DTMEA introduces ‘Ortho Tribune’ section

Non-extraction treatment of adult skeletal Class III malocclusion

By Dr. Khaled Abouseada, BDS, MS, Orthod. cert.

A smile is a primal instinct which we acquire when we are born. A beautiful genuine smile has tremendous psychological and emotional benefits specifically brightening the mood of both your own and of those around you. Orthodontics is truly a blessing as it is the dental practice that shapes a perfect attractive smile on people’s faces and straightens not just the human teeth but also the whole being throwing light on the importance of their chance to live contently. It is with immense contentment and appreciation that in this edition of Dental Tribune Middle East and Africa, I announce the creation of the remarkably vital section, Dental Orthodontic, which is part of the Dental Tribune International Publishing Group, composed of the leading dental trade publishers around the world. Its combined portfolio includes more than 100 trade publications that reach over 650,000 dentists in more than 90 countries in 25 languages.

The orthodontist is the artist who with his great knowledge, creates an outstanding balance and harmony between the teeth and face structure. People who suffer from dental flaws such as improper bite, crooked teeth, protruding teeth, misaligned teeth and spaces between teeth, tend to lose their confidence which result in frustration and avoidance of criticism and socializing. The recognizably golden role of the orthodontist helps to restore self-esteem and enhance their being.

Our section’s focal objective will be encapsulating the accumulated information into an easily digestible manner. The real change in the approach of using information as a tool will be the mission we set for ourselves to give doctors access to the data they need most in the way they expect to find it. In broader sense, our team will be providing a common platform and a melting pot for ideas from diverse areas, updates about new product launches, orthodontic events, ethics in orthodontic principles of medical practices, resident journal review, original articles, clinical corner, techno bites, book reviews, continuing education and interviews with the pioneer doctors in the world. All the above features will be intended to explain and lay open current problems of common interest to all orthodontists involved.

The section will also potentially present in an innovative and exceptionally well-documented case reports pertinent to the goals and readership of the journal along with concise reviews of the important features of each reported condition.

We expect such an approach to stimulate further research on orthodontic matters. We intend to publish special issues on selected topics providing adequate scope for presentation and discussion of controversial ideas, well-founded conjectures and comments on published work. High scientific standards will be the top priority of this section of the journal to increase the awareness of the readers to important issues in emerging fields and materials processed by orthodontists. The basic foundation has been laid to make readers more interactive, encourage productive debates enabling us to add more aspects so that this section can best serve you. We would appreciate receiving surveys on your opinions on activities, researches you value as well as thoughts on compelling subjects. We would thus develop our orthodontic section as a direct result of your input.

We also have tremendous work to do beyond today’s launch which revolves around offering an open-access academic and scientific forum for the all doctors facing difficult cases and also assisting general practitioners to solve simple and moderate orthodontic cases.

To this end, and to ensure rapid publication of significant results, every effort will be taken to ensure efficient communication between authors, editors and readers and continuous improvement of this section will be our definite preference and its growth will be our distinct mission which we hope it would be envisaged to meet your needs.
Orthodontics has evolved dramatically during the past ten years

By Dr. Khaled Abouseada

We are in for a real treat today. I have the honor to introduce our guest who has been the driving force behind Orthodontic practice for many years. He is the person who knows the whole history of how we got to where we are today: the stories, the challenges and the little known secrets. Not only that but he’s a remarkably professional lecturer, a Visiting Professor who has extensively profusely in giving lectures and courses all over the world specifically in the United States, Europe, Middle East and North Africa. Based on his knowledge and enthusiasm, he is eminently qualified to speak to us today about himself and his scientific experience. Please join me in giving a very warm welcome to Professor Joseph Bouseidal.

Dr. Joseph Bouseidal is Professor in the Department of Orthodontics at Saint Joseph University and maintains a private orthodontic practice in Beirut. He was former Head and Director of the Program (1995-2010) and President of the Lebanese and Arab Orthodontic Societies. Actually, he is a Research Associate at the University of Toulouse, a Member of the Executive Committee of the World Federation of Orthodontists, an Affiliate Member of the Angle Society of Orthodontics, East Component and a Fellow of the Tweed Foundation for Orthodontic Education and Research. He earned a Doctor in Dental Surgery Degree from Saint Joseph University, a Master Degree in Orthodontics from the University of Louvain, a Continuing Education Diploma in Orthodontics from the University of Southern California, a Diploma of Specialist in Lingual Orthodontics from the University of Paris VII, a Diploma in 3D Imaging and a Diploma in Dental Clinical Research from the University of Toulouse. He is a PhD candidate at the University of Li ge in Belgium.

I am also delighted to mention that in addition to all the above-mentioned achievements, he also published articles in local and international journals and successfully conducted many research projects leading to a master or PhD degrees. His main interests are Vertical Dimension Control, Treatment of Asymmetries, Adult Orthodontics, Transverse Dimension, Mini-implants and 3D Imaging.

You chose orthodontics as your first preference, how did take such a decision?

When I was at my 4th year in the dental school at Saint Joseph University, we begun our undergraduate orthodontic teaching with Professor Peter Riscallah, founder of the department and the Lebanese Orthodontic Society, who was a highly cultivated man, eager to teach and multitalented, and later on with Professor Far s Abou Obied who was so communicative, humble and patient-minded. Both teachers got me to know this discipline and to be attached to it. How far would you expect yourself to contribute to this profession?

In general, a contribution could be in an academic direction through clinical teaching and research or in a professional one by integrating local, regional or international orthodontic organizations. My contribu-
to thank especially Dr. Nayla Bassil-Nassif for her support, we could not have had a successful career without a team effort and I would like to recognize the important role of the Executive Committee of the World Federation of Orthodontists representing the Middle East and Africa. You are asking me “How far?” You know in the journals, the readers of our journal are aware that there is no dead end and that we have to follow a lifelong learning process and apply a continuous self-development philosophy in our professional lives. This evolution had traced a border between orthodontists before 2000 who haven’t followed it and orthodontists after 2000 who have got the possibility to do it. “We can’t treat our patients in 2012 with an orthodontic philosophy in 1997 and bring our orthodontic department to the International level as well as by published papers, the main office in Beirut.

In what way your fruitful knowledge and rich experience will assist you in handling your responsibilities?

Actually, I have the professional responsibility to be a role model for the WFO where I can be useful in helping to the advancement of our specialty through the establishment of a regional orthodontic board or motivating orthodontists to get through other orthodontic boards, by integrating different orthodontic societies in the WFO and by facilitating their communication together. I am handling my teaching responsibility through lecturing in major scientific events and giving courses more in and more countries mainly on a new “Individualized orthodontic philosophy”. I am expanding my research responsibility by co-creating the Orthodontic Research Group, already mentioned above, as well as being a part of another multidisciplinary research team including researchers from different Lebanese universities or others abroad.

Can you tell us about your experience with the business and administrative side of running an orthodontic practice?

I have had the opportunity to establish the postgraduate program and run the orthodontic department inside an academic institution. I have been in charge of the department as Head and/or Program Director. What motivates you and are you a self-motivator?

In general, I am more a self-motivator because I got the chance to have my profession as my hobby. If you are ambitious, you will create indefinitely more and more new objectives to attain in your life, but you will look after new challenges, which keeps you motivated. Everybody has his own moments of weakness, being a part of a CON-FIDENT team is essential to overcome these moments; everybody becomes supportive to the other. A tight family link constitutes a solid base, which motivates us to go further and further. I would like to express my profound gratitude to my wife Liliane, my daughter Léa and my son Philip whose sacrifices and support gave me this energy and motivation to face new challenges and overpass all obstacles in my life.

To this end, I deeply appreciate the immense generosity in providing us with valuable richly deserved information and enlightened professional experience shown by Dr. Joseph Bouserhal. Your careful research and instrumental input played an important role in our field and impressed everyone present with us today. Meeting distinguished influential professors like Dr. Joseph certainly is our distinct mission hoping to meet your needs. Wishing you all the best in your future accomplishments!
The “Apple” of the implant market

The Swiss company, TRI Dental Implants Int. AG, was founded in 2010. The IDS 2011 marked its first “public appearance”. So what do these three letters stand for, what similarities are there to Apple and what can the dental market expect from TRI Dental Implants? The company’s CEO, Tobias Richter, provided us with interesting answers to these and other questions.

Tobias Richter: “It is our goal to maintain a high level of innovation in order to remain attractive to customers and differentiate ourselves from the competition in the long term.”

For us, it was essential that we created the most efficient and flexible implant system possible, the “Apple of the implant industry” so to speak. Our implant system comprises a total of just 38 implant components which represents a more than 50% reduction in components compared to conventional systems. The key factor behind our success lies in the fact that we only have one implant connection and thus the number of components is reduced to an absolute minimum. This equates to a minimisation both of storage costs at practices and application errors when assisting.

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TRI: How has the company developed since its foundation?

TRI: We now employ a total of 50 members of staff. In the direct market we have a 30-strong sales team and via our distributors, are already represented in 11 countries with our products. What’s more, we are currently involved in negotiations aimed at expanding our international activities further. We opened our international distribution and service centre in Freiburg on 1 April in order to cope with the high level of demand through efficient and centralised order processing.

TRI: What does the corporate structure look like?

TRI: We need to keep our company as streamlined and efficient as possible so as to be able to offer our partners and customers the best possible value for money. This is why we decided to base our headquarters, with management and development strategies for the international business, in the heart of Switzerland. The proximity to our production centres was the decisive factor behind this move. Our central international distribution and service centre, on the other hand, is located within the EU, in Freiburg. This enables maximum proximity to customers, speed of decision making and efficiency. Our strictly customer-oriented corporate structure is based on cooperation with the dedicated sales teams in the main markets of Germany and Italy which are managed directly from Switzerland. Other international markets are handled by experienced and professional distribution partners in Europe, Asia and South America. The complete corporate structure is subject to a modern corporate planning system (ERP) which coherently links processes without the need for return of orders – from registration of the order through accounting to delivery of the products.

TRI: What are the key differences between TRI and your competitors?

TRI: We developed the Performance Concept and the TRI Dental Implant System in close cooperation with a group of leading experts, whereby Dr. Marius Steigmann (Institut Steigmann) was the decisive driving force. When developing the implant system, the main focus was on launching a user-friendly solution onto the market. Other international experts and study partners of the TRI Dental Implant System include Dr. Paolo Tressi (Italy), Dr. Wolff-Ulrich Mehne (Germany), Dr. Giacomo Rasp- erini (Italy), Dr. Hom-Lay Wang (USA) as well as Dr. Alberto Rebaudi and Dr. Marco Esposito (Italy).


TRI: The identical abbreviation is a pleasant coincidence. “TRI” actually stands for “Through Research Innovative”, a slogan which was developed by a group of leading experts with one common objective, namely the merging of the latest clinical findings and knowledge from implant research to develop a performance-oriented and easy-to-use implantology concept. Our scientific consultant, Dr. Marius Steigmann, phras- es this as follows: “The TRI project goal was to combine practical experience with the latest implant research to produce an enhanced performance-oriented implant concept. A concept that respects both the hard and soft tissue parameters and which also ensures maximum primary and secondary stability.”

TRI: You are not an unknown entity on the implant scene. How much of Tobias Richter is there in TRI?

TRI: As a founding member, I have inevita- bly been involved in shaping the company’s profile. Yet at the heart of our suc- cess is the radical product philosophy of producing an extremely streamlined and, at the same time, flexible implant system which is able to satisfy the latest find- ings from implant research. In this regard, thanks must be given to the developers and pioneering opinion leaders.

TRI: What is the key target group for your sys- tem – newcomers or experienced practi- tioners?

TRI: Given our size, we are currently not able to comprehensively support newcomers entering this market. We focus on experienced implant practitioners who, in addition to their current “premium” implant system, are looking for a substantially low price segment in order to accommodate the needs of more price-conscious patient groups. It is our experience that practitioners can indeed sense the price pressure on the market but, at present, can only find very few sustainable alterna- tive products priced at less than € 150 per implant.

TRI: What is the key difference between TRI and your competitors?

TRI: We completely agree with you that there appears to be a surplus of implant compa- nies. However, we have examined the mar- ket carefully and established that the compa- nies are either positioned in the premium segment or in the low budget segment where the emphasis is on price. We are committed to striking a balance between these two extremes: We set great store by sustainability, quality and service and, at the same time, still offer attractive prices. This policy can be summed up as: “Peak performance at the right price”. This mix is possible thanks to our very slim corporate and costs structures. We believe we have a great chance of achieving sustainable dif- ferentiation with the right team and our Swiss roots.

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TRI: Mr Richter, in concrete terms what do you offer your customers?

TRI: Our customers are able to purchase our products from well-trained sales partners whose numbers we are successively de- veloping. We can also be contacted direct- ly via our online shop and, through European-wide hotline which can be called daily on 0800 3313 3313. With the opening of the new service centre in Germany, we have created the ideal framework conditions for ensuring ongoing expert support through further training. We offer online webinars in order to reduce travel costs, keep content up-to-date and, nevertheless, guaran- tee that participants feel personally connected to the training offered.

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