Dental companies use digital dentistry to bolster recession-bruised revenues

Oemus Media acquires German operations from Dental Tribune International

Daniel Zimmermann

LEIPZIG, Germany: Oemus Media, one of the leading dental publishers in Germany, has announced to take over all existing German operations from Dental Tribune International beginning January 2010. The acquisition includes the print and online editions of Dental Tribune Germany including all supplements, the trade show publication today IDS as well as two international specialist titles for endodontists and aesthetic dentistry. Financial terms of the agreement were not disclosed.

Oemus Media will also launch the German version of Dental Tribune’s online education platform DT Study Club, which offers interactive continuing education and live webcasts to 10,000 members worldwide.

The acquisition is expected to strengthen Oemus’ position as market leader in Germany. Founded in 1992, the publisher based in Leipzig has a portfolio of 50 dental titles for specialists and GPs. Oemus also organises over 25 dental congresses, symposiums, and dental exhibitions throughout Germany.

New orthodontic education programmes in Asia

Progressive already offers their programmes in some Asian countries, including Singapore, Australia and New Zealand.

“Australia’s dentists use cutting-edge technology and strive to become leaders in the quality of dental care,” a company official told Dental Tribune Asia Pacific. “Now they can use Progressive’s world-class system to take their practices to the next level by working with leading instructors from around the globe and with the latest technology and diagnostic systems.”

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HONG KONG/LEIPZIG, Germany: Progressive Orthodontics is expanding its course offerings in Asia. The US-based provider of orthodontic education programmes has announced that within the next six months it will extend its core two-year programme, Comprehensive Orthodontic Training, to Beijing, China, and Kuala Lumpur, Malaysia. Free one-day introductory classes will also be held this year in Bangkok, Thailand, Ho Chi Minh City, Vietnam, Shanghai, China, Beijing, Hong Kong, and Kuala Lumpur. Interested dentists from these countries are invited to register for the free class on Progressive’s web site.

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An exciting and prestigious role with an international education team

Dental Protection is the world’s leading indemnifier of dental professionals, covering more than 55,000 members worldwide. As part of our commitment to improved professionalism, quality and safety, DPL is embarking on an expansion of the risk management and educational services we provide members. There is an opportunity for dentists in Hong Kong, Malaysia and Singapore with an interest and expertise in communications and risk management to join our world class dental faculty to become a trained presenter. Presenting risk management and communications programs to your clinical colleagues as a DPL faculty member is an exciting and prestigious opportunity that can enhance your reputation as a professional expert. Presenters positions would suit either full time or part time dentists looking for regular weekend or midweek work.

Successful candidates must:

• Be a dental graduate with significant post graduate experience
• Have experience in training, education and/or presenting
• Have extensive experience in one or more of the following areas: dental educators, communication skills training, formal post graduate psychological or counselling training and risk management or dento-legal experience linked with a dental protection organisation or dental facility
• Be based in Hong Kong, Malaysia or Singapore.

Both local (overnight) and international travel may be required.

Dentists who are interested in applying should review the position description on www.dentalprotection.org/careers

All applications must include a letter detailing how they meet the minimum requirements, necessary experience and profile description outlined in the position description. Applications should be forwarded by email to sarah.white@mps.org.uk or mail to: Education Program Development Manager, DPL Educational Services Asia Pacific, P.O. Box 1015, Milton, Queensland Australia 4064

Applications must arrive by 15 November 2009. Applicants who are shortlisted will need to be available for a video or telephone interview on 14 or 15 December 2009. All travel costs to this event will be met by DPL in accordance with standard policies.

We are an equal opportunity employer.

DENTAL PROTECTION LIMITED

Dental Protection Asia Pacific Edition

Business 11

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A short interview with Dr Noriyuki Negoro, the new president of SHOFU, Inc.

Dr Noriyuki Negoro, who was appointed president of SHOFU on 25 June, has worked at the company for more than 50 years. As a researcher, he developed such successful products as Solidex and Ceramase. Dental Tribune Asia Pacific in cooperation with FDI World Dental Daily spoke to him as the first dental publication about how he and his company are planning to contribute to better oral health worldwide.

DTW/DD: Dr Negoro, you worked as a researcher before your appointment as president of SHOFU. How has oral health care and thus demands for oral care products changed in recent years?

Dr Noriyuki Negoro: Recent media coverage on cosmetic dentistry has emphasized the importance of maintaining good oral hygiene. This has demonstrated that a healthy, beautiful smile has a positive psychological impact and influences the overall well-being of an individual. For this reason, it is essential that innovative oral care products are developed that cater to the trends and demands of dentistry today.

How does this knowledge influence your work as president of SHOFU?

With the well-equipped research facilities at SHOFU, we constantly strive to develop products that cater to the global trends in dentistry and dental technology. SHOFU recognizes the introduction of new clinical techniques such as MiCOd, which is an holistic approach that integrates minimally invasive treatment techniques with aesthetic dentistry, and supports such techniques by developing new aesthetic bio-compatible materials to help clinicians achieve their goals.

As the new president of SHOFU, how do you intend to contribute to the improvement of oral health worldwide?

In particular, we plan to expand the range of Gibson products, which were developed in my R&D days based on the patented PRG (pre-reacted glass-ionomer) technology, with the ability to release and recharge fluoride, as well as unique anti-plaque effect. I feel that with this novel technology, we will be able to further develop our range of aesthetic bio-compatible products and to venture into a range of preventive products. We also plan to introduce in vitro diagnostic and testing equipment for periodontology in the very near future.

In your opinion, what is the general role of the dental industry in the promotion of oral health care?

In this era, in which dentistry is evolving at a great pace, patients and management in dentistry are gaining prominence. We are committed to improving dentistry worldwide through our enhanced R & D work, creative corporate activities and continuing education programs.

Thank you very much for this interview.

Daniel Zimmermann

Dental Tribune Asia Pacific Edition

Participates at the NobelProcera launch in Singapore watching a presentation by Hans Geiselhöringer. (DTI/Photo Absolut Resolution, Singapore)

Daniel Zimmermann

SINGAPORE/BLEIZING, Germany: Nobel Biocare presented NobelProcera to dentists in Southeast Asia during the FDI Annual World Dental Congress in Singapore.

With NobelProcera we are reinforcing our commitment to dental laboratories and dental professionals, by bringing a full-solutions platform to dentists in Asia Pacific, said NobelProcera copresident Masuda. This is an important development for general and restorative dentists, who aim to provide their patients with better fitting, stronger and more natural-looking, beautiful aesthetics, said Hans Geiselhöringer, Global Head of NobelProcera and Digital Dentistry.

“The NobelProcera platform is supported by idm, which is a well-established company in Asia that continues to develop new technology and products to support our patients,” said Rob Hamman, Global Head of NobelProcera and Digital Dentistry. “We are proud to have the opportunity to work with them to improve the patient experience.”

A broad range of new custom or standard design overdentures and screw-retained bar solutions, as well as new materials such as zirconia, abutments, copings, bridges and implant bridges, are also available.

According to company officials, NobelProcera is supported by 15 years of clinical experience and research, and the production of more than 8 million NobelProcera restorations. NobelProcera will continue this legacy with extended material and prosthetic options, they added.

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