IDEM 2020 succeeds as online event

Diverse online learning opportunities and virtual exhibition drew over 3,600 visitors.

By Dental Tribune International

SINGAPORE: For the first time, the International Dental Exhibition and Meeting (IDEM) was conducted online. The event, which was organised for the dental community by Koelnmesse and the Singapore Dental Association, was held from 19 June to 19 August 2020.

According to the organisers, 3,615 attendees from 54 countries and 904 exhibitors from 36 countries participated over a period of two months in the first edition of the event to be held online. The conference featured a mix of 27 conference sessions, both live and pre-recorded, conducted by 28 local and international speakers. The online conference covered a wide array of topics, which provided something for every dental practitioner. The digital event also featured several networking activities for all attendees, including three networking nights, a leader board competition and an online business matching programme.

As for the virtual exhibition part of the event, Koelnmesse reported that 80% of the companies who showcased their products expressed that they are likely to recommend IDEM to their colleagues and friends and are likely to return to another event organised by Koelnmesse and the Singapore Dental Association. A total of 6,658 booth views in the digital exhibition hall were generated during the period.

Fiona Yeo, who works in the marketing department of 3M Singapore, said: “IDEM 2020 has enabled 3M to gain an additional customer touchpoint during this time where the whole dental community is navigating through the recovery. Thank you IDEM for providing us a platform to continue educating and sharing our latest solutions alongside other industry counterparts.”

Numbers show that event attendees were as happy as the companies were about IDEM 2020. A total of 96% said that they would recommend the event to their friends and colleagues, and 85% are planning to return to the next edition, which will take place in two years’ time. Also, attendees showed satisfaction with regard to the educational programme. Attendee Dr Shirlyn Ong said: “The digital platform has enabled me to enjoy the sessions in my own time and at my own pace, allowing me to strike a great balance between work and family.”

“It was an extraordinary year for everyone, and we would like to extend our heartfelt gratitude to all who have participated and supported us in making IDEM’s debut as a fully digital event in just eight weeks,” the event organisers said.

IDEM is scheduled to return to its established physical format from 8 to 10 April 2022 at a new venue, the Sands Expo and Convention Centre at Marina Bay Sands in Singapore.

Paradigm shift in dentistry

Dr Pallavi Patil on practicing during the pandemic.

By Monique Mehler, Dental Tribune International

At this point during the COVID-19 pandemic, many dental offices have begun to adapt to the current situation and resumed their day-to-day work. However, there are many open questions in terms of this paradigm shift that relate to such topics as infection control, sterilisation monitoring and provision of emergency care. At IDEM 2020, Dr Pallavi Patil from India presented an online lecture on the importance of choosing the right protection and on overall transitions in dentistry during the pandemic. In an interview with Dental Tribune International, Dr Patil shared her expert opinion on the topic.

Dr Patil, dental professionals are at great risk of exposure to SARS-CoV-2 and, therefore, require proper protection. In your presentation, titled "Paradigm shift—dental practice in the pandemic", you covered various tips and guidelines. Can you tell us a little bit more about this?

In this topic, I covered the essential infection prevention protocols and guidelines laid out by global governing bodies like the World Health Organization and the Centre for Disease Control and Prevention. These include personal protective equipment, masks, respirators, hand hygiene and device reprocessing and monitoring. The back-to-work guideline toolkit especially gives very specific suggestions on every aspect of how to start a practice again after this hiatus.

What are the infection controls, administrative controls, environmental and facility controls to be laid down before, during and after treatment are covered? To this, I have also added some protocol changes with respect to routine clinical dental work, considering the additional requirements. The topic revolves around the four specifics: how to mitigate aerosol production, how to mitigate product contamination, how to reduce cross-contamination and how to reduce chairside procedure time.

What was the feedback you received from other dental professionals about your lecture? Unanimous feedback indicated that the topic and related discussion had been needed.