Dental Tribune debuts new media

By Daniel Zimmerman, Group Editor, Dental Tribune International

COLOGNE, GERMANY: Dental Tribune International (DTI) has expanded its presence on the Web. At the fifth licensee meeting in Cologne, just prior to the start of the International Dental Show (IDS), the company’s re-vented Dental Trib-une Internet presence was introduced. The DTI has designed along with DTI Study Club, a world-wide online platform for advancement of dental science and education.

The DTI Study Club, launched in conjunction with an online C.E. festival in March, has been de-signed as an online platform for advanced training to be shared by dental professionals located anywhere on the planet. A panel of internationally renowned experts has been assembled to give real-time, accredited C.E. training courses and that can respond immediately to queries submitted by participants. Should a particular course be missed, it can always be accessed later via an archive function. Furthermore, the Web site provides various forums for discussion, including online chat rooms and bulletin boards. The Web site is expected to require 10,000 beds by 2025. Moreover, the value of the industry in the region is poised to increase fivefold from its current value of $11.9bn to $57.3bn over the coming years.

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University of Sharjah Champions of the AEEDC Dental Students Quiz

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5M Health Care moves to DHCC, inline with GCC region’s growing healthcare needs

Dubai, UAE, 1st March 2009 - 5M Health Care Division, a leading provider of medical and dental care, has relocated to a brand new facility equipped with the latest in medical technology and services.

5M’s Managing Director for Middle East Africa Region, Irfan Matik explained the move, he said; “5M is committed to supply- ing innovative products and so- lutions that improve the quality of care provided by healthcare professionals in the region, and as such, we believe we can be most efficient in this by conduct- ing our work from the new centre of regional healthcare expert- ise.”

5M Healthcare’s move comes in response to the growing de- mand for healthcare in the GCC region, as a result of the increasing populations and an increase in medical tourism, with health- care providers and the local government planning to place- d to require 10,000 beds by 2025. Moreover, the value of the industry in the region is poised to increase fivefold from its current value of $11.9bn to $57.3bn over the coming years.

Is your plan to host the 5M Unitek Symposium every year? Someone asked me this ques- tion earlier on and I pointed out that we are talking about the fu- ture here – we very much put this out there as we are going to put on some challenges in the GCC there, I am not convinced you can do this every year because I think you have to have material that is attractive to doctors because it’s expensive to travel around the world.

At this conference we are not purely telling everyone to ‘buy our product’ – this is not what we are about, so I think it would prob- ably be more feasible to hold the conference every 18 months to 2 years when substantial re-search and developments have been identified. Funding the location would be pretty difficult to make it as exciting as Dubai every year, I’ve got a lot of locations and none of them are quite Dubai.

Who do you see are 5M Unitek’s competitors in the region and how do you see their develop- ments competing with yours? One advantage of being part of 5M worldwide is the global reach we have, which none of our competitors have. For example just now I had a conversation with a lady from Latvia and it’s easy for us to do business in Latvia be- cause 5M is already there. None of our competitors have this foot- print, so when we go out and look at new business and new busi- ness opportunities our global presence is a huge benefit for us.

I don’t have sleepless nights about our competition; I think we are a very strong organization and 5M is a brand which says quality. The growth in the Middle East has been incredible over the last few years. I remember when we were just in 45 countries, to now be 22 plus countries – it’s amazing. The industry has also changed considerably.

So what’s next for 5M Unitek? Right now we are focusing on our new Linguol Orthodontic In- cognito, the braces on the inside of the mouth, revolutionising or- thodontics. The benefits of these braces are incredible. If you talk- ing about aesthetic orthodontics – then Inognito is truly an aesth- etic phenomena. We can make braces that are clear or ceramic, but when you actually have the braces on the inside of the teeth – I mean- that is as aesthetic as you can get. I think a huge driver there… I think the opportunities in digital orthodontics in producing an appliance that really taps in to technology that 5M already has… Digital Imaging … will be a very powerful over the next coming years.

We continue to spend a lot of time within education and dental practices and hospitals which is very important to 5M Unitek’s future development.

The orthodontics industry is moving towards digital. Digital will become huge in orthodontics and here at 5M Unitek we are at the forefront of the develop- ments. At this symposium we will be doing a workshop on digital dentistry – we definitely will have more to say on the field of digital dentistry in the future, perhaps even at the next symposium.

I am very happy to be back this time – it’s a great time to come back – it’s very exciting. I remem- ber when first started at 5M, the little office in Switzerland with 10 of us – it’s absolutely incredible where we have come to it – really does get my heart in a way to see how strong the company is. Excit- ing times ahead – really exciting times. Thank you very much.