Dear reader,

Friedrich Herbst
Germany

The famous German philoso-
pher Friedrich Nietzsche once
said, “We have already gone
beyond whatever we have words
for.” Have we already overcome
the current global crisis that
dominates in the media? If you
happened to visit the 53rd IDS
in Cologne in Germany this year,
you would have been under the
impression that this was the
case. The floors & booths were
crowded, filled with happy faces,
and the show broke records in
capital goods, however, manu-
makers of equipment, such as
practice fittings, dental units,
imaging devices, & CAD/CAM,
as well as manufacturers of
dental implants have noticed
a clear purchase restraint and
the need for cutbacks in staff in
order to cope with current market
circumstances. In addition, com-
panies that focus on dental tech-
ology have noticed the shift of
the time-consuming & high-cost
production of dentures to coun-
tries where labour and material
costs are cheaper. Marketers
will not grow if the services offered
are too expensive. Competence
and knowledge especially will
be required to plan for the future.
But the future is complex & can-
not be managed by knowledge
alone. Human spirit & emotional
intelligence paired with ethics
give rise to a socially responsible
trade. Persistence, hesitation,
know-it-alls or daring do not elicit
the desire to undertake new
ventures. Only something com-
pletely new will give rise to new
values and prosperity.

Daniel Zimmermann
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Planning for the future

Hans Zoellner
Australia

Australians enjoy equitable ac-
to medical services sup-
ported by universal Medicare
insurance, an effective Pharma-
ceutical Benefits Scheme, com-
munity-rated private insurance,
as well as the provision of both
private sector capacity by public
hospitals. When the Australian
government established the
National Health and Hospitals
Reform Commission in 2008 to
inform structural health reform,
we support the intent of
Commission has also recom-
pended the introduction of a
one-year dental internship, as
well as additional funding for
oral health promotion and the
expansion of school dental
services. The Association for
the Promotion of Oral Health
has long sought internships
in various levels. With the Inter-
net, it has never been easier
to access and share information
all around the world within just
a few seconds. Today, we are able
to buy goods or talk to people
around the globe with just the
click of a mouse. Giants like
Google offer so many services
that we can hardly escape them
in our everyday lives. However,
in dentistry, especially in dental
publishing, the race for revolu-
tionary projects is still on. Many
publishers, including ourselves,
have long underestimated the
many possibilities that the Inter-
net has to offer, sometimes be-
cause we were afraid of neglect-
ing our print offers & therefore,
our main business model for
the last 100 years. But this is
changing. Dentists have often
been conservative when it comes
to adapting new technologies
but now the age structure is shift-
ing in many countries, making
way for a new generation of
dentists who have grown up with
Internet technologies & are open
to their many opportunities. With
our new website & the DT Study
Club online education platform,
both successfully launched in
early March, Dental Tribune is
striving to take the lead. On these
platforms, we do not only offer
news that will help you to stay
ahead in the profession but also
a number of tools that will give
you the chance to interact with
colleagues and international
experts. We invite you to join us
in this endeavour.

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