Plenty to see and do at Dentistry Show 2015

Birmingham welcomes dental professionals from all over the country to two days of innovation, learning and fun

By Dental Tribune

BIRMINGHAM, UK. A few weeks ago, the International Dental Show in Cologne Germany closed its doors with another record outcome of 135,000 visitors. During the five days of the show, manufacturers from all over the globe launched their latest dental products and solutions to markets in Europe. At the 2015 Dentistry Show, to be held from 17th−18th April at the NEC in Birmingham, dental professionals in the UK will finally have the chance to get their hands on the latest materials and tools in dentistry.

The Launchpad UK, however, is only one of many novelties the organiser has promised to present this year. For the first time, for example, visitors of the show will have access to the Endolounge, a new forum designed in association with the British Endodontic Society that will provide an update on the latest clinical techniques, materials and research in the field. Reflecting the increasing demand for information on facial aesthetics, the new Facial Aesthetics Theatre will explore the latest clinical techniques and products in this particular area to help you deliver safe and effective treatment for all your patients, the organiser said. Hosted by experts at Apolline, the Compliance Clinic will offer a vast array of practical hints and tips to help you navigate the challenging regulatory landscape.

Visitors will also find old favourites such as the ever popular PerioLounge, delivered in association with the British Society of Periodontology, and the Short-Term Orthodontics Lounge, as well as the ADI Implant, GDP and CORE CPD theatres at the show. Business Skills Workshops held in conjunction with Practice Plan will also return.

But it will be not just all mouth, the organiser said. On Friday evening, the show will host the prestigious Dental Awards in association with Purple Media Solutions in order to celebrate outstanding individuals and teams whose commitment continues to raise the bar in UK dentistry. Attendees will be able to enjoy a four-course meal and great entertainment at this glittering black tie gala dinner. Presenting with a Willy Wonka ice-cream stand, UK-based charity Bridge2Aid will also host a ‘Village Fete’ with traditional games such as ‘test your strength’ strongman and ‘hook a duck’.

Not only a dental event that the whole team will enjoy but also the perfect opportunity to gain valuable education and experience. The Dentistry Show, taking place on Friday 17th and Saturday 18th April, is the place for all dental professionals to be, a representative said.

According to latest figures, more than 7,500 delegates are expected for this year’s show, another record for the event that only started six years ago. For the trade show, more than 400 dental companies, dealers and service providers have registered this year including some of the fastest growing dental trade exhibition.

BIRMINGHAM, UK. Under a new partnership, American Express will be supporting the VIP experience granted to attending owners, practice managers and dentists at the Dentistry Show to be held from 17 to 18 April in Birmingham. In addition to the American Express hosted VIP lounge, the VIP experience includes fast tracked entry, complimentary lunch and front row seats in the Aesthetic Dentist Theatre.

VIP status is granted automatically to attendees who have qualified in the past, the company said. New attendees are invited to visit the show’s website to find out more.

With a dynamic educational programme as well as a first chance look at the latest innovations in the UK industry, the Dentistry Show is the UK’s largest source of live Continuing Professional Development (CPD) and the fastest growing dental trade exhibition. Providing numerous learning and networking opportunities for all members of the dental team, The Dentistry Show 2015 will host a two-day programme packed with inspirational lectures, practical advice and hands-on experiences, as well as attendance from over 400 UK and international exhibitors.

World-class speakers will present on a wide variety of clinical and business topics, with over 100 CPD sessions available and theatres dedicated to each area of the profession.

Director, Small Business Services UK, Stacey Sterbenz, said: “American Express is delighted to be a part of such a significant event in the dental calendar. We have many established and long-standing relationships within the dental industry and with the small businesses in this sector. We are very much looking forward to welcoming show attendees to the American Express VIP Lounge at The Dentistry Show.”

For more information about the range of services provided by American Express, visitors are invited to speak to one of the American Express ambassadors in the VIP Lounge at the show or visit AmericanExpress.co.uk/dental.
As Chair of the Association of Specialist Providers to Dentists (ASPD) and Head of Dental at Newcastle-based law firm Sintons & Partners, Amanda Maskery advises dentists on legal issues on a daily basis. Working closely with the dental community in northern England, she will be offering her expertise to visitors to this year’s Dentistry Show in Birmingham (Booth E76).

Dental Tribune had the opportunity to speak with her about the new National Health Service (NHS) contract and its impact on dentists in the UK.

Dental Tribune: Ms Maskery, you have been heading ASPD for over a year. What have been the major challenges during that time?

Amanda Maskery: There are continually challenges for the dental profession, which we at ASPD have to address. During the past year, we have seen a great deal of unrest among dental professionals due to the potential introduction of the new NHS contract. As a result, there is much uncertainty as to what lies ahead.

The new NHS dental contract has indeed stirred up some debate in the UK dental community. Is this reflected in the number of clients you see and the kind of requests that you have received from dentists?

There has been a marked rise in the number of people wanting to sell their practice and exit the profession perhaps earlier than they would otherwise have done. This has resulted in corporates buying up practices in increased numbers, but also offers the opportunity to young dentists to purchase a practice from someone leaving the profession. My team and I work extensively throughout the UK and saw a significant increase in sales and transactions last year.

At Sintons, we have a ten-strong specialist dental team and are regarded as being among the leading advisers in the UK. We are receiving new instructions from clients across the country as a result of the changing nature of the industry and uncertainty around the new contract.

What other issues are you confronted with on a daily basis?

There is genuine difficulty in getting things done according to a particular timescale owing to the levels of red tape that exist within the Care Quality Commission and NHS England.

When are dentists advised to seek legal advice in general?

Key times are if the structure of the practice is changing, in which case legal advice from an employment and governance point of view will be very important. Obviously, it is essential when buying or selling a practice.

It is also advisable to seek the advice of a knowledgeable legal professional regarding the new NHS dental contract, after discussions with local area teams.

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Planmeca updates Romexis software

The Planmeca Romexis software platform offers a multitude of tools and features to meet the demands of different specialists.

According to the manufacturer (Booth F60), the new 4.0 version (available for Mac OS and Windows) redefines the all-in-one experience, further improving user friendliness and presenting a wide selection of enhanced modules. Optimised for full high-definition screens, the revamped look and design of the software correspond with the fluid usability that has come to define Planmeca products.

The innovative dashboard interface of the new version utilises a flexible tile-based layout, helping users accelerate their workflow through fewer clicks. The software also dedicates more room to patient images, while its redesigned toolbars enhance usability.

In addition, the Planmeca Romexis 3D Implant Planning module has been upgraded with several tools, including implant alignment, safety areas with alerts, as well as a custom abutment designer. Furthermore, a number of essential functional enhancements have been added, such as the 3D object browser—a feature that allows easy management of annotations and implant simulation elements.

“We have strived to build a complete ecosystem of devices, software and services that communicate with each other smoothly. Planmeca Romexis has always been integral behind all our products,” remarked Helianna Puhlin-Nurminen, vice-president of the digital imaging and applications division at Planmeca. “The new software version is a great step forward in providing users with an even smoother workflow. With Planmeca Romexis 4.0, the future of digital dentistry has arrived.”

Planmeca is a worldwide forerunner in developing a complete range of solutions for dental professionals. The Planmeca Romexis software platform supports the most versatile range of 2-D and 3-D imaging modalities and integrates the entire chairside CAD/CAM workflow, from intra-oral scanning to prosthetic design and milling in one system. The Planmeca Romexis Clinic Management module further provides real-time information and monitoring of unit usage and events.

VOCO innovates at Dentistry Show

Dental manufacturer VOICO (Booth L55) aims to impress with several pioneering products and devices at the Dentistry Show 2015. As Admira Fusion, the world’s first restorative material to combine ORMOCER with nano-hybrid technology. In this product, both the fillers and the matrix are based on silica—the company refers to this as Pure Silicate Technology. Admira Fusion boasts excellent biocompatibility, extremely low shrinkage, optimal colour stability and a high filler content.

The new filling system is complemented by Admira Fusion x-tra, which has the same physical properties but allows increments of up to 4 mm. Other new products include the fast-setting glass ionomer material IonoStar Plus and Clip Flow, a flowable restorative material for temporary restorations.

VOCO has developed the protective dental cream Remin Pro forte especially for prophylaxis, adding ginger to the range of flavours available in the Remin Pro product line. Also on display is Celulac 3, a new cordless high-performance LED light-curing device in a pen design. It only weighs 70 g and is handled much like other devices in the surgery.

In addition to these innovations and its bestselling dental products and devices, the company is exhibiting a whole host of offers at reasonable prices at the event.

Implants stand out in comparative implant surface study

Israeli manufacturer MIS Implants Technologies has announced that its products have achieved favourable results in an extensive qualitative and quantitative elemental analysis using scanning electron microscopy. The study was conducted on behalf of the Quality and Research Committee of the European Association of Dental Implantologists. It included 65 systems of sterile-packaged implants from 37 manufacturers and ten countries.

According to the intermediate study report, the C1 implant and the SEVEN implant manufactured by MIS achieved noteworthy scores. Although the SEVEN implant exhibited blasting material on up to 7 per cent of the surface in earlier studies by the committee in 2011 and 2012, the researchers did not find even isolated spots with residue on the two MIS implant types of Grade 23 titanium in the current study.

MIS Materials Discipline Manager Dr Tal Reiner explained the surface treatment processes applied by MIS that led to the results: “We monitor the surface roughness, uniformity and purity of our implants on a daily basis, taking samples from selected batches, and using our own in-house scanning electron microscope. Because the analysis is done in our own labs, on-site, there’s no holding up production for results.”

“MIS adheres to strict procedures, adding any steps necessary to ensure the lowest percentage of contaminants, including blasting residue or remnants from various stages of production,” Reiner added. “Because the scanning electron microscope analysis is done on samples only, a trained technician also does a 100 per cent visual inspection on each and every implant. Any flawed implants are unconditionally rejected.”

The intermediate report, titled “Surface analysis of sterile-packaged implants”, was published in the 01/2015 issue of the European Journal for Dental Implantologists.
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Digital dentistry is an upcoming industry that has undergone rapid development in recent years. Intra-oral scanning, CAD/CAM and 3-D printing have fundamentally changed the workflow of dentists and dental technicians and have improved many dental procedures. Dental Tribune had the opportunity to discuss this topic with Avi Cohen, Director of Global Dental for 3-D printing manufacturer Stratasys recently at IDS.

**Dental Tribune:** Mr Cohen, what are the advantages of using 3-D printers and digital dentistry technologies in a dental practice or laboratory, and why is digital dentistry becoming increasingly important for dental professionals?

**Avi Cohen:** The dental industry is by its very nature fast paced and requires rapid turnaround. When patient care is directly affected by a technology, technicians will always look for innovations that can reduce time while improving quality and precision.

**How have dentists responded to the trend of digital dentistry? Do you think that the majority of dentists have fully embraced digital dentistry as the trend continues?**

With the cost of laboratory work becoming a major factor in dental restoration planning and therapy, we are seeing an increase in the adoption of digital dentistry by dental laboratories. This enables them to improve efficiency and provide a higher level of patient care.

For many dental professionals, this evolution has been a long awaited and welcome transition to a faster and labour-saving process that improves quality and precision while keeping businesses competitive.

**What in general makes your products stand out from the rest?**

With our Dental Series, dedicated to addressing the needs of dentists and orthodontic laboratories, we offer a full range of dental parts with fine features, such as small restorations requiring mucous membrane contact in precise A2 tooth shading. Soluble support material is engineered to meet the demanding production needs of mid-sized dental laboratories and medium to large orthodontic laboratories and provides new additional capabilities for improved productivity.

With labour costs as the main expense for dental and orthodontic laboratories, the Objet Eden260V5 Dental Advantage 3-D printer is engineered to meet the demanding production needs of mid-sized dental laboratories and medium to large orthodontic laboratories and provides new additional capabilities for improved productivity.

As the industry moves closer to a complete digital workflow, dentists can now focus on more strategic tasks, while their 3-D printer accelerates the development of dental solutions, such as crowns, bridges, inlays, veneers and frameworks.

**What in general makes your products stand out from the rest?**

Dental technicians traditionally rely on steady hands and expert eyes to prepare crowns, bridges, frameworks, etc. The manual process is time-consuming and imprecise and requires materials that do not typically provide the best durability or aesthetic appearance. With a 3-D printer doing the hard work, dental laboratories eliminate the bottleneck of manual moulding. By combining intra-oral scanning, CAD/CAM and 3-D printing, they can accurately and rapidly produce crowns, bridges, stone models and a range of orthodontic appliances.

Forward-thinking dental and orthodontic laboratories are continually seeking to improve their processes, reduce lengthy moulding time and stay ahead of the competition. Using Stratasys’s PolyJet 3-D printing technology, featured in our Dental Series 3-D printers, laboratories can print in superfine 16 μm layers, dramatically increasing precision and reducing production time in comparison with traditional dental mould making. This avoids the need for patients to return to dental laboratories for corrective procedures, saving dentists both time and money and having a direct and positive impact on patient care.

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In addition to our Dental Series 3-D printers, we offer a range of advanced dental materials, including the biocompatible VeroJet. This material is ideal for applications requiring mucous membrane contact for up to 24 hours, enabling dental laboratories to use VeroJet to create veneer try-ins in precise A2 tooth shading. Soluble support technology allows the easy cleaning of dental parts with fine features, such as small removable die inserts in dental models.

Thank you very much for this interview.
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“I grew up in Birmingham, where they made useful things and made them well”, says Birmingham native author Lee Child.

Birmingham has been titled the “Second city”, and is also referred to as Brum, derived from an ancient variation of “Brummagem”. Over one million “Brummies” make it the second most populous city in the UK after the capital.

Birmingham epitomises the idea of Enlightenment in England, fostered the Midlands Enlightenment (also “Birmingham Enlightenment”) which sparked the scientific revolution, became the pulse of the industrial revolution, and currently hosts five universities as the UK’s second largest student city.

Lots to see and do
For a true time travel experience, the Back to Backs offers a restoration of the historic back-to-back housing. Each interior represents a different era from the 1800s to the postwar 20th century. Admission is via guided tour only and can be booked via 0121 666-7671.

The Birmingham Science Museum Thinktank at the Millennium Point Building offers a hands-on experience of Birmingham as the historic “Workshop of the World” in the “City of a Thousand Trades”. It also hosts the oldest and working Smethwick Engine by Boulton and Watt from 1779, along with a planetarium and a Science Garden. Just opened in March, the Sp fitting Gallery explores the history of the legendary aircraft, which was produced at the Castle Bromwich factory.

The Museum of the Jewellery Quarter captures the craftmanship in a time capsule and preserves its iconic 19th century architecture. The museum serves as the starting point to explore the largest European hub of jewellery business, buzzing with local shops and art galleries–with St. Paul’s Gallery as the permanent and upcoming artists from the West Midlands are also continuously showcased.

The Bullring with the iconic Selfridges building and the Mailbox provides large shopping areas, with the Great Western Arcade offering a true Victorian shopping experience. For independent shops and entertainment visitors should definitely pay a visit to the Custard Factory. A Birmingham souvenir bag should definitely include Typhoo tea along with Cadbury’s chocolate. The factory premises Cadbury World in Bournville offer chocoholics not only a taste of the treat and the biggest Cadbury shop, the chocolate aroma permeates the town specifically conceptualized according to the needs of the factory.

If you are in the mood for something savoury instead, the pub scene around Broad Street indulges in fusion cuisine that thanks to Birmingham’s multicultural population is unique in Britain. While the Michelin-awarded Adam’s and Purnell’s have specialised in British contemporary cuisine, the Golden Balti Indian Takeaway is the best place to go for a Balti, a curry dish that has originated in Birmingham.

www.visitsbirmingham.com

Birmingham “Back to Backs”: Welcome to Brum

By Annemarie Fischer

What’s on in Birmingham, 17−19 April

Hamlet (Theatre)

Date & time: 16−18 April, 7.30 pm
Location: Crescent Theatre, 20 Sheepcote Street www.crescent-theatre.co.uk

Probably the most famous play in the world and interpreted in thousands of different ways on stage and screen, Shakespeare’s Hamlet will be staged at the Crescent Theatre for only four nights in April. According to the theatre, Staging has a long established history of presenting award winning five star Shakespeares that are clear and accessible to all ages and all levels of experience. There will also be plenty of twists and concepts to provoke discussion and debate.

Andy Wickett + World Service

Date & time: 17 April, 8.30 pm
Location: Tower of Song Café Bar 107 Peneshore Road S www.towerofsong.co.uk

A true Midlands artist, Andy Wickett started his career back in the 1980s singing and playing in a number of bands. Most famously New Wave poster child Duran Duran. In addition, he has produced music videos and co-written albums with world renowned Asian artists Nusrat Ali Fateh Khan, Mallik Singh, Stereo Na tion, Tax and ECDX, amongst others. With his latest band World Service, he is regularly performing in large arenas and venues in the UK and around the world.

Nadine Shah

Date & time: 18 April, 8.30 pm
Location: The Rainbow Venues, 160 Digbeth High Street www.therainbowvenues.co.uk

Often compared to PJ Harvey, this 27 year old North England singer and songwriter with Pakistani and Norwegian roots just released her second album. Her current tour will make a stop on Saturday in Birmingham at the Rainbow Venues. The Guardian wrote about her distinctive voice “Think Marianne Faithfull, not the prim young creatures courted by Mick Jagger in the 60s but the ravaged, battle-worn survivor who re-emerged with Broken English in the late-70s.”

George Clinton & Parliament Funkadelic

Date & time: 19 April, 8.00 pm
Location: O2 Academy Birmingham, 16−18 Iceni Plaza www.o2academybirmingham.co.uk

Seventy-four year old George Clinton needs no introduction. Born in North Carolina, he is most single-handedly ruled black music in the 1970s. His inspiration, dedication and determination resulted in the elevation of ‘funk’ music to complete recognition and acceptance as a true genre in and of itself. As the single most sampled artist in music history, he inspired a whole line of artists including Afrika Bambaataa, Prince or Rap legends Public Enemy.