World of dentistry focuses on IDEM Singapore

By DTI

SINGAPORE: On 13 April, the tenth IDEM was officially opened. The mainstay of IDEM is its exhibition, which is this year featuring close to 500 companies from every segment of the dental industry. Manufacturers, distributors and traders showcased their latest products and services, and opinion leaders are sharing their knowledge in lectures and workshops at the Suntec Singapore Convention and Exhibition Centre.

Co-organised by Koelnmesse and the Singapore Dental Association, Asia Pacific’s cornerstone event in dentistry attracted approximately 9,000 attendees from over 80 countries over the course of three days. The exhibition floor hosted 15 national pavilions and 304 exhibitors from 38 countries. Both leading manufacturers such as Dentply Sirona, GC Asia and Colgate, as well as new companies such as Box Implants, GIGATT International Marketing and Boz Tesco Dental, launched a new business-to-customer e-shop in January.

Tibbi Malzemene Sanayi ve Ticaret, presented at the exhibition with their newest offering for the exciting Asia Pacific dental market. “The dental market in the region has seen steady growth and according to predictions will continue to expand. This growth can generally be attributed to the rising middle class that is increasingly demanding more and better quality dental treatment. We work closely with our partners at IDEM to identify the latest products and trends that will enhance the knowledge of dental practitioners to drive the industry forward,” said Mathias Küpper, Managing Director of Koelnmesse Pte Ltd.

Besides the exhibition, a diverse scientific programme awaited congress attendees. This year’s theme of “Striving for clinical excellence” in dentistry focused on key trends, including teeth and implants for life, oral health in the growing elderly population in Asia, digital workflows within the team and the caries prevention plan.

Dr Kuan Chee Keong, Chairperson of the IDEM 2018 Committee, added: “People in Asia Pacific are increasingly paying more attention to their oral health and indeed their overall well-being. As a result, dental practitioners now focused primarily on restoration and prevention to a more holistic approach. In other words, people no longer are satisfied with good dental outcomes, but demand enhanced aesthetic results as well. Speakers at IDEM such as our SDA Masterclass Speaker Dr Galip Gürel and other top-quality speakers will address these trends and discuss revolutionary treatment solutions.”

Up-to-date information were provided via the IDEM Singapore app, which features a floor plan, an exhibitor list and details about conference sessions. The app is available free of charge for iOS and Android and can be downloaded from the App Store and Google Play.

W&H and Tesco Dental launch e-shop in Hong Kong

By DTI

W&H, in partnership with Tesco Dental, launched a new business-to-customer e-shop in January.

BÜRMOOS, Austria: As more people choose the Internet as their preferred method of shopping, industries are looking at how they can make life easier for their customers. In January in Hong Kong, W&H, in partnership with Tesco Dental, launched a new business-to-customer (B2C) e-shop, which allows its partners and customers the convenience of ordering directly online. The shop is a pilot project intended to be expanded to business-to-business commerce too. According to W&H, it represents the next step in its digital corporate strategy.

Speaking about the new project, W&H Vice President of Sales and Marketing Bastian Diebald said, “W&H wants to support its partners in the area of e-commerce by providing them with a professional solution. That’s why we designed an e-shop solution which can also be used by subsidiary companies and other W&H partners in the long term.”

According to reports, around 54 per cent of people in Asia use their smartphones to shop online. With this in mind, W&H wanted to develop an e-shop that functions well on any device, with maximum ease of use, a wide range of payment options and automatic access to current stock levels. Presently only available to Hong Kong based customers, the shop supplies W&H products such as sterilisers and surgical devices, as well as the entire Tesco Dental range.

W&H Marketing Director Anita Thallinger said, “We took on the role of project managers and, despite the time difference, language barrier and geographical distance, we were able to achieve great results as part of a professional partnership with Tesco Dental.” She went on to say that “Tesco Dental is a long-term and extremely important partner for W&H in Asia.”

NEW TAX PROPOSAL

In Australia, businesses would be required to pay the new tax to supply new and innovative products lawfully in the medical and dental industries.
Oral Health Tracker in Australia reveals several areas of concern

By DTI

MELBOURNE, Australia: There is a lot more to Australia than just sunny beaches, cricket and kangaroos. In what is reportedly a world-first, coinciding with World Oral Health Day, the Australian Dental Association (ADA) and Australian Health Policy Collaboration (AHPC) at Victoria University recently released a national oral health report card. According to the results, more than 90 per cent of Australian adults have experienced decay in their permanent teeth, revealing a very dark story.

Establishing links between oral health and general overall health, the Oral Health Tracker exposes a number of concerns. Among the major issues is tooth decay, which has been revealed to be the most common chronic disease in Australia. Adding to the issue of decay, is the overconsumption of sugar by three out of four Australian children and young people, and an adult population where only slightly more than half brush their teeth twice a day.

“In 2015 to 2016, there were 67,266 potentially preventable hospitalisations for oral health problems and almost one third of these were children under the age of nine years. Worryingly, there’s a growing number of children in this age group who are being admitted to hospital for dental health reasons,” said Professor Rosemary Calder, Director of the AHPC.

According to the ADA, the Oral Health Tracker was developed by Australia’s leading dental academics, researchers, clinicians and policy and public health experts. It sets targets for improving the oral health of children, young people and adults by the year 2025, which is aligned with the World Health Organisation’s targets for global prevention and reduction in chronic diseases.

“Poor oral health in childhood is a predictor of disease in adulthood. Australia needs to recognise that oral healthcare is part of good healthcare, and that access to dental care is a significant contributor to good oral and physical health,” said Dr Hugo Sachs, ADA Federal President.

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Dentists surveyed found the most important issue arising from treatment abroad was a lack of follow-up maintenance and a lack of post-treatment availability. About half of the respondents identified lack of treatment planning and lack of treatment records as problems. While about half of the dentists acknowledged dental tourism provides access to affordable dental treatment, just 6 per cent felt it enhances dental health outcomes for their patients and only 1.9 per cent would recommend it to their patients.

“Patients are unaware of the poor quality of the work they receive and the difference in standard of care compared to New Zealand dentistry. Patients are often overtreated and inappropriately treated with irreversible damage to their teeth and no apparent discussion or awareness of treatment options,” one surveyed dentist said.

The study, titled “The impact of outbound medical (dental) tourism on the generating region: New Zealand dental professionals’ perspectives,” was published in the August 2018 issue of the Tourism Management journal.

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Dental tourism negatively impacts New Zealand’s health care system

By DTI

DUNEDIN, New Zealand: Overseas travel for dental treatment is said to be the most prevalent form of medical tourism. Up until now, medical tourism has been largely researched from the perspective of the patient. However, a recent study at the University of Otago investigated the impacts of outbound dental tourism on New Zealand. It found an increasing need for New Zealand dentists to provide remedial treatment for patients who had travelled abroad to receive dental care.

The research was carried out by associate professor Dr Brent Lovelock from the Department of Tourism, senior research fellow Dr Kirsten Lovelock from the Department of Public Health and Head of the Department of Oral Rehabilitation Prof. Karl Lyons. The study collected information via an e-mail survey of 337 New Zealand dentists in 2016 and found that 96 per cent had encountered dental tourists at least once or twice a year, usually because they required remedial treatment.

Researchers at the University of Otago have found that typically New Zealanders seek dental treatment abroad because it is cheaper in regions such as Asia. Thailand was the most commonly noted country of treatment, with nearly 90 per cent of dental patients having been treated there, followed by India and Indonesia. While for some patients the treatment is successful, for others the treatment fails and the tourists have to seek remedial work once back in New Zealand.

The study, titled “The impact of outbound medical (dental) tourism on the generating region: New Zealand dental professionals’ perspectives,” was published in the August 2018 issue of the Tourism Management journal.