Dental companies use digital dentistry to bolster recession-bruised revenues

Waltham, MA, USA: According to Millennium Research Group (MRG), many top competitors in the global dental implant market are leading the growing movement toward the use of digital dentistry. MRG’s Global Competitor Insights for Dental Implants 2009 report finds although 2008 was tumultuous year in the dental implant market, many leading dental implant companies continued to invest in digital dentistry, entering into a series of partnerships and acquisitions, with the goal of emerging from the economic crisis as innovative market leaders in the burgeoning field.

The recent partnerships and acquisitions involve firms that have an established competency and reputation for quality digital imaging and computer-assisted manufacturing. Also garnering attention are product developments in guided surgery planning software, custom-milled abutments, and prosthetics using CAD/CAM technology, which provide additional revenue streams, particularly because they work to improve the turnaround time for dentists.

“One of the many collaborations that took shape over the course of 2008 was CAMLOG Biotechnologies’ work with Sirona Dental Systems and their joint release of custom-milled zirconium abutments for CAMLOG dental implants,” says Kevin Frewelling, Manager of MRG’s Orthopedics and Dental divisions. “Meanwhile, companies like Nobel Biocare are already making improvements to previously-released CAD/CAM Procesa software; it will be interesting to see which competitors will be at the forefront of digital dentistry once economic conditions improve.”

MRG’s Global Competitor Insights for Dental Implants 2009 report serves as a tool for evaluating the performance of the top ten companies in the global dental implant market. Each chapter focuses on a leading competitor, and includes an examination of global dental implant and final abutment sales segmented by device and region. Each chapter also contains a detailed account of company history, recent events and strategies, as well as a critical discussion of each competitor’s strengths, weaknesses, opportunities, and threats (SWOT analysis).

Oemus Media acquires German operations from Dental Tribune International

Daniel Zimmermann
Dental Tribune International (DTI)

LEIPZIG, Germany: Oermus Media, one of the leading dental publishers in Germany, has announced to take over all existing German operations from Dental Tribune International beginning January 2010. The agreement includes the print and online editions of Dental Tribune Germany including all supplementaries, the trade show publication today IDS as well as two international specialist titles for endodontists and aesthetic dentistry. Financial terms of the agreement were not disclosed.

Oermus Media will also launch the German version of Dental Tribune’s online education platform DT Study Club, which offers interactive continuing education and live webcasts to 10,000 members worldwide.

The acquisition is expected to strengthen Oermus’ position as market leader in Germany. Founded in 1992, the publisher based in Leipzig has a portfolio of 30 dental titles for specialists and GPs. Oermus also organises over 25 dental congresses, symposia, and dental exhibitions throughout Germany.

New orthodontic education programmes in Asia

Oermus Media will launch the German version of Dental Tribune’s online education platform DT Study Club, which offers interactive continuing education and live webcasts to 10,000 members worldwide.

Successful candidates must:
- Be a dental graduate with significant post graduate experience
- Have experience in training, education and/or presenting
- Have extensive experience in one or more of the following areas: dental educators, communication skills, training, formal post graduate educational counseling training, and risk management or dento-legal experience linked with a dental protection organisation or dental facility
- Be based in Hong Kong, Malaysia or Singapore

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DPL is the world’s leading indemnifier of dental professionals, covering more than 55,000 members worldwide. As part of our commitment to improved professionalism, quality and safety, DPL is embarking on an expansion of the risk management and educational services we provide members.

There is an opportunity for dentists in Hong Kong, Malaysia and Singapore with an interest and expertise in communications and risk management to join our world class dental faculty to become a trained presenter. Presenting risk management and communications programs to your clinical colleagues as a DPL faculty member is an exciting and prestigious opportunity that can enhance your reputation as a professional expert.

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- Be a dental graduate with significant post graduate experience
- Have experience in training, education and/or presenting
- Have extensive experience in one or more of the following areas: dental educators, communication skills, training, formal post graduate educational counseling training, and risk management or dento-legal experience linked with a dental protection organisation or dental facility
- Be based in Hong Kong, Malaysia or Singapore
- Both local (overnight) and international travel may be required.

Applications must arrive by 16 November 2009. Applications who are shortlisted will need to be available for a video or teleconference on or before November 23, 2009.

We are an equal opportunities employer.
A short interview with Dr Noriyuki Negoro, the new president of SHOFU, Inc.

DTI/WDD: Dr Negoro, you worked as a researcher before your appointment as president of SHOFU. How has oral health care and thus demands for oral care products changed in recent years?

Dr Noriyuki Negoro: Recent media coverage on cosmetic dentistry and the importance of maintaining good oral hygiene has demonstrated that a healthy beautiful smile has a positive psychological impact and influences the overall well-being of an individual. For this reason, it is essential that innovative oral health-care products are developed that cater to the trends and demands of dentistry today.

How does this knowledge influence your work as president of SHOFU?

With the well-equipped research facilities at SHOFU, we constantly strive to develop products that cater to the global trends in dentistry and dental technology. SHOFU recognises the introduction of new clinical techniques such as MISCD, which is a holistic approach that integrates minimally invasive treatment techniques with aesthetic dentistry, and supports such techniques by developing new aesthetic bio-compatible materials to help clinicians achieve their goals.

As the new president of SHOFU, how do you intend to contribute to the improvement of oral health worldwide?

In particular, we plan to expand the range of Giomer products, which were developed in my R&D days based on the patented PRG (pre-reacted glass-ionomer) technology, with the ability to release and recharge fluoride, as well as a unique anti-plaque effect. I feel that with this novel technology, we will be able to further develop our range of aesthetic bio-compatible products and to venture into a range of preventive products. We plan to introduce in vitro diagnostic and testing equipment for periodontology in the very near future.

In your opinion, what is the general role of the dental industry in the promotion of oral health care?

In this era, in which dentistry is evolving at a great pace, new management and cosmetic dentistry are gaining prominence. We are committed to improving dentistry worldwide through our enhanced R & D work, creative corporate activities and continuing education programmes.

DTI/WDD: How does this knowledge influence your work as president of SHOFU?

Dr Negoro: Recognising the introduction of new clinical techniques such as MISCD, which is a holistic approach that integrates minimally invasive treatment techniques with aesthetic dentistry, and supporting such techniques by developing new aesthetic bio-compatible materials to help clinicians achieve their goals.

Dental Tribune Asia Pacific Edition

Dental Tribune Asia

Nobel launches new digital scanner and software in Asia

DTI: Thank you very much for this interview.

Masuda receives idm lifetime achievement award

DTI: SINGAPORE/BENSHEIM, Germany: International dental manufacturer (idm) has awarded Jiro Masuda from J. Morita Corporation with a lifetime achievement award for his decade-long contribution to the promotion of oral health worldwide.

According to company officials, NobelProcura is supported by idm International Dental Show (idm) has awarded Jiro Masuda from J. Morita Corporation with a lifetime achievement award for his decade-long contribution to the promotion of oral health worldwide.

Masuda has also served as a member of the Standing Committee on Relations between the profession, trade and industry (FDI World Dental Federation and as a representative of the idm General Assembly of the Japan Dental Trade Association. He is currently involved in projects as the Japan Research Council on Dental Products and the Japan Federation of Medical Devices Associations.