Nobel Biocare Global Symposium 2013: ‘Designing for Life’

By Fred Michmershuizen
Dental Tribune

S
ome of the brightest minds in implant dentistry gathered at the Waldorf Astoria in New York City June 20–22 for the Nobel Biocare Global Symposium 2013. The theme of the sold-out event, which attracted more than 2,000 participants from around the world, was “Designing for Life: Today and in the Future.”

During the four-day meeting, Nobel Biocare made two major announcements: the launch of the Foundation for Oral Rehabilitation (FOR), an independent, international initiative that unites professionals from various disciplines to improve oral health care and support humanitarian leadership (see Page B7); and the introduction of a new, fully integrated digital workflow (see Page B8).

It was the second such meeting conducted by Nobel Biocare (the first was held in 2010) and, from the very beginning, excitement was in the air. Some of the presentations were offered in 3-D, the meeting had its very own app and participants discussed the event on social media sites such as Facebook and Twitter.

Richard Laube, CEO of Nobel Biocare, explained the theme of the proceedings during opening remarks, when he pointed out that many patients being treated today will have their implants not just for years but for decades to come. It was a theme that was repeated during the next...
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### Pricing Table

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The first two days of the symposium covered four complete “patient journeys” — missing anterior and posterior single teeth, missing multiple anterior teeth, missing multiple posterior teeth, and managing the terminal/failing dentition: the transition to edentulism. Attendees were able to follow each patient journey from planning to maintenance, including possible complications and how to avoid them. The latest science-based knowledge and techniques available in implant dentistry were presented. Important clinical themes, such as minimally invasive treatment, graftless solutions, immediate replacement and function, soft-tissue health and es-

See NOBEL page B6

Richard Laube, CEO of Nobel Biocare, welcomes symposium attendees.
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**More Smiles**

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<th>Case Size</th>
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A dental technician day and a post-symposium day were also part of the event. Between educational sessions, meeting attendees had plenty of opportunity to network with one another, to explore some of New York City’s many sights and attractions, and to socialize. A symposium party, held Friday night at Pier 60, overlooking the Hudson River, offered libations, live music and lots of good times.

During a lighthearted moment toward the end of his main program presentation, Dr. Gerard Chiche displayed before-and-after pictures of a woman he had treated with dental implants, explaining that for many patients improved dentition means a better life. Not only did this woman have much better looking teeth in the “after” shot, he pointed out, she also looked better overall.

“When the smile changes, the hair changes and then the clothing changes,” Chiche said. “Sometimes even the husband changes.”

Thanks to the scientific knowledge being shared during the symposium, even patients who decide to change spouses will have teeth that will last a lifetime.