Is digitalisation the way forward for dentistry?

By Simon Beard, Senior Vice President and Managing Director, Align Technology EMEA

Digitalisation is changing the way we live and work. The UAE—in particular Dubai—is at the forefront of this innovation, using technology to build a “smart, happy city” in line with His Highness Sheikh Mohammed ibn Rashid Al Maktoum’s vision of Dubai becoming one of the most technologically advanced cities in the world by 2020.

The transformational influence of digital world is evident also in dental sector, with cutting-edge technology used to treat patients better—and help clinicians achieve more efficient outcomes.

Aesthetics, after all, play an increasingly important role. Studies have found that a genuine smile can help you land a job, close a sale transaction and even motivate others to perform better. In fact, recent report by the American Academy of Orthodontics, conducted on individuals who had had orthodontic treatment as adults, states that as many as 75 per cent of people surveyed have noticed positive effect of the new smile on their personal and professional life. More people than ever are realising the value of investing in ‘the second face’—teeth that, in time, appear younger and feel more self-assured in various situations.

Digital technologies may help more people smile with more confidence as the dental sector is driven by the cost savings. This is evident when we look at the dental procedures as by focusing by dental providers to scale up their treatment offered. We believe the future of dental industry is digital.

We can certainly see the trend of digitalisation in the dental sector driven by the cost savings and the higher disposability of patients are fuelling demand for cosmetic dentistry procedures and implantology. The advent of digital dentistry has been a key driver of this growth. Moreover, its positive impact is being reflected in the regions where insurance coverage of dental services is not a luxury available to all.

Digital dentistry is up to speed in the medical sector in the wider region, and we can certainly see the trend taking strong roots in the UAE and the wider region. In fact, digital dentistry has been a pioneer of sorts in the wider region. In fact, digital dentistry has been a pioneer of sorts in the wider region.

The rise in demand for digital dentistry is driven as much by the cost efficiencies it can generate even for the more expensive dental procedures as by focusing by dental providers to scale up their treatment offered. We believe the future of dental industry is digital.

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