Going back to basics
Dental Tribune speaks to Lisa Roche, marketing director UK & Ireland for Nobel Biocare, about her return to Nobel to head up the Back to Basics campaign and the innovations in the implant industry.

Dental Tribune: So, how did you get involved in the dental industry?
Lisa Roche: I started in dentistry straight after school. I decided to rebel against my mother, not go to university and thought I’d be able to relax for a year. However, she literally took me by the hand and said ‘I know a great job for you’. She then took me to the local dentist and practically sat the interview for me! So I started as a dental nurse and have been in dentistry ever since. I have been lucky enough to work for some very good people, which have given me my opportunities to progress. For example, when I worked for Andrew Dwoo in Wimpole St, the Nobel Territory Manager for London was leaving and said to me ‘I think you’d be really good at this’. So I left Andrew’s practice and started working for Nobel.

I was at Nobel for nine years and then an opportunity arose for me to be involved in the foundation of Discus Dental in the UK working alongside Linda Greenwall and The British Dental Bleaching Society. I was at Discus Dental for five years then another opportunity presented itself in the form of Nobel again under a new director to help really kick-start the back to basics concept.

Dental Tribune: There is a change in the air at Nobel, and a focus on a new direction. I think it is very refreshing when a company can stand up and say ‘we need to do things differently’, we’ve let many of the relationships we had built go and helping asked to return and to help structure was something I couldn’t resist.

It is now so different: David Thoni (Regional Director, UK, Ireland and South Africa) is very dynamic and is very much one of the reasons I came back. There is a whole new buzz about the company now – David is really making inroads in getting the best from both the new staff he is putting place and the staff already established at Nobel. It’s a huge challenge ahead of me but I love it.

Dental Tribune: So, Back to Basics, what is it about?
Lisa Roche: It is about going back to what we did originally – to the training, education and evidence-based approach Nobel had started from. In the recent past the focus had changed to a more sales-oriented approach and now we are trying to ensure we are concentrating on innovation, training and education these are the most important facets of what we do. We want to be more science and evidence-based, producing total solutions for dentists to empower their patients. Volume isn’t important, its quality that’s important.

Dental Tribune: What is the biggest development in implant technology so far in your opinion?
Lisa Roche: Easily it is the CAD-CAM (Computer-Aided Design and Computer-Aided Manufacturing) innovations. You can design an implant opposed so that and it also brings in a real team effort to the process. It’s not just the dentists; it is also the dental technicians and technicians working together with CAD-CAM for the benefit of patients.

Dental Tribune: What about the future?
Lisa Roche: For me the main focus for the future is acceptance – not by patients but by practitioners. I think that patients have accepted this for a long time. This isn’t quite the same for dentists – for many I think that more education about the potential benefits to patients is needed.

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