

Aussie dentist awarded prize for innovation

By DTI

MELBOURNE, Australia: University of Melbourne molecular biologist Prof. Eric Reynolds has claimed the Prime Minister's Prize for Innovation for his pioneering dental research. Thirty years ago, the then-young dental researcher discovered a protein in cow's milk that repairs and strengthens teeth. Today, that protein, sold as RECALDENT, is used by millions of people every day in the form of chewing gum and professional applications by the dentist.

As an inventor and laureate professor, Reynolds now leads the University of Melbourne's dental school and travels the world working with Australian and global businesses to create new products to further improve oral health. "Oral diseases are the most prevalent diseases of humankind," said Reynolds.

With one in four Australians suffering from caries and/or periodontal disease, the cost of treatment is A\$8 billion a year, with worldwide costs around A\$400 billion a year. Since Reynolds's discovery, products using RECALDENT have generated sales of over A\$2 billion, and it has been estimated that they have saved over A\$12 billion in dental treatment costs worldwide.

"I am very honoured to receive the Prime Minister's Prize for Innovation and extremely grateful that the judging panel recognised the importance of innovation in oral health research," said Reynolds.

In his early dental academic career, there was anecdotal and some epidemiological evidence that dairy products could reduce the risk of dental caries. Through

a series of experiments, Reynolds and his team were able to confirm this and found that the effect was due to a unique form of calcium present in milk, in a protein called casein.

When Reynolds started talking at international meetings about the product, the large oral companies wanted samples to evaluate. That is when the Australian dairy industry became involved—first Bonlac Foods (now part of Fonterra) and then Dairy Australia. They started manufacturing the material, trademarked as RECALDENT. Today, all the RECALDENT used around the world is made in Melbourne using Australian dairy milk, and Japan is the largest seller of sugar-free gum containing RECALDENT.

Reynolds continues to improve RECALDENT, and a recent



Big in Japan: RECALDENT gum is the largest selling sugar-free gum in the Asian country. Furthermore, Japanese dental company GC has incorporated RECALDENT into a wide range of products.

US study showed that use of a combination of RECALDENT products, including a new toothpaste, completely eliminated caries in children. As part of the Prime Minister's award, Reynolds received \$250,000.

IDEM 2018 larger than ever

By DTI

SINGAPORE: Around 9,000 visitors representing at least 83 countries are expected to attend the tenth International Dental Exhibition and Meeting (IDEM) Singapore that will take place from 13 to 15 April 2018. With an increased exhibition space, the anniversary edition of IDEM will not only be the largest show to date, it will also review nearly 20 years of dental history and feature a memory lane of past events, including photographs, statistics and quotes from participants covering all previous editions.

As announced by the co-organisers, German event arranger

Koelnmesse and the Singapore Dental Association, the exhibition space has been increased by over 2,000 m² to 20,000 m². Eighty per cent of this has already been reserved by country pavilions, manufacturers and distributors from across the world, who will be showcasing the latest technologies, products and services in dentistry. The Singapore pavilion at IDEM 2018 will be the largest to date, with 34 exhibitors occupying 666 m², a 21 per cent increase to the previous edition. New to the IDEM exhibition will be two pavilions from Australia and Poland, bringing the total number of country and regional pavilions to 14.

"IDEM continues to be the foundation exhibition and scientific conference for dentistry in the Asia-Pacific region," said Mathias Küpper, Managing Director of Koelnmesse. "This year, we are proud to bring delegates an even stronger programme that is dedicated to helping them achieve clinical excellence in dentistry."

The IDEM conference programme will include an inaugural live patient demonstration on stage, as well as lectures and masterclasses presented by leading experts and world-renowned dentists. The key conference sessions will include masterclass talks by Dr Galip Gürel, founder and honorary

President of the Turkish Academy of Esthetic Dentistry. He will also be holding a hands-on workshop titled "Revolution in 3D smile design: The REBEL". Additionally, specialist prosthodontist Dr Christopher Ho will be presenting a paper titled "The additive approach to complex rehabilitation: Digital workflow meets the art and science of dentistry". Other particularly noteworthy lectures will focus on a rational workflow in the treatment and restoration of endodontically treated teeth, periodontal treatment in the twenty-first century (from research to clinical practice), and skills and techniques for treating older patients.

In addition to the main scientific programme, attendees can take part in a number of hands-on workshops being held before, during and after IDEM. These offer the opportunity to learn the latest in dentistry and earn continuing professional education credits.

"IDEM is the best event in Southeast Asia to uncover the latest trends being discussed in dentistry. The Singapore Dental Association is proud that IDEM calls Singapore home and, taking the tenth edition to look forward, is excited to see what new innovations the leading dental exhibition and conference in the Asia Pacific will continue to bring to the region," said Dr Lim Lii, President of the Singapore Dental Association.

Online registration for IDEM 2018 is now open at www.idem-singapore.com.



Hosted at the Suntec Singapore Convention and Exhibition Centre, IDEM 2018 will be held under the theme "Striving for clinical excellence".

IMPRINT

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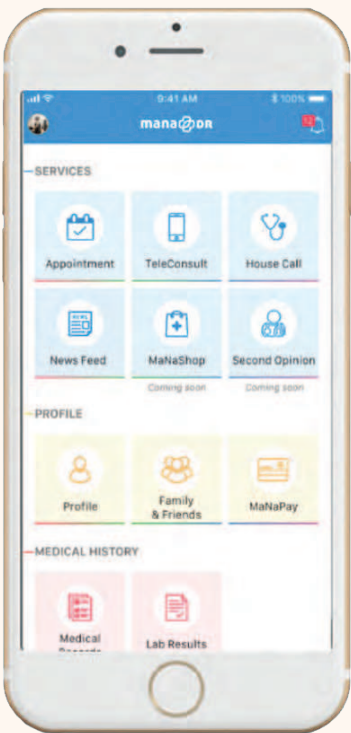


Texting for advice: New app enables medical consults round the clock

By DTI

SINGAPORE: Tele-medicine and tele-health apps are increasingly emerging. Just last month, the MaNaDr app for mobiles was launched in Singapore. Through the app, which is accessible to patients in Singapore and Australia, users can tele-consult and schedule appointments with over 500 clinics and 600 general medical and dental practitioners and specialists in the two countries.

The app is part of the larger MaNaDr healthcare platform, which is owned by Singaporean company Mobile Health. At the launch event, which was held at the Singapore Press Holdings' News Centre, Mobile Health co-founder and CEO Dr Tung Yeng Siaw said he and his team of doctors were motivated by the vision of a mobile platform that would empower patients to take charge of their healthcare.



Officially introduced on 26 October, the MaNaDr app was already soft launched in January. Since then, almost 100,000 appointments have been booked through the app, the developers stated.

In tele-consulting medical professionals, patients can text doctors and send photographs of their medical conditions through the app. If the user's preferred doctor is unavailable, he or she will be referred to another professional.

According to Siaw, doctors do not have to pay a fee to list their services on the app. Instead they are provided with an extra stream of revenue through the paid tele-consults.

An advantage of the system, which is mainly intended for follow-up consultations and minor health issues, is that patients have access to medical advice anytime and

anywhere. In addition, text consulting with medical and dental professionals costs less compared with face-to-face consultations at the clinic, the developers stressed.

For example, Dr David Cheong, one of Mobile Health's co-founders and its chief medical officer, charges S\$3 (US\$2.20) for the initial messages for the tele-consult

and S\$0.50 (US\$0.36) for subsequent messages—substantially less than his usual consultation fee of S\$30 (US\$22), the *Straits Times* reported.

The app is available for iOS and Android devices and can be downloaded free from the iTunes Store and Google Play. More information is available at www.manadr.com.

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