Controversy regarding Trump spills over into dental industry

BY DTI

SOUTH JORDAN, USA: CEO and founder of Ultradent Dr Dan Fischer has written an open letter calling on Americans to turn their backs on the Trump presidency. In response to Trump’s reaction to the tragic events in Charlottesville, Virginia, on August 12 and 13, the full-page letter in USA TODAY has now caused the already maxed-out political turmoil to spill over into the dental industry.

In his opening sentence, Fischer wrote: “As the founder and CEO of Ultradent Products, Inc., a proud American manufacturer that employs over 1,400 Americans and exports 65% of what we manufacture, I feel it is my duty and obligation to make my voice heard.”

Pointing to Ultradent’s core company values of “integrity, quality, care, innovation and hard work” as guiding his leadership of the company, Fischer felt compelled to voice his disapproval at what he describes as an “out of control” Trump, going as far to say “should I ever find myself in the presence of Donald Trump, I will literally turn my back to him.”

This heart-on-sleeve call to action from Fisher has not been met with open arms from all corners of dentistry, with some loyal Trump supporters who work in the industry suggesting via Facebook that Americans and dentists turn their backs on Ultradent products. This was however rebutted by individuals suggesting they triple their supplies to counter any revolt.

In the letter, now published on turnyourbacks.org, a site hosted by Fisher, he concludes by writing: “For those of you who support this person or who don’t feel comfortable that it is correct to ‘turn your back,’ you too are my fellow Americans, and I equally defend your right to freedom of speech. Do as your conscience dictates.”

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DTI introduces new international magazine on prevention

By DTI

MANCHESTER, UK/LEIPZIG, Germany: How can the importance of prevention be communicated to dentists and their patients, and how can dental practices become even more profitable through prophylaxis? A new publication, prevention—international magazine for oral health, provides information, products and business models for those practices interested in expanding their prophylaxis offerings. Dental Tribune International (DTI) has published the first edition in time for the FDI World Dental Congress in Madrid in Spain, and dental professionals can already read the magazine on the DTI website.

Oral science has advanced to such a degree that dentists have a good understanding of biofilm, caries and periodontal disease. Yet, while dentists have all the tools and knowledge necessary to prevent disease, interdisciplinary collaboration between preventative and restorative dentistry has only just begun, particularly regarding diagnosis and treatment. Communication with and motivation of the patient remain critical in achieving long-term health, while new devices and protocols have yet to enter prophylaxis-focused dental practices.

The editors of the new prevention magazine agree that preventative dentistry needs to become an integral part of every dental practice. They also agree that dentists should adopt a general health approach to caring for their patients, seeing them multiple times per year for prophylactic treatment and saliva or blood tests. Ideally, they should also refer patients to other medical doctors when necessary and themselves receive referrals from other doctors when their expertise is required. Dentists would then be considered medical practitioners specialising in oral health. This role shift would involve changing the patient’s view of dentistry and oral health through education, motivation and repetition.

A new approach to oral health

Against this background, the prevention magazine adopts an interdisciplinary approach to oral health. The English-language publication covers a range of related topics, including oral hygiene and prophylaxis and new aspects in oral and general health. Prevention also presents the latest research on primary, secondary and tertiary prophylaxis. Owing to its interdisciplinary and educational focus, the magazine reinforces the relationship between dentistry and other medical disciplines.

Prevention also provides a new approach to magazine content and design. Unique lifestyle articles with full-page photograph galleries, inspirational interviews with key opinion leaders and advertorials are combined with case reports, event previews and reviews, and business and product news.

For the first edition of prevention, interview highlights include conversations with opinion leaders from the European Federation of Periodontology and the International Federation of Dental Hygienists. The publication will be distributed at all major international dental congresses and exhibitions. In addition, e-newsletters on prevention will be sent to prophylaxis-focused practices worldwide.

DTI would like to thank advertisers Curaden, EMS, Dentognostics and Andjana for supporting the first edition through advertising and the provision of unique content. From 2018, prevention will be published twice a year with a print run of 4,000 copies. An e-paper edition of the magazine is available free of charge via the DTI online print archive. Dental professionals can subscribe to the magazine via subscriptions@dental-tribune.com.

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