Industry veteran honoured with first DT Award
2011 nominations are now open at Dental Tribune website

Yvonne Bachmann
DTI

Cologne & Leipzig, Germany: Robert Gottlander from Sweden was announced the first winner of the Dental Tribune Industry Leadership Award, an honour for outstanding achievements in dental education and innovation. Gottlander received the award from DTI CEO Torsten Oemus during a recent award reception at IDS Cologne.

DT Gottlander attended the School of Dentistry at the University of Gothenburg. He started his career at Nobelpharma in 1984, which was later consolidated into Nobel Biocare. During his time as executive vice president for education and products, from 1986 to 1987, Gottlander was responsible for the internationally acclaimed educational training programme, Nobel World Tour.

Being awarded annually, the Dental Tribune International’s Global Dental Tribune Awards aims to recognise outstanding individuals, teams and practices that have an active interest in continuing professional development and staying at the top of the profession. The audience consists of over 650,000 dental professionals, all readers of the Dental Tribune newspaper, which the network is publishing in more than 25 languages.

Mr Oemus said that 15 categories are now open for nominations including Lifetime Achievement, Innovation in Dentistry or Dental Educator of the Year Award at the Dental Tribune website (www.dental-tribune.com/awards). The winners will be announced at this year’s Greater New York Dental Meeting in November.

DT Group extends to platform

Daniel Zimmermann
DTI

Members of the Dental Tribune International Publishing Group (DTI) met in Cologne recently for the 7th Annual Dental Tribune International Publishers Meeting. The gathering, which is traditionally held prior to IDS, saw new licence partners from Slovenia, the Netherlands and the Czech Republic joining the Group. The largest global dental publisher’s network now comprises 28 partners, including Russia, China and India, to name a few.

New features of DTI’s online portfolio were also revealed in Cologne. According to Publisher and CEO Torsien Oemus, users of the website www.dental-tribune.com will now be able to post and search jobs and classifieds worldwide and in their respective local markets. He also announced a free app featuring a selection of news articles and videos from the DTI network and in different languages for Apple’s iPhone and iPad.

Based in Hong Kong, New York and Leipzig in Germany, DTI currently publishes over 100 newspapers and magazines in 80 countries worldwide. Their offering is extended by online education realised by the Dental Tribune Study Club.
At IDS, the Swiss manufacturer DENTSPLY Maillefer introduced their new NiTi file system WaveOne to the public. DT editors Claudia Salwiczek and Robin Goodman spoke with developer Julian Webber, UK, about the benefits and the response the system has received so far.

Claudia Salwiczek/Robin Goodman: Would you describe the benefits of WaveOne to our readers?

Dr. Julian Webber: I think the benefits of WaveOne are principally for general practitioners who are looking for a mechanical means to prepare their root canals. And, for various reasons, possibly, those who are concerned about instrument fracture are reluctant to use some of the standard systems. The WaveOne system is a simple system involving only one file in many cases, and the cost of which is very reasonable compared to a package of files to prepare the whole root canal and as such, it would be very appealing. We’re talking about one file to produce a perfectly shaped root canal, and when the root canal is perfectly shaped, we can irrigate and clean it properly and then fill it properly.

A general practitioner might be inclined to have the impression that the WaveOne system makes root canals easy. Do you think encouraging this view might be cause for concern among endodontists?

Well, I have read this argument about making root canal treatment simple. I don’t see why can’t root canal treatment be simple. Why can’t dentistry be simple? Dentistry is all about manual skills, and dentists have manual skills. Therefore, if we can make root treatment simpler for them, I think we are providing a great benefit to not only the dentists, but more importantly, the patients. If you look at the majority of root canal files, preparation systems on the market, they have an end result in mind. So you use three or four files to get to a specific shape. Yet with the WaveOne system you only need one file to get to that shape.

What sort of response to the system have you had thus far?

I really think people are very excited by the concept. And yes root canals are difficult for many; they’re not easy. There’s a lot of anxiety when you prepare a root canal preparation, and I think people coming by the stand and trying out the technique are able to appreciate the simplicity, but also appreciating the benefits for themselves.

Is the WaveOne system already available in Europe and North America?

Yes, in Europe it was launched on February 10. I believe it’s launching in North America at the American Association of Endodontists meeting in San Antonio in April.

Will there be courses offered so people can learn how to use the WaveOne system?

DENTSPLY Maillefer has a great continuing education program, and they work with all their dealers in the countries where their products are for sale by putting on events. In Europe, I will be traveling extensively, with some courses coming up in the Czech Republic, Bulgaria, Slovakia, Spain and Poland, which are organized by the local DENTSPLY dealers, is also very involved with dental schools, so there will be some great teaching going on in different venues. We’ve got a team of six involved on WaveOne with three of us in Europe. We’ve got Pierre Machristos from Paris, Willy Pertot from Paris and me in London. In the US, there is Sergio Cutler from Fort Lauderdale, Florida, John West from Seattle, and Clif Ruddle from Santa Barbara, California. So hopefully, between the six of us, we should be able to get this exciting message out to dental colleagues.

Thank you very much for this interview.