitoring real results leads to a chaotic management, in such a situation a comparison between expected targets and final results is missing and any possible intervention to reach the expected results and a consequent process management is completely missing. The quality of decisions taken depends on the efficiency of the decisional process which depends on the ability of the dentist-manager to take decisions and on the conditions of uncertainty in which decisions are taken (coherence and stability, accuracy, speed, relevance and amount of available information).

It is the value given to organizational processes that creates the path leading to the accomplishment of business targets and image. An organization is capable of reaching competitive advantages only if it is capable of managing processes as a whole and not just one single strong factor. To guarantee a competitive advantage the management of the dental practice-enterprise must study and carefully comply with the processes, controlling and improving them all the time. Business success is, in any case, the result of an excellent process. To obtain excellent process results you need a first-rate structure, the right people and the right environment to operate in. Research and Team training are essential!

6. Conclusion

The perfect organization does not exist. Each organization has its own DNA, its own features, organizational architecture, resources, capability, leadership and strategic intent. Instead of looking for the perfect organizational structure, dentists-managers must learn to create their ideal reference model, the organization's excellent model, suitable for their task. It is the dentist-manager's responsibility, as well as the Team's organization, to lead the dental office as much as possible towards the ideal reference model, expressing excellence for one's own business. Regarding this matter, management training is fundamental today, in a market environment where patients' decisional processes are subject to constant changes and evaluations, thanks to access to new resources such as the Web, where the economic and financial management of medical activities is always more business-oriented with investments and risks and where excellence and quality are more and more the result of organization, investments, training and monitored procedures and where ethic marketing also represents an essential value to professional success.

HOT TOPIC
dentist's challenge

15 MINUTES WITH
 Antonio Pelliccia



- Economist, business strategies direction and HR strategic management consultant. Some of his clients: Pfizer, Glaxo GSK, Sanofi Pasteur, Difa Cooper, Cantabria.
- Teacher in 5 prestigious italian universities.
- Author of more than 260 publications on Il sole 24 ore, Infodent international, mediamix and so on.
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hot topic

What is WOHD?

World Oral Health Day (WOHD) is celebrated every year on 20 March. It is an international day to celebrate the benefits of a healthy mouth and to promote worldwide awareness of the issues around oral health and the importance of oral hygiene to looking after everyone old and young.

World Oral Health Day (WOHD) is celebrated every year on 20 March. It is an international day to celebrate the benefits of a healthy mouth and to promote worldwide awareness of the issues around oral health and the importance of oral hygiene to looking after everyone old and young. It is a day for people to have fun – that should be a day full of activities that make us laugh, sing and smile!

Why is WOHD Important?

Because 90% of the world's population will suffer from oral diseases in their lifetime and many of them can be avoided with increased governmental, health association and society support and funding for prevention, detection and treatment programmes. In addition, World Oral Health Day offers the dental and oral health community a platform to take action and help reduce the overall disease burden.

What is the theme for 2016 WOHD?

WOHD 2016 aims to get everyone to recognise the impact their oral health has on overall physical health and wellbeing to help inspire this change, the overall campaign platform will be: It all starts here. Healthy mouth. Healthy body

This powerful and engaging messaging is rooted in a global truth of oral health's wider importance, galvanising the audience to drive a movement for change. The flexible platform gives the

opportunity to discuss multiple topics and audiences under one core message.

Who is the audience for WOHD 2016?

Everybody can take part in this initiative: health associations, specialist groups, member organizations and partners, governmental groups, students, teachers, the public generally, and to large and so on.

This year we want to be sure everyone is taking time to promote oral health in their communities and reach as large an audience as possible.

FDI World Dental Federation serves as the main representative body for more than one million dentists worldwide, developing health policy and continuing education programmes, speaking as a unified voice for dentistry in international advocacy, and supporting member associations in overall oral health promotion activities. Over the years, it has developed programmes, initiatives, campaigns, congresses and policies, always with a view to occupying a space that no other not-for-profit group can claim. IDF works at national and international level activities through its own and those of its member dental associations. It is in official relations with the World Health Organization (WHO) and a member of the World Health Professionals Alliance (WHPA).



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"Pay if you can" dentistry project launched in Dewsbury

People suffering appalling dental pain who couldn't register with a dentist have received emergency treatment thanks to the UK's first "Pay If you Can" dentistry project. Dentists are volunteering their time to help the most vulnerable people in their local communities who find it difficult to access NHS dental care.

The Real Junk Tooth Project has been launched by international dental charity Dentaid which is committed to eradicating dental pain across the world.

At Dewsbury Dental Centre on Thursday a steady stream of patients had teeth extracted, ending months of misery for many of them.

The scheme was launched after Paul Burr from community food initiative The Real Junk Food Project Dewsbury realised that many people in need could not enjoy the free meals the charity was providing because they were suffering toothache. He approached local dentists and Dentaid to set up the pilot project.

Dentaid has already been contacted by dental professionals across the country who are interested in establishing similar schemes in their areas. Andy Evans, strategic director of Dentaid added: "Dentaid is committed to eradicating dental pain whatever people's circumstances might be. We know the NHS does a wonderful job but some people are still missing out and they

are often those with the greatest dental needs. We're very excited about the prospects for this project as it moves forward." The Real Junk Tooth Project will run every Thursday evening at Dewsbury Dental Centre on Halifax Road (excluding December 24th and 31st) from 6pm – 8pm. No appointments are necessary, people just turn up and wait to be seen and only make a donation if they can afford to.

- To support the scheme please visit <https://mydonate.bt.com/events/dentaiddewsbury/256492>
- For more details about volunteering for the scheme email info@dentaid.org
- For press inquiries please contact press officer at Dentaid Jill Harding on 01794 324249 or jill@dentaid.org



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Dental Expo St.Petersburg

PRESS RELEASE ON EXHIBITION RESULTS

10 November 2015, Saint Petersburg

On 27- 29 October 2015, the 8th International exhibition of equipment, instruments, materials and services for dentistry Dental-Expo St. Petersburg was held in St. Petersburg, Russia. The exhibitors presented the equipment for dentistry and dental laboratories, dental units and facilities, disinfectants, orthodontic construction materials, dental surgical instruments, modeling materials, dental cements, tooth whitening systems, appliances, etc. The leading Russian and foreign companies took part in the exhibition. Among them there were: Adin Dental Implant Rus, Alvic Medexpress, Amrita, Vladmiva, GlaxosmithKline, Medresurs, Olimp Dental, Raudentall, Techno-Dent-Group, TS-Denta, Center Coral , Eur-Med Neva and others.

The business programme covered:

- International Conference of Maxillofacial Surgeons and Stomatologists 'Modern Dentistry'
- Symposium 'Modern trends, technologies and innovations in the practical dentistry'
- Conference 'Integrated rehabilitation for patients with periodontal diseases with the use of implantation'
- Conference 'Innovative methods of diagnosis and treatment in dentistry and endodontics. The use of cone-beam com-

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- Master class 'Modern possibilities of endodontic treatment'
- Doctor E.A. Goncharov seminar 'The diagnostic system of integrated planning in dentistry. Understandable occlusion: physiologically based practical approach in the system of Dr. John Kois'

On 29 October Day of St. Petersburg Dental Association was held with participation of A.I. Yaremenko, President of Association, Dr. L. Orekhova, Professor, Vice-President of Association, and leaders of private medical centers, head doctors of dental clinics, members of St. Petersburg Stomatology Association.

The experts discussed the issues of dentist accreditation, continuing medical education, the Russian legislation amendments in the field of education. The special interest of restorative general practitioners was attracted by the reports of K. Redko and V. Zhimovoy, lowers in the field of medical legislation.

St. Petersburg and Leningrad region were also discussed , as well as establishing the Association Expert Board. Mechanisms of interaction of the St. Petersburg Stomatology Association members and medical lawyers were offered.

Dental-Expo St. Petersburg was organised by PRIMEXPO, the Part of ITE Group , and DENTALEXPO. Among the organisers' joint projects there is the International Exhibition Dental-Expo St. Petersburg which will be held in St. Petersburg, Russia in spring 2016.



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Bulmedica Buldental 2016



BULMEDICA to celebrate 50 years anniversary in 2016
The jubilee edition of the exhibition will be held from 17 to 19 May

BULMEDICA / BULDENTAL - the largest Bulgarian and regional exhibition for human and dental medicine is to celebrate its 50 years anniversary in 2016. The jubilee edition of the international exhibition will be held from 17 to 19 May

Every year, the exhibition showcases the best achievements and latest novelties in medicine, dentistry and dental technology. In the course of already half a century, generations of doctors and dentists come together to meet and share experience and discuss innovations in their practice.

This year's BULMEDICA / BULDENTAL will once again demonstrate new opportunities, achievements and best practices of specialists from the global medical community. "We will offer not only the latest generation of systems, technologies and equipment, but also a business program of useful events for the experts" commented Mr. Ivaylo Ivanov, Managing Director of Inter Expo Center.

The exhibition in 2015

In 2015, nearly 180 companies from Bulgaria and 12 other countries participated in the exhibition, including companies from Germany, Greece, Spain, Italy, Poland, Hungary, Romania, China and others. They presented more than 120 new products in 20 countries, including Australia, Austria, Belgium, Denmark, Korea, Japan, USA and others.

Nearly 13,000 physicians and dentists, dental technicians, nurses, health professionals, managers of healthcare facilities and businessmen paid visits to BULMEDICA / BULDENTAL.

The exhibition is organized with the support of professional organizations such as Bulgarian Medical Association, Bulgarian Dental Association and Bulgarian Pharmaceutical Union.

Dentech China



DenTech China is China's leading professional event for the dentistry technology industry. As the pioneer event of its kind with the inaugural event commencing in 1994, DenTech China has since grown 20 years in experience in organizing the must-attend conference for dentists seeking continued accredited education as well as international buyers, traders, and distributors looking to source high-quality and costs efficient products and equipment produced in China and throughout Asia.

Shanghai UBM Showstar Exhibition Co Ltd is a joint venture company formed in 2011 between Shanghai ShowStar Exhibition Service Co., Ltd. and UBM Asia Ltd. UBM Showstar organises DenTech China, serving the exhibitors and professionals from the dental industry and is committed to building an efficient communications platform for the industry around the globe.

With almost 20 years history, DenTech China achieved its unprecedented success in 2013 with over 630 exhibitors, including the German National Pavilion hosting 57 exhibitors, USA National Pavilion featuring 26 exhibitors and Korea National Pavilion featuring 24 exhibitors. The 2013 event attracted over 69,100 and 15,500 visits for the exhibition and conference respectively. All the exhibitors who participated in 2013 have already confirmed their bookings for the 2014 show.

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广东科展

IDEM Singapore 2016



Singapore Reaffirms Itself as the Hub for Dental Innovation

IDEM Singapore 2016 is the leading showcase in Asia Pacific for global innovations in dental technology.

IDEM Singapore 2016 is a key driver for clinical excellence and adoption of innovation in oral health and dental care throughout Asia-Pacific.

With technology developing at such a rapid rate, it is imperative that all dental professionals update their knowledge and skills in order to provide the safest and most effective care for the public. Modern dentistry is also undoubtedly dependent on advanced technologies in ensuring that dental care and oral health is easily accessible to consumers. As a result, dental professionals need to constantly upgrade, update and familiarise themselves with the technological advances in dental care. In recent years, dental professionals in the Asia-Pacific region have been early adopters of emerging technologies in their laboratories, dental practices and dental teaching. According to iData Research, the investment by the Asia Pacific market in digital dentistry products is valued at over U.S. \$10 billion.

To enable dental professionals, take advantage of the critical benefits of new digital technologies, IDEM Singapore 2016 has expanded its broad offering of education to include The Digital Dentistry Forum. The theme for the new forum is 'A Primer in Digital Dentistry – Practice and Laboratory Development for Clinical Excellence'. This introductory full day forum, to be held on the 10th of April, is open to dentists and dental technicians and its goal is to help dentists and dental technicians to navigate their way to the adoption of digital dentistry through understanding the process of change and the development of new skills necessary to harness the tremendous benefits of areas such as CAD/CAM, 3-D printing, and CAT scans. The forum will feature internationally-recognised experts in private practice and dental laboratories, who will be addressing, not just the benefits of digital technologies, but how to adopt them and transition to the delivery of dental care in the digital world. Dr. Jonathan Ferencz, world-leading prosthodontist from New York University Colle-

ge of Dentistry, and Mr. Lee Culp, CDT and CEO of Sculpture Studios, and other renowned experts and authors will lead the forum. To further cement its aim in striving for clinical excellence and highlighting the importance of innovative technologies, IDEM Singapore 2016 will also provide visitors with the opportunity to view the latest dental technologies and innovative products during the exhibition. Visitors can expect 550 exhibitors and, among them, more than 20% of current exhibitors are focused in the field of digital dentistry, including Creatz3D, 3Shape, Dentsply Implants, Planmeca, Sirona and many others.

"IDEM Singapore 2016 features the truly top-class clinicians from all corners of the globe who will share the latest skills and techniques in striving for clinical excellence," IDEM Singapore 2016 Scientific Programme Director, Dr. David Alexander, said, "With the mix of lectures, workshops, forums and roundtable discussions, IDEM Singapore provides a great opportunity for all dental professionals to interact with one another, gather new knowledge and information needed to make informed decisions about best practices and delivery of the finest patient care. IDEM Singapore has a proven track record of providing some of the finest learning opportunities in Asia-Pacific Dentistry. The 2016 conference is no exception, and presents an unsurpassed opportunity to gain knowledge and learn new skills from the world's finest clinicians."

Online registration for trade visitors and conference delegates is now open. Exhibitor list and conference details can also be found online. Please visit the website www.idem-singapore.com for more information.

About IDEM Singapore

IDEM Singapore, a specialised dental trade fair accompanied by a professional congress, has developed since its premiere in 2000 into the No. 1 dental event in the Asia-Pacific region. At IDEM Singapore 2016, participants will meet key decision-makers, strengthen valuable contacts with customers and partners, and explore the potential of an exciting growth market. For more information, please visit: www.idem-singapore.com.

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Portugal will be the Guest Country of EXPODENTAL 2016

Expodental Madrid

Madrid 10 December 2015- Portugal will be the Guest Country for the next edition of EXPODENTAL, an international exhibition of equipment, dental products and services. Organized by IFEMA in collaboration with the Spanish Federation of industry and healthcare technology (FENIN), EXPODENTAL will be held from the 10th to 12th march 2016 into the pavilions of the FERIA DE MADRID.

This initiative aimed to empower the invitation to the professionals of the neighbour country. This is supported by the proximity of both markets, by the opportunity to celebrate EXPODENTAL every two years, and by the special conditions that offers IFEMA to the guest country to encourage the visit into the exhibition. Not uselessly, in the last edition, the presence of Portuguese buyers represented the 45% of the international visitors that come to the exhibition.

In addition, EXPODENTAL 2016 will be bigger than ever, with the participation of 300 exhibitors and a large offer that for the first time will involve three pavilions of the IFEMA area (3, 5 and 7). An opportunity for the Portuguese professionals to meet the avant-garde technology and the international innovation of this industry, a context of a large sectorial representation that declares EXPODENTAL as the second exhibition of the European calendar.

Between the biggest novelties of this edition, we find the incorporation of the training area where is possible to find the job offers for the dental field for university students and professionals, a continuous education for professional and future professionals. Furthermore, Thursday 10th march will be celebrated the day of the student.

Moreover, as usual, at the same time of the commercial exhibition will occur the SPEAKERS' CORNER, a program that will presents the last treatments and technological progress of an industry that is in continuous development.



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Koelnmesse

Cologne, September 2015

Dental Technology from Germany @ Greater New York Dental Meeting 2016

Koelnmesse is organizing a comprehensive show case of the German dental industry at the well-established Greater New York Dental Meeting in 2016

The German dental industry will be demonstrating its capabilities in the USA in 2016. With an exhibition titled "DENTAL TECHNOLOGY FROM GERMANY," the Federal Ministry for Economic Affairs and Energy (BMWi) will present high-tech companies from the globally leading German dental industry at the Greater New York Dental Meeting from November 27 to 30, 2016. On the 600 square meters of the German Pavilion, about 30 exhibitors will showcase their latest products and

customized technologies for the growing US healthcare market. In parallel, an interactive special show called the Science Lab will enable visitors to experience at first hand the latest innovative solutions provided by the German dental industry for dentists' practices and dental laboratories.

These new products and processes have been developed to the point of market readiness in cooperation with scientific institutes. A high-caliber German guest speaker will make specialist presentations at the convention accompanying the trade fair. The sector exhibition "Dental Technology from Germany" will be organized and conducted by Koelnmesse in close cooperation with the Federal Ministry for Economic Affairs and Energy and the Association of the German Trade Fair Industry (AUMA). A high-ranking representative of the ministry will open the "Dental Technology from Germany" exhibition in New York.

The Association of German Dental Manufacturers (VDDI) supports the activities of German dental companies all over the world. In 2016 the association will be celebrating its 100th anniversary. This special occasion was a major factor in the VDDI's decision to stage a special show of high-end products and treatment methods next year in a well-established buyer country such as the USA.

German dental companies have become reliable and outstanding trading and cooperation partners of the US healthcare industry. According to a VDDI study, in 2014 the German dental industry had a turnover of €4.637 billion* and an export share of over 62 percent. The USA is the second largest trading partner of the German dental industry, after the rest of Europe.

Through the German special show at the Greater New York Dental Meeting in 2016, as well as an evening reception that will be held by the German consul general for invited guests from the USA and Germany, the Federal Ministry for Economic Affairs and Energy aims to emphasize the excellent long-term economic relations between Germany and the USA.

* (\$5.17 billion)



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 www.cambodent.org

March

1

• 02-05/03/2016

Dental South China 2016 - The 21st Dental South China International Expo

(Guangzhou - China)

Organised by: Guangdong International Science & Technology Exhibition Company
 Address: c/o Department of Science & Technology of Guangdong Province, 171 Lianxin Road, Guangzhou, 510033, P.R. China
 Phone: +86 20 83549150 - 83558271 - 83561174 - 83517102 - 83547321
 Fax: +86 20 83549078
 E-mail: dental@ste.cn
 Website: www.dentalsouthchina.com

- Exhibiting Contact: Cherry Wu, Christine Su, Hui Li
 Phone: +86 20 8354 9150 - 8356 1174 - 8355 8271
 - Visiting Contact: Mabel Mai
 Phone: +86 20 8356 1589 - Email: dental-visit@ste.cn
 - Customer Service: Cathy Zeng, Kirsten Zhong
 Phone: +86 20 8351 7102 - 8354 7321 - Email: Dental@ste.cn
 Venue: Area C, China Import & Export Fair Complex, Xin Gang Dong Road, Guangzhou, P.R.China

Infodent Booth: L 19 Hall 14.1



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General
Information partner:



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April 1

• 08-10/04/2016

IDEM 2016 Singapore - International Dental Exhibition and Meeting
(Singapore - Singapore)

Organized by: Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East Singapore 189721
Ms Stephanie Sim
Phone: +65 6500 6723
Fax: +65 6296 2771
Email: s.sim@koelnmesse.com.sg
Ms. Corrine Zhang
Phone: +65 65006742
Fax: +65 6296 2771
Email: c.zhang@koelnmesse.com.sg
Venue: Suntec Singapore Convention & Exhibition Centre
Add: 1 Raffles Boulevard, Suntec City, Singapore 039593
www.idem-singapore.com

**Infodent Booth:
Level 4 Stand 4N-25**



• 15-17/04/2016

SIDEX 2016- The 13th Seoul International Dental Exhibition & Scientific Congress
(Seoul - Korea, South)

Organized by:
Seoul Dental Association (SDA)
Managed by:
SIDEX Organizing Committee
81-7 Songjeong-dong Seongdong-gu
Seoul 133-837, Korea
Tel: +82 2 498 9146
Fax: +82 2 498 9147
E-mail: sda@sda.or.kr
Website: www.sidex.or.kr
Exhibition Venue: COEX
(Seoul Convention and Exhibition Center)
eng.sidex.or.kr/

3

• 14-17/04/2016

IDEX 2016 - 13th Istanbul Dental Equipment and Materials Exhibition
(Istanbul - Turkey)

Organised by: Cnr Kongre Ve Fuar Alani, Isletmeciligi A.S.
Cnr Ekspo Fuar Merkezi Yesilkoy-Bakirkoy-Istanbul
Tel: +90 212 465 74 74
Fax: +90 212 465 74 76
Website: www.cnrexpo.com
Venue: CNR Expo
Istanbul, Turkey
www.cnridex.com/Default.aspx?ln=2

Infodent Booth: Hall 5 5L-18



• 18-21/04/2016

2016 Dental Salon Moscow - 39th International Dental Forum & Exhibition co-located event 2016 DDS World Moscow
(Moscow - Russia)

Organised by: Dental Expo
Postal Address
119049 Moscow, P.O. BOX 27, ZAO "DE-5"
Currier Address
B.Yakimanka 38A, 1 staircase, 2 floor
(Metro "Oktyabrskaya", "Polyanka")
Tel: +7 495 921 4069
Fax: +7 495 921 4069
Email: info@dental-expo.com
Director of Moscow exhibitions: Natalia Khokhlova
Email: rus@dental-expo.com
Venue: International Exhibition Center "CROCUS EXPO" - Pavilion 2 Halls 8, 7
Moscow - Russia
www.dental-expo.com/dental-salon/eng/

4

May 1

• 17-19/05/2016

2016 Bulmedica - Buldental - 50th International Specialized Exhibition for human and dental medicine
(Sofia - Bulgaria)

Organized by:
Inter Expo Center
Sofia, Bulgaria
Tel: +359 (2) 9655 220 // + (359 2) 9655 279
Fax: +359 (2) 9655 231
Email: iec@iec.bg
Website: http://bulmedica.bg/en
Project Manager: Gabriela Lubenova
Email: glubenova@iec.bg
Tel: + (359 2) 4013 279
Fax: + (359 2) 9655 231, + (359 2) 4013 231
Venue: Inter Expo Center
Add: 147, Tsarigradsko shose blvd
Sofia - Bulgaria
www.bulmedica.bg/en

• 27-31/05/2016

46th Annual Convention of the Ordre des Dentistes du Québec
(Montréal, Quebec - Canada)

Ordre des dentistes du Québec (ODQ)
625, boulevard René-Lévesque Ouest,
15e étage
Montréal (Québec) H3B 1R2
Canada
Tel: +1 514 875 8511
Fax: +1 514 875 1561
E-mail: congres@odq.qc.ca
Website: www.odq.qc.ca
Venue: Palais des Congrès de Montréal
ground level, room 220 BCDE
201 Viger Avenue West
Montréal, Québec, Canada
www.odq.qc.ca

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Have you enjoyed reading Infodent International?

The up-coming issue will be published next April... don't miss it!

Infodent International 2/2016

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Distributed: Worldwide

Some of the Upcoming Contents:

- Focus On Kazakhstan
- Market Overview: Business Travel Cost
- The Dental Market In Turkey

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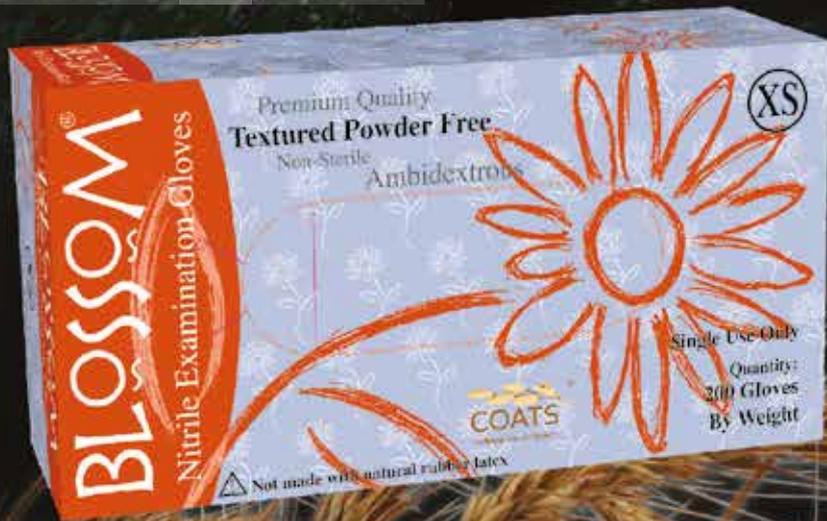
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