Interview with Xavier CherbaVaz:
“We strongly believe in education, we are committed to be more present in the region.”

By Dental Tribune MEA/CAPPmea

DUBAI, UAE: The 2nd Ormco MENA Symposium took place on 4 and 5 December 2015 at the Jumeirah Emirates Towers in Dubai, UAE. Dental Tribune Middle East & Africa had an opportunity to catch up with Xavier CherbaVaz, Director for France and Emerging Markets.

DTMEA/CAPPmea: Could you tell us where is Ormco today?

Ormco is the largest company worldwide in orthodontics at this point, existing for over 50 years. At this moment the company has a network of dealers in some of the countries, like it is here like in Dubai, for example.

DTMEA/CAPPmea: Do you spend lots of time with the end user?

Yes, we travel all the time to catch up with the market and to the costumer as possible, so we try to spend as much time with the end user as possible.

DTMEA/CAPPmea: What is the main focus of today’s Symposium?

Our main aim is to keep a relationship with the costumer we serve, through the product to the education so that’s why we are here at this 2nd MENA Symposium. Additionally, Insignia and Damon are the main high end products of Ormco that we are presenting today during the Symposium in order for our users to expand their knowledge on those products.

DTMEA/CAPPmea: Do you have selected Dubai as it is convenient to come and this is Symposium?

Yes, of course. Next year we will have another Symposium in India, it will be the first one, we had one in South Africa last year and this was also the first one. Traditionally, when we enter the market for the first time, we organize Symposium and then a range of courses with different speakers in order to adapt to local needs from basic level to the advanced.

We strongly believe in education, we are committed to be more present in the region. This is what we did in last three years and what we continue to do. Ormco is the largest company worldwide so we have almost every philosophy of product to serve the orthodontics.

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Interview with leaders in Damon System usage:
Dr. Stuart Frost, Dr. Jeff Kozlowski & Dr. Philippe Van Steenberghe

By Dental Tribune MEA/CAPPmea

Dubai, UAE - During the 2nd MENA Symposium, many advanced users of Damon System were present to share their experience and challenges with the product. Dental Tribune MEA/CAPPmea had an opportunity to sit with three of them and ask several questions.

During the interviews, the doctors shared what they would like the delegates to remember from their lectures and also how much the treatment methods have changed over the years. Additionally, they shared with us their best career advice they have ever received.

DTMEA/CAPPmea: Could you tell me a little about your lecture? What was the main objective you would like the delegates to remember?

Dr. Stuart Frost, USA: I think, I wanted the participants to understand that before they ever put the bracket on the tooth they need to visualize in their mind what they want the case to look like in the end. So I shared with them the quote from Helen Keller where she said that “The only thing worse than being blind is having sights but no vision”. It is all about vision and visualizing the case.

Dr. Jeff Kozlowski, USA: During the lecture, I was trying to give practical ideas on how to look at things. I find that sometimes it is hard to make specific rules because every patient is different. One of the main things that we teach with Insignia is about customizing your treatment for each individual patient. What I want people to take away with them is that it is very important to think what specifically you want to accomplish for that individual patient and how you can use your mechanics to make it effective. Simply, be creative and think about good treatment planning and mechanics.

Dr. Philippe Van Steenberghe, Belgium: I wanted to tell delegates that they absolutely need to use elastics as it is part of the magic of the Damon System. The Damon System without the elastics doesn’t work the same way. For the patient it is the winning option because it is more comfortable for the patient. I will almost always place the upper and the lower braces at the same time when I used to start with the upper braces and months later with the lower braces. It is easier for the patient and also fewer appointments. The use of disarticulations and elastics has helped us to treat the problems caused by posterior teeth.

DTMEA/CAPPmea: Your focus is strictly orthodontics. Do you think that the treatment methods have changed a lot over the years?

Dr. Stuart Frost, USA: I have graduated from dental school in 1992, I practiced dentistry for 5 years and then after that I became an orthodontist. So I have been orthodontists since 2000 and in 15 years we have seen a lot of changes in orthodontics, new technologies, new brackets and wires that make it more comfortable for the patients and treatment is more simple.

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that used to take us lots of time in less time. I think the orthodontics has changed a lot, I also think there are orthodontists that haven't changed with the profession and that some programs, training programs haven't done a good enough job of changing as the profession has changed. In my opinion the good orthodontist would do a combination of re-membering what they have learned at school with learning new things.

Dr. Philippe Van Steenberghe, Belgium: Yes, the objec-tives are really not the same, the profession itself became richer. We can obtain every-thing, we have to learn to do it.

DTMEA/CAPPmea: What is usually your audience at such events, are the delegates older or younger? Does it in-fluences your presentation?

Dr. Stuart Frost, USA: I try to find out from whoever is put-ting on the course what the au-dience is like. Mostly the audi-en-cence is a mix of older dentis-ts or orthodontists that have been treating cases for 50 years and all the way down to residents that are still at school. I want to learn what you think about the lec-ture so I can be able to talk to all ages of orthodontists and help to apply it to them.

Dr. Jeff Kozlowski, USA: I try to teach the mistakes, I have learned from my own mistakes. I look how I have done the case, there are no bad mistakes just things that you could have done better, could have done differently. So I try to expose those when I pres-ent, it helps the audience to see the thought process instead of saying “oh that's how he did it”, it should be: “that's how he did it but this is how he could have done it or this is how we could have made it better”. That's gives them discovery you had from learning from your mis-takes. It shortens their time to learn if it because they hear about the mistake before they make it. Maybe the mistake is a wrong word, different ap-proach would be better.

Dr. Philippe Van Steenberghe, Belgium: I always do the same when the audience is mixed. I come back to the ba-sics like definitions, calcula-tions and then from theory and slowly to practical. It is like seeing the movie, first time when you see the story and the second time you put more at-tention of the roles of the actors and during the third time you see more details. What I mean is that in different presentation people will be attracted by dif-ferent parts.

DTMEA/CAPPmea: With the new year just beginning, what are the plans of Ormco for being our job being closer to customers, with special focus on selected markets where we are planning to be presented

Find the way to have more pa-tients to come to your office. If you want to open an office and work one day a week, you can do it. You can open one day a week, to have two staff mem-bers you can take six days off a week and you probably could make enough money to sur-vive and be happy and travel. My career advice is, it is not only for the orthodontists, you can be whoever you want to be and it doesn’t matter where you are in your career, you can decide what really makes you happy.

Dr. Philippe Van Steenberghe, Belgium: To take time to learn the basics and not di-rectly to go to digital orthodon-tics. It works the same when learning piano or dance.

Interview with Tarek Haneya: “...being closer to the customers and dealers is key to success...”

By Dental Tribune MEA/CAPPmea

DUBAI, UAE: DTMEA / cAPPmea had a pleasure to talk to Tarek Haneya, Area Sales Manager - Middle East & Turkey from Ormco.

DTMEA/CAPPmea: Dear Tarek, a pleasure to be able to interview you. It has been 3 years now since the opening of the Dubai office where you started as the Area Sales Manager for the region Mid-dle East & Turkey. How do you evaluate your activities since 2013?

Tarek Haneya: First of all I’d like to thank you for being here and sharing this successful event with Ormco. Ormco has been growing in the region since we opened Dubai office, we learnt that being closer to the cus-tomers and dealers is a key to success, today we are winning more market share and we are leading the business in most of the markets in the region.

DTMEA/CAPPmea: One of the reasons for opening in MEA was the need to be pres-ent in the day to day business in the region, how do you rate Ormcos’ amongst the competitors in the industry?

The end users are the core of our business, in an industry that depends mainly on build-ing the relationship and have the day to day interaction we believe that today we have advanced in this di-rection, keeping in mind that there is still a room for devel-opment. Ormco, as all other competiting companies, fully understand this need and is working continuously to de-velop the product and services within dif-ferent markets.

Today we are stronger in India and Saudi Arabia, and we have our people there making sure to deliver the message to all our customers that we want to be always their preferred partner and ready to support fur-th-er in educational activities.

DTMEA/CAPPmea: Last month, December 2011 the 2nd Ormco MENA Sympo-sium was successfully orga-nized at Emirates Towers by your team. Were there any new systems/products intro-duced this time around?

Today we stand strong in our achievements and product offering portfolio, with (DA-MON) range being our core line of business we introduced (DAMON Clear 2), as a mini modi-fied clear self-ligating bracket from the first version, to adapt to our customers’ needs. We have also modified our digital software (Insignia) and made it as simple and effective as possible. Many more exciting projects are currently in the last stage of development and will be launched in the coming few months.

DTMEA/CAPPmea: Apart from this bi-annual event, how do you further educate your potential and existing clients?

We are running lots of educa-tional courses within the re-gion, for example in 2015 we have organized 30 different courses to educate our end us-ers, and we participated in all main congresses within the region in which we also had pre congress type of course along with a VIP dedicated courses for our top accounts.

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Dr. Stuart Frost, USA: I think the best career advice I can share are 3 things. You need to know who you are as a person and then know what kind of practice you want to have and then set goals and where you want to be in five years. I think all that helps us to have a good practice.

Dr. Jeff Kozlowski, USA: My career advice in the orthodon-tics is this: You can do and be whatever you want to be. If you don’t like orthodontics then do something else. If you love orthodontics and want to do more of it then do more of it.

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