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 17-18 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 ensure regulation compliance for all practices.

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 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 Digital Dentistry with Avi Cohen, Director of Global Dental for 3D printing manufacturer Stratasys.

Over 400 companies, dealers and service providers have registered for the Dentistry Show in Birmingham. A small over-registration for the free event. 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.
“We will see an increasingly corporate-heavy market in the UK”

An interview with Amanda Maskery, Head of Dental at Sintons & Partners

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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Providing advice to dentists requires an in-depth understanding of the complexities facing dentists. How do you keep up to date with the field?

I have a very strong network of influential dentists, among them chairpersons of local dental committees, representatives on national bodies, and entrepreneurial dentists who know and understand the marketplace. At the Dentistry Show, my firm is sharing a stand with Anushika Bagan and Damira Dental Studios, which has an extensive portfolio across the south of England. She is one of many connections who are able to update me from a dentist’s point of view, ensuring I have true insights into the profession.

In my native North East England, we are heavily involved in the dental community and work closely with Newcastle University’s School of Dental Sciences to understand the profession from its outset. Further, being Chair of ASPD, as well as a member of the National Association of Specialist Dental Accountants and Lawyers, gives me access to a wide professional network.

As a lawyer, you encounter developments in dentistry very early on. Where do you see the greatest challenges and opportunities for dentists in the UK currently and in the future? We will see an increasingly corporate-heavy market in the UK, but there will also be opportunities for young dentists to buy into practices, since dentists are exiting the profession owing to new contracts.

Banks and funders are also very much open for business with deals in the health care sector, and this offers another avenue for dentists to acquire their own practice or practices and be able to secure the finance to do so.

Thank you very much for the interview.

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 L55), the new 4.0 version (available for Mac OS and Windows) refines 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 to this process, as it is essentially the brains behind all our products,” remarked Helinna 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 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 VOÇO (Booth L55) aims to impress with several pioneering products and devices at the Dentistry Show 2015. An example is 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 on display is Celalux 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-packed 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 repairs.”

“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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”The dental industry is moving closer to a complete digital workflow”

By Dental Tribune

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.

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.

**Dental Tribune:** How have dentists responded to the trend of digital dentistry? Do you think that the majority of practices and laboratories are already using or considering using digital technologies such as 3-D printing?

**Avi Cohen:** With any new technology, there is always the need to educate and it is the same in dentistry. It could be argued that many dentists hold traditional plaster moulds in high regard, but now there are alternatives. I believe that an increasing number of dentists, as well as newcomers entering the industry, will adopt newly available technologies that improve productivity, one of them being a move to digital dentistry.

With an increased range of superior intra-oral scanners and associated software now available on the market, more and more dental laboratories of all sizes are exploring and installing the level of 3-D printing technology that suits their company’s size and budget.

Most notably this year, we have seen an explosion of devices dedicated to digital imaging, impression taking and CAD/CAM fabrication of restorations—both chairside and in the laboratory. With the rollout of new 3-D printing systems, materials and capabilities finally, the printing of models. With Stratasys’ new systems and materials, models can be printed in full colour and in different textures, thus creating an exact copy of the patient’s mouth—the colour of the teeth and the gingiva perfectly attuned to the original. There are 900 different colours and textures from which to select. This brings realism to the market. Now, there is no longer a need for stone models. We are no longer in the "Stone Age," we have arrived in reality.

In addition, our 3-D printed models have a clear jaw to visualise the exact position of nerves, and this helps dentists to prepare for the placement of implants. Moreover, with our 3-D printing solutions, it is possible for the first time to print gingival masks to see how and where to place an implant—this has been done entirely by hand until now.

**What innovations in the field of digital dentistry does Stratasys offer for different indications and customers?**

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 competition?

With our Dental Series, dedicated to addressing the needs of dentists and orthodontic laboratories, we offer a full range of dental solutions, making us a key participant in digital dentistry. For example, our Objet Eden260V5 Dental Advantage 3-D printer is engineered to meet the demanding productivity 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 addresses this through a greater level of automation. Printing is done at the click of a button and, owing to the water-soluble support made, cleaning of models is an automated process. A single laboratory technician can design, print and have all models cleaned automatically with no post-processing required. The reduced cost per model has a knock-on effect on the labour cost. In addition to our Dental Series 3-D printers, we offer a range of advanced dental materials, including the biocompatible VeroGlas. This material is ideal for applications requiring mucous membrane contact for up to 24 hours, enabling dental laboratories to use VeroGlas 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.
In 2012 CAPP joined a global family of 95 publishers by becoming the proud owner of the Dental Tribune Middle East & Africa edition, and since then we have been delivering 6 print publications to over 20,000 Dental Professionals and in the MEA region, 24 e-newsletters are delivered to more than 41,000 active subscribers, and through an international website the latest industry news reaches the largest dental community worldwide with an audience of over 650,000 Dental Tribune readers.
Birmingham “Back to Backs”: Welcome to Brum

By Annemarie Fischer

“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 “Brommagem”. 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 the pre-and 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 Spitzfire Gallery explores the history of the legendary aircraft, which was produced at the Castle Bromwich factory.

The Museum of the Jewellery Quarter captures the craftsmanship 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 largest art gallery outside of London. Watch out for the two trails, the “Findings Trail” and the “Charm Bracelet Trail” made by Birmingham artists, as a guide for visitors throughout the quarter.

Located at Chamberlain Square, the Birmingham Museum and Art Gallery offers free admission and hosts a collection of paintings starting from the 14th century to present, as well as fine art and historical industrial objects. Visitors should enter via the Big Brum clock tower, greeting visitors with the slogan “By the gains of Industry we promote Art”.

One may also hunt for gold in the brand new Staffordshire Hoard collection of an Anglo-Saxon gold treasure. The guided tour “Birmingham: its people, its history” offers a Victorian Birmingham experience. Contemporary 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 souvenirs bag should definitely include Typhoo tea along with Cadbury’s chocolate. The factory premises Cadbury World in Bourneville 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

What’s on in Birmingham, 17–19 April

**Hamlet (Theatre)**

**Dates & 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 on 16th April. According to the theatre, Stagez has a long established history of presenting award winning five star Shakespeare plays 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 Cafe Bar 107 Fenshawe 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, Malik Singh, Stereo Na, Taz and ECCS among 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 + The Black Site**

**Date & time:** 18 April, 6.30 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 creature courted by Mick Jagger in the mid-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 Holloway www.o2academybirmingham.co.uk

Seventy-four year old George Clinton needs no introduction. Born in North Carolina, he almost single-handedly ruled black music in the 1970s. His inspiration, dedication and deactivation 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.