MIS says it is all in the shape
Implant solutions provider launches new implant at special event in London

MIS Implants Technologies launched a new implant at a special event in London that promises immediate biological benefits for better treatment outcomes. The new V3 is a multi-use implant suitable for a wide range of surgical scenarios, according to the implant solutions provider, and is ideal in anterior regions, as well as in regions where space and bone may be limited and good aesthetic outcomes are essential.

Designed in collaboration with leading clinicians, including Prof. Nitzan Bichacho and Dr Yuval Jacoby, both from Israel, as well as Dr Eric Van Dooren from Belgium, the development of V3 took two years to complete, MIS Product Manager Elad Ginat stated. He said that it will be available to visitors to EuroPerio8 from Thursday and to clinicians worldwide in the upcoming months.

“MIS is immensely proud of our innovative position in the global implants industry, which has led to the development of the unique V3 implant system. It’s a widely anticipated evolutionary next step in dental implant performance, designed for the benefit of clinicians and their patients all over the world,” Ginat stated.

The design of V3 aims to provide both specialists and general practitioners with optimum flexibility in implant planning and placement for a restorative-driven approach. In particular, the triangular shape of the coronal portion is intended to encourage bone regeneration and to gain greater volume of bone in support of stable surrounding soft tissue for restorations with improved aesthetics. According to Ginat, the neck provides solid anchorage at three points in the crestal zone while forming three compression-free gaps at the sides (between the implant and the osteotomy), thus favouring conditions for better osseointegration, such as high primary stability, reduced bone compression and crestal bone resorption. The gaps encourage clot formation at the bone-implant interface to promote the initial scaffold-building process for bone growth and allow more space for blood pooling and the establishment of a stable blood clot. This way, V3 provides clinicians with advantages from the start, achieving a greater volume of bone and soft tissue at the onset of implant placement.

A high-performance conical connection implant with platform switching, V3 also features a variable thread and self-tapping capability, micro-rings, a concave inter-thread for maximum bone-implant contact, as well as a flat apex supporting immediate placement engagement. Ginat added that clinicians can enjoy all of these design benefits without having to learn new protocols. Furthermore, a dedicated surgical kit makes procedures especially simple, safe and accurate, resulting in ease of placement for the dentist and shorter recovery time for patients, he explained.

For more information and photographs from the launch event, please visit www.dental-tribune.co.uk.

DENTSPLY introduces WaveOne GOLD
New single-file reciprocating technology to offer improved strength and flexibility

DENTSPLY has introduced its new generation of single-file reciprocating technology for use in endodontics at the Dentistry Show. WaveOne Gold features a number of improvements, including a variable thread and self-tapping capability, micro-rings, and a concave inter-thread for maximum bone-implant contact. The previous system will be discontinued from October.

According to London endodontist and WaveOne developer Dr Julian Webber, the new system is aimed at existing WaveOne users, as well as general practitioners who practise endodontics but have limited time resources or are afraid of file breakage related to the use of NiTi files. WaveOne Gold, which has been heat-treated to offer improved strength and flexibility, will allow them to treat a greater range of canal morphologies, he said.

“WaveOne Gold features four files instead of three as previously. We believe that the enhancements we have made in WaveOne GOLD will increase clinicians’ confidence, help take away the fear factor and encourage them to take on cases considered too difficult in the past,” Webber commented.

DENTSPLY premiered the WaveOne technology in 2011.
Google Mobile Armageddon and what it means

By Naz Haque, Dental Focus

Google has just released an update that will prioritise mobile-friendly websites. It is indeed widely known that online audiences are moving to smart phone and tablet computers. At Dental Focus, we have seen massive shifts in the online audience to the point now where most clients see a minimum of 95 percent of their organic audience visits from mobile devices.

Websites and marketing campaigns achieve higher conversions when they are mobile optimised. The diagram below shows a marketing campaign we are running at the moment. In this, we achieved 10,835 sessions over 30 days. The blue bar indicates the total sessions and the orange bar segments the mobile and tablet audience. In all traffic sources, mobile has the lion’s share of the market. In this project, we invested heavily in Google pay per click and 95 percent of conversions were via mobile.

To qualify this trend further, consider that desktop sales have started to decline significantly since 2005. After 2013, the growing purchase of mobile devices (mobiles, tablets and phablets) has continued to outgrow desktop sales. Google focuses on its users and anyone who wants to have a presence on Google is directed to follow its guidelines to serve these users. In this instance, such users are dentists’ existing and prospective patients. Therefore, it is really important that your website deliver to their online expectations or Google will not present your website to them.

For your website to be mobile friendly, there are specific factors to which it must adhere. The website must not make use of any mobile-incompatible animations created with software like Adobe Flash. This appears as a black space in a mobile screen and serves no purpose. The text on your website should be readable on mobile devices without the user needing to resize or zoom. Responsive websites will automatically adjust to serve readability factors.

User experience has always been a core area from Google’s perspective, and mobile-friendly websites have links separated sufficiently to allow a user to make a selection with ease. Google provides a platform to check whether websites are mobile-friendly. Just type in your website address at www.google.com/webmasters/tools/mobile-friendly.

There is no reason to panic if your website is not ready yet; however, expect to lose more customers to businesses with mobile-friendly websites, as they will be favoured by Google. The company has such a massive job to do reading the entire Internet, it is unlikely you will start suffering from 12 a.m., but you can expect to see your rankings diminish over time, especially on a mobile device search.

Your presence on Google is directly affected by your competition, so if your practice is in the middle of nowhere with limited competition you will live another day, but surely it is time that you start to think how to best serve your audience before it is too late.