Dentsply Sirona World 2019 – Las Vegas

ULTIMATE DENTAL MEETING REVOLUTION IN DENTISTRY OR FAMILY REUNION

By Dr Dobrina Mollova, DTMEA

In this interview, conducted at Dentsply Sirona World 2019 in October, Dr Dobrina Mollova, Dental Tribune Middle East & Africa (DTMEA), speaks with Don Casey, CEO of Dentsply Sirona.

Dentsply Sirona World 2019 is presented as the ultimate dental meeting. What makes this event the ultimate dental meeting? We believe that Dentsply Sirona World is the ultimate dental meeting because of the uniqueness of the show—it’s not a conference, it’s not a trade show, it’s a combination of the two built around what they need. For Dentsply Sirona, it is to have an opportunity to talk to thousands of customers. We have close to 6,000 people here talking about dental professionals every single day and that helps us to gain insights into what they need. Thus, while we would like every dentist in the US to think of this as the ultimate dental meeting, it is also the ultimate dental meeting for us because of the amount of feedback we get from our customers.

Dentsply Sirona World 2019 attendees are dental professionals who truly care about their practitioners and patients, satisfaction, and what is the future of oral health in your opinion? If you look at the evolution in dentistry over the last several years, there has been an increase in the amount of money going into aesthetic treatment, whether it’s clear aligners, implants, veneers or other cosmetically oriented products, and as a result, many dentists have been gathering new products. In many cases, the companies advertising those products almost serve as fuel for more dentistry. We wonder whether or not Sirona to reconsider our traditional focus, so that over time we will have to continuously help our customers reach patients in an efficient manner. I don’t think we’ll ever be the type of company that is driven by patient advertising. I think our role is to help the dentist innovate and deliver great patient care, but part of our commitment to serving dentists is to our ability to help them manage their business in a space that is becoming increasingly customer-driven.

Dentsply Sirona employs 15,000 people globally who focus every day on research, innovation and the manufacture of high-quality equipment and consumables. You literally bring new products to the marketplace every day. How do you manage such a large portfolio of products, and how do you follow up with your customers on their feedback on new launches? I’m always thinking about ways to reach the dental professional and to reach our people so that they can come up with great products and think about the product and the end customer right from the start. We are told to focus on helping our customers that together with partners, I think we are a unique company in the dental environment.

Education is one of the most important aspects of the Dentsply Sirona life and philosophy. The company is the most important and largest supporter of CAPP and the CAPP Dental Training Institute in Dubai. Together, we have trained more than 65,000 dental professionals in the past 15 years through conferences and clinical educational programmes. What do you think is important for sustaining this kind of collaboration, and what is your advice for the future? What is your strategy for dental education in the short and long term, especially in the Middle East? I am still new to dentistry after about three months. The thing that is very surprising to me is how quickly dental professionals get into habits and in some areas therefore adopt technology slower compared with other medical professions. And one of the commitments that I want Dentsply Sirona to make is that we will stand behind people who can help advance the profession. If we can do that synergistically with a partner, that would be better for us because if both parties can invest it means our reach can be amplified, so I am highly supportive of collaborative efforts in trying to reach dental professionals. In a case of a place like Dubai, we may partner with CAPP and another manufacturer to create an even bigger event that would make it worthwhile to get a larger numbers of dentists there. Because I believe our products are the best in the market, I also believe our products are going to have to have some very special protocols. I believe that, if we build the best products and if we follow them up, we will win. So, let’s educate and let’s press for it. Last year, we had over 450,000 dentists in one year, take one of 25,000 courses we did around the world. So, this is a business that, say, in five years, and if we could do that together with partners, I think that would be very important.

Digital technologies are developing at an unignorable pace, and Dentsply Sirona is the founder of the CAD/CAM and Digital Dentistry Conference, a world first, in Dubai (the first edition was in 2005). Next year, we will be celebrating the 20th global edition (in Dubai and Singapore) during Expo 2020 in Dubai. CAPP is the official partner of Expo 2020, and we expect thousands of dental professionals to attend the event. How do you see and what do you expect from Dentsply Sirona’s participation in this event? If we were on a journey of a 1,000 km in digital, we are still at the beginning. We’re very, very early. My children’s generation—I have three daughters aged 31, 30 and 29—don’t know what it even is, they use Uber, they don’t know what a record was, their music is all digital. I believe that group coming into dentistry is going to want dentistry to function in the same way that they operate in their lives. So, the demand for digital technology will be huge. For us as a manufacturer, digital is transformative; however, we have to start thinking about things differently to the way we think today. We always have technology, here’s the product and here’s the software that we need to create the product. I think that is going to change to how’s the product’s here, the software that works together. Collaboratively, with the products, so that if you take an image and you take a digital impression, you should be able to seamlessly put the two together and put that into a set of easy-to-use treatment protocols. We could provide the algorithms, or the dentist could do all the work, if he or she wanted to—to the choice would be his or hers. I think that, within the next three to five years, the advances we have seen elsewhere will reach dentistry regarding integrated, in-the-cloud, easy-to-use data and regarding how we retrieve the data and use the generated data, because artificial intelligence will be a really important part of the treatment planning. There are things that we don’t even understand yet. For instance, I was trained on how to use the CBCT Omnicam and I’m not a skilled dentist, but it was used to take me about 5 minutes to do a full arch and I can now do a full arch in under a minute using Primescan.

I don’t think we have any idea of what it’s going to mean to follow a patient from age 8 to age 50 with scans every year. What will that mean and how are we going to think about that? To my mind, the plethora of data that will be generated is going to create whole new fields, whole new opportunities in areas that will allow us to provide the patient with better care. Dentsply Sirona appreciates the importance of Expo 2020. We will make sure that we are there, and we will be prominent and give you the support you need.

How important is the Middle East–market for Dentsply Sirona, and what are your expectations for it for the near future in terms of business opportunities and dental education? The Middle East market has been and will always be a focus market for us, we are investing here since 2005 on setting our team structure. In 2016 we moved to our new showroom and training facility in Dubai which we aim that it will be a new gate of education to the dental technicians and Dental professionals in the region. We also have our Riyadh – KSA showroom fully active and soon in early 2020 we are opening our new showroom in Cairo – Egypt. Education is one of our main goals at Dentsply Sirona and enriching the industry with the appropriate knowledge is a target which we are always focusing on.

Our full dental solution portfolio allows us flexibly to look into a broad, bright future for business opportunities in the Middle East market and we are planning to grow our business there with the cooperation of our partners.

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Interview with Julie Mrozlia, Vice President of Dentsply Sirona

In this part of the interview, conduct- ed at Dentsply Sirona World 2019, Las Vegas, USA, in October, Dr Dub rina Mollova, Dental Tribune Middle East & Africa (DTMEA), speaks with Julie Mrozlia, Vice President of Dents ply Sirona Lab.

You said that the conference was a revolution in dental education. What makes it a revolution? I think what makes this event revolu tionary is the unique way in which we are able to put together high-value attracted talents, lectures combined with specialty tracks of bromast and comprehensive entertainment. It’s really a nice way to bring together several different laboratory and clinical specialties and also be able to provide some good networking and social time in a place like Las Vegas. It’s an unusual place to come to; there are not many places where you can put implant specialists together with orthodontists, prosthodontists and laboratories all in one setting. And I think learning from each other is what makes this a special, well-rounded type of revolutionary event. There’s great excitement here, a lot of positive energy coming from people.

Many dental technicians from around the globe are attending the event today. How important is their role in laboratory science? It’s really our new way in zirconia science with integrated lay ering for better light dynamics, just with a new way of looking at the zirconia science. And in the new additive technology space it’s possible to advance to the second genera tion in this way. And I think learning from each other is really what makes this a special, well-rounded type of revolutionary event. There’s great excitement here, a lot of positive energy coming from people.

Dentsply Sirona Laboratory introduced a number of important innovations at the Dentsply Sirona Laboratory Technology (ISYS) this year. Can you please tell us what were the most important ones, what is new about the Cerecon x Multi layer and who will be attending Dentsply Sirona World 2019 to find anything new? We had a number of different things that we launched this year. One of those highlights is the Cerecon x Multi layer. That’s really our new way in which we can put together in zirconia science with integrated layering for better light dynamics, just an improved layering process so it’s possible to be able to mill and finish cases without really doing extra work—cut back or extra staining. It also falls in the family of other Cercon products. That’s really our new way in zirconia science with integrated layering for better light dynamics, just with a new way of looking at the zirconia science. And in the new additive technology space it’s possible to advance to the second generation in this way. And I think learning from each other is really what makes this a special, well-rounded type of revolutionary event. There’s great excitement here, a lot of positive energy coming from people.

Dentsply Sirona has great expertise in scanning and CAD/CAM software, such as Lucitone®, IPN® and inLab®, which are globally recognised for quality. In the beginning of 2019, you entered into a strategic partnership with Carbon. What can dental technicians expect from this partnership? Dentsply Sirona has continued to be an innovator in the material and technology space. It’s something that we’ve really put a lot of energy into and focus on. What we find is there are a lot of different companies that can support a part of the process to enable greater advancement. We will always be open to looking into those opportunities. In this particular space, Carbon was one of those potential partners that we could collaborate with to take us to another level. We have developed a new technology category of 3D printing. They really have a superior way in which their equipment can process digital light curing materials. The Carbon-crafted science, together with the specific formulations that Dentsply Sirona brings for material, was able to allow us to advance to the second genera tion of 3D printing materials for digital dentures. This is really unique, the first high-impact denture base material in the market. I think Carbon brings great confidence for laboratory technicians because they provide such great service, installation and support, and because of their tech nology, and people trust the Dents ply Sirona material brands, so to get this has been a very powerful means of collaboration and innovation. We’ve announced it in early 2019, and at the beginning of 2020 is when we’re going to open up that new digital denture category to the market. That’s really our new way in zirconia science with integrated layering for better light dynamics, just with a new way of looking at the zirconia science. And in the new additive technology space it’s possible to advance to the second generation in this way. And I think learning from each other is really what makes this a special, well-rounded type of revolutionary event. There’s great excitement here, a lot of positive energy coming from people.

There is also the inLab Prosirene, which is a furnace that makes the technician to have more efficient flow in one device. That’s the metal sintering as well as the ceramic sintering. Those are some of the high lights in equipment and material at ISYS.

We have tracks for all of those different types of materials. We have the ceramic and zirconia material train ing. We’re completing work around the digital denture category. We are also creating integrating workflows by connecting digital impression taking through software, equipment and materials. It is a really wide range and combination of what we’re offering through the laboratory track as well.

Dentsply Sirona will be exhibiting at Dentsply Sirona World 2019, and at the beginning of 2020 we’re going to open up that new digital denture category to the market. That’s really our new way in zirconia science with integrated layering for better light dynamics, just with a new way of looking at the zirconia science. And in the new additive technology space it’s possible to advance to the second generation in this way. And I think learning from each other is really what makes this a special, well-rounded type of revolutionary event. There’s great excitement here, a lot of positive energy coming from people.
milestones are really important. Of course, Dentaly Simrona will want to partner together, especially with our teams that are located in Dubai. Even though it’s global, we can help to promote those events together. We want to celebrate and recognise what those advancements have done, how technology has really been able to provide final restorations that help to make patients’ lives better. Truly, it’s very different to what it was 50 years ago and we’re looking for that same type of technology to expand into the digital dentures field as well, so that you’ve got everything, crown and bridge, digital denture, but I think those are really important events and we would be proud and honoured to be a part of promoting and supporting those types of global congresses. For us, it is important as well to make sure that we continue to wrap people into the process of continuing the workflow around digital between the laboratory and the dentist. It’s an exciting time and we are proud to be partnered along with you to do that.

We create modelling that shows all the efficiency-time savings that a laboratory will have, but also from the material side, so we can run it all together like a business model and then educate the laboratory on that. If you can produce traditionally say eight dentures in a day, now with this Carbon and Dentaly Simrona technology, you can produce almost 52 dentures in a day. When you put the investment of the equipment together with the material, your savings per denture are much lower, and you can return the case faster to the dentist, with equivalent properties that you’re getting today. So you have to think about the whole story and that is why we are trying to help them. Since most lab’s focus is on the craft of making the device, we try to help support them on the business model and profitability.

There’s going to value and reason for both milling and printing. We still believe that there’s places where milling is really important, and there’s places where printing is really valuable and we’re trying to make sure that we can guide a laboratory so that they can choose the right thing. I don’t think there will ever be a time where printing will totally take over milling, but there are times when it’s important, so having both processes is really valuable.

Thank you very much for your time and the interview.