Patient care and digital workflow in focus of 3Shape advisory board meeting

The 3Shape Dental Advisory Board met in Copenhagen recently to examine ways for innovating the digital dentistry workflow, and in turn, improving patient care. The board made digital workflow-optimisation and its impact on patient care its theme for the second annual meeting of the group.

The 3Shape Dental Advisory Board comprises a dozen dentists and one dental lab owner. Board members are from Australia, Brazil, Canada, China, Denmark, Germany, South Korea, Spain, Switzerland, and the USA. The group met at 3Shape headquarters in Copenhagen, Denmark on August 27-28. Leading digital dentistry advocate and practitioner Dr Jonathan Ferenz from the USA chaired the two-day meeting.

“Last year, many of the advisory board members told me that the two-day meeting was the highlight of their careers. I think we topped that at this year’s meeting. There was such a strong feeling of intellectual stimulation and comradesry in being a part of the next “Apple” so to speak,” said Ferenz. “For a board member, it’s very rewarding to know that you have a real influence on how products get delivered to the customer and that you are helping to shape the future of patient care.”

Flemming Thorup, CEO for 3Shape, said, “3Shape’s goal is to improve patient care. To do so, we need to make the workflow for dental professionals more efficient. That means making the digital workflow the first choice for all practitioners because of its reliability, predictability, and increased comfort for the patient.”

He added: “The 3Shape Dental Advisory Board brings together experts from every continent. Each with their own way of working. But each shares the collective goal for improving patient care. Another feature of this year’s meeting was a huge success. The clinical skills of participants were not in focus. The members came instead, loaded with real practice challenges and needs. Their sleeves rolled up.”

As a result, together we were able to identify many innovative steps to improving patient care and in turn, tremendous opportunities for 3Shape.”

3SHAPE, DENMARK
www.3shape.com
Booth A280

System hygiene from Dürr Dental for optimum protection against infection

Protection against infection is a number one priority for dental surgeries. Every procedure involves the hazards of microbial contamination and its potential risk of infection for both patients and staff. There can thus be no compromise when it comes to hygiene.

Complete surgery hygiene encompasses systematic instrument preparation, fastidious hand and surface disinfection, as well as comprehensive cleaning and disinfection of water-conveyance systems. But it is no secret that “to err is human”, which includes dental surgeries. The wrong disinfectant, an insufficient application time for hand disinfection, and biofilm in suction units—hygiene mistakes can be extremely serious. For this reason, Dürr Dental has colour coded its preparations with a special four-colour system to provide users with greater clarity.

It conveniently classifies over 30 products into their area of application: green for surfaces, blue for instruments, yellow for special areas and suction units, and pink for skin and hands. Dürr Dental concentrates for instrument disinfection ID 213 or drill disinfection ID 220, for example, are coded with the colour blue. Both preparations are bactericidal, fungicidal and fully virucidal against enveloped and non-enveloped viruses. They meet all requirements of the Robert Koch Institute.

Pink is for hand disinfection and features products such as the rub-in preparation HD 420. Application time for hygiene disinfection is cut in half from 30 to 15 seconds, and surgical hand disinfection requires only 1.5 minutes as opposed to the normal 5 minutes. It is also moisturising and gentle on skin, the company said.

Disinfection and cleaning products in the fourth, yellow-coded speciality area, remove pathogens from suction units. Their active ingredients have been tested precisely for effectiveness in this area of application. The foam-free liquid concentrate Dufrol plus long-term effect is suited to simultaneous disinfection, cleaning, deodorising and care of suction units and amalgam separators.

Owing to its bactericidal, fungicidal, tuberculocidal and limited virucidal properties, it reliably dissolves and disinfects biofilm and helps prevent clogging of blood and proximal systems. Its material compatibility also makes it gentle on system parts and it combines well with the MD 555 cleanser, a foam-free cleaning concentrate.

Nobel introduces complete posterior solution

Alternatively, clinicians can opt for NobelParallel Conical Connection (CC). Combining a parallel-walled implant body that is well documented with an advanced internal connection, this implant offers extraordinary flexibility. It is engineered for use in alveolar qualities and for a wide range of indications.

The 5.5 mm wide platform option is designed for an optimised emergence profile for large molar sites. Both new implants also benefit from Nobel Biocare’s internal conical connection. This advanced conical seal and hexagonal interlocking mechanism provide high mechanical strength. It offers restorative flexibility too, being compatible with Nobel Biocare’s most innovative restorative solutions, including those designed specifically for the posterior. These include the new PEEL Healing and PEEL Temporary Abutments, which are anatomically shaped to match the molar contours. As the PEEL Abutments come ready-shaped for an optimised emergence profile, fewer adjustments are needed. This can simplify treatment and reduce costly chair time.

When it comes to the final restoration, the FCZ Full Contour Zirconia Implant Crown is designed for strength and predictability even under the high occlusal forces of the posterior. There’s no worrying about chipping either, as the full-contour natural nature of the NobelProcera FCZ Implant Crown removes the need for veneering.

The biocompatibility of the materials used contributes to biological stability in the areas it matters most. Plus, being screw retained, the FCZ Implant Crown is completely cement free, avoiding the risks associated with cement excess entirely. Even the titanium adapter is mechanically retained.

The ability to use an angulated screw channel (ASC) allows the screw access hole on the FCZ Implant Crown to be placed anywhere between 0° and 25° in a 360° radius. This means it can be angled towards the front of the mouth for easy access, even in the posterior. It also helps avoid placing the access channel on the cusp of a tooth, where it could affect occlusion. The associated Omniprep Screwdriver further simplifies work on the restoration. Its effective pick-up function and secure grip on the screw help the clinician to work safely and efficiently.

The 3Shape Dental Advisory Board is trying to bring innovation back to the posterior region with its new posterior solutions. Nobel Biocare is one of the highly visible companies within this field, and its SmartCAD/CAM solution completes, but the features for treatment success is the implant itself, the company said. Here Nobel Biocare offers several options, each engineered for the specific demands of the posterior.

A new variant offers the benefits of the NobelActive family but with dimensions ideal for the molar region. The NobelActive WP (wide platform) implant possesses a wider diameter implant body (5.5 mm) to better fit the large extraction sites in the molar region and a wider implant platform for an optimal emergence profile.

NobelActive WP also comes in an option with shorter body (7 mm) to avoid critical anatomical structures such as nerves.
Dental health is the cornerstone of your well-being. Restorations created with Planmeca FIT™ have been individually crafted to fit your unique needs – ensuring durability that will stand the test of time.

Planmeca Romexis® Smile Design
DESIGN SMILES IN A MATTER OF MINUTES

• A powerful software program for efficient smile designing, communication and treatment planning
• Increase case acceptance and improve information sharing
• Become a smile designer today – try free for 30 days

DOWNLOAD YOUR FREE TRIAL TODAY!
www.planmeca.com/online

Find more info and your local dealer www.planmeca.com
Planmeca Oy, Asentijärvenkatu 6, 00880 Helsinki, Finland. Tel. +358 20 7795 500, fax +358 20 7795 555, sales@planmeca.com

Visit us at Booth A145
GC exhibits a whole new level in glass ionomer technology

With EQUIA, aesthetic bulk placement is now possible in posterior restorations, according to dental manufacturer GC. EQUIA is an advanced restorative system that features a new generation of glass particles (EQUIA Fill Capsules) and a highly-filled resin coating material (EQUIA Coat). This way, it combines quick and easy handling with good physical properties and aesthetics.

As a biomimetic filling material, EQUIA enhances remineralisation by allowing diseased dental tissues to heal through the release of fluoride. Owing to the unique secondary maturation effect attributed to saliva, it also provides increased strength for the glass ionomer over time. A single layer of nano-filled EQUIA Coat not only protects the restoration against moisture contamination and acid erosion but also exponentially increases the physical properties of the EQUIA filling, including wear resistance and fracture toughness.

EQUIA is routinely used as part of treatment strategies for deeper lesions, caries stabilisation and general restorative care of higher caries risk patients, geriatric and paediatric patients. Over the last five years, the clinical performance of EQUIA has been highly appreciated by clinicians worldwide. Together with various ongoing clinical studies, EQUIA is proving itself as a long-lasting posterior restorative alternative for daily routine practice (in the given indications).

GC ASIA, SINGAPORE
www.gcasia.info
Booth A427

Planmeca FIT

The open Planmeca FIT system for chairside CAD/CAM provides dental clinics with a completely digital workflow. According to the dental manufacturer, it offers all the necessary tools for designing perfect fitting restorations within the first patient visit. Instead of two visits, patients can be treated in one hour, without requiring temporary crowns or physical dental models.

Planmeca FIT system seamlessly integrates intraoral scanning, 3D designing and chairside milling into one system, allowing clinics to treat patients in a single appointment. Since the Planmeca PlanScan intraoral scanner can be integrated with any digital Planmeca dental unit, it can be used just like any other instrument and easily shared between different users. Live scanning data can be constantly accessed from a dental unit’s tablet device, while sound guidance further ensures optimal data capture.

The Planmeca PlanCAD Easy design software is ideal for a wide range of prosthetics planning. It provides the perfect tools for sophisticated 3D designing at dental clinics, ensuring the precise placement of restorations. Completed designs can either be sent to a lab in an open STL file format, or manufactured on-site with the Planmeca PlanMill 40 milling unit. Packaged with refined power, the unit produces restorations from a large selection of materials, exactly according to the design.

All steps of the Planmeca FIT workflow can be controlled and accessed through the Planmeca Romexis software platform. In addition, the software provides remote real-time usage information on the Planmeca PlanMill milling unit, allowing clinics to locate resources and monitor ongoing milling processes.

PLANMECA, FINLAND
www.planmeca.com
Booth A145
Now, everyone in your dental team can **SHOOT**!

**SHOFU** Smart Digital **EyeSpecial C-II**
- The only true dental camera
- 8 automated pre-set dental modes
- Intuitive one-touch operation with built-in anti-shake
- Large LCD touchscreen with on-screen guide
- Fast auto-focusing capability and excellent depth of field
- Water and chemical resistance
- Registration and imprinting of patient ID

**Dental Digital Camera **EyeSpecial C-II**

**A NEW OPTION FOR DENTAL PHOTOGRAPHY**

On-site Lecture by Dr. Przemyslaw Grodecki
22 September ‘15 (Tuesday) 16:00 – 17:00
24 September ‘15 (Thursday) 11:00 – 12:00

*Find us at booth A162, FDI ‘15 – Bangkok for more information!*
SOREDEX, a Finnish manufacturer of high-quality imaging products, is presenting easy-to-use solutions aimed at improving patient care and clinic efficiency. With its CRANEX 3Dx three-in-one imaging system, SOREDEX is now able to offer a 2-D or 3-D imaging solution for a wide variety of diagnostic tasks in the dento-maxillofacial, head and neck, and ENT regions. 3-D imaging is fast becoming indispensable in diagnostic work.

SOREDEX is showcasing its most advanced CRANEX extraoral imaging device to date. The CRANEX 3Dx system combines panoramic and cephalometric imaging with advanced CBCT imaging. It features five fields of view (from 5 × 5 cm to 13 × 15 cm) with a selection of resolutions, including high, standard and a low-dose programme called Minidose. Minidose 3-D programmes are recommended for radiation dose-sensitive cases, such as children, for implant planning, sinus imaging, and follow-up imaging, to name just a few applications. In addition, CRANEX 3Dx provides a specific endodontic programme, ensuring accuracy and detailed diagnostic information for challenging cases.

At Booth A286, SOREDEX is also exhibiting CRANEX Novus e, a 2-D digital panoramic unit with a new sectional panoramic programme. Moreover, congress attendees can view the MINIRAY intra-oral radiographic unit and well-known DIGORA product family at the booth. Launched in 1994, DIGORA was the world’s first intra-oral imaging plate read-out system. DIGORA, which comes in two models, continues to be the industry benchmark.

At the FDI Annual World Dental Congress, SOREDEX, a Finnish manufacturer of high-quality imaging products, is presenting easy-to-use solutions aimed at improving patient care and clinic efficiency. With its CRANEX 3Dx three-in-one imaging system, SOREDEX is now able to offer a 2-D or 3-D imaging solution for a wide variety of diagnostic tasks in the dento-maxillofacial, head and neck, and ENT regions. 3-D imaging is fast becoming indispensable in diagnostic work.

SOREDEX is showcasing its most advanced CRANEX extraoral imaging device to date. The CRANEX 3Dx system combines panoramic and cephalometric imaging with advanced CBCT imaging. It features five fields of view (from 5 × 5 cm to 13 × 15 cm) with a selection of resolutions, including high, standard and a low-dose programme called Minidose. Minidose 3-D programmes are recommended for radiation dose-sensitive cases, such as children, for implant planning, sinus imaging, and follow-up imaging, to name just a few applications. In addition, CRANEX 3Dx provides a specific endodontic programme, ensuring accuracy and detailed diagnostic information for challenging cases.

At Booth A286, SOREDEX is also exhibiting CRANEX Novus e, a 2-D digital panoramic unit with a new sectional panoramic programme. Moreover, congress attendees can view the MINIRAY intra-oral radiographic unit and well-known DIGORA product family at the booth. Launched in 1994, DIGORA was the world’s first intra-oral imaging plate read-out system. DIGORA, which comes in two models, continues to be the industry benchmark.

Dental imaging has never been more exciting as it is today, and 3-D imaging is rapidly changing the way clinicians perform diagnosis and determine subsequent treatment. More information about diagnostic imaging and optimising the imaging workflow can be found at www.soredex.com.

SOREDEX, FINLAND
www.soredex.com
Booth A286
34th CIOSP
São Paulo International Dental Meeting
At the Expo Center Norte - São Paulo/SP - Brazil

Exhibit Inquiry: SUVISON, a sole world agent, sp2016@suvison.com
Information and Registration: secretaria.decofe@apcdcentral.com.br | ciosp.com.br

The largest dental event in Latin America!

Organizer:
São Paulo Dental Association

Support:

International Media:
Growing CAD/CAM abutment adoption vs increasingly popular discount implants

Opposing pricing trends to influence Asia Pacific dental implant market. By Dr Kamran Zamanian & Celine Mashkoor, Canada

The various countries in the Asia Pacific region are all expected to demonstrate an increasing demand for dental implant treatments as a result of growing consumer awareness, the ageing population, growing accessibility (such as through the National Health Insurance Service coverage in South Korea), as well as greater product availability and other influencing factors. Traditionally, premium implant companies have dominated the dental implant market globally. However, in recent years, discounted implants have become increasingly popular, especially in the Asia Pacific region.

The growth of the discount implant segment will emerge at the expense of the premium segment as a result of a set to limit market growth for dental implant fixtures by lowering the market’s overall average selling price (ASP). In contrast, the final abutment market is set to experience an increasing ASP owing to the growing adoption of CAD/CAM abutments in the place of stock abutments. While commoditisation of stock abutments has greatly depressed the ASP of the final abutment market, growing adoption of CAD/CAM abutments is set to stimulate the final abutment market by pulling the ASP upwards. Therefore, the dental implant market is set to grow in all four countries included in the Asia Pacific region in this report, namely Australia, South Korea, Japan and China, despite varying pricing trends.

In the Asia Pacific dental implant market, consumer awareness, cultural tendencies and domestic regulations vary greatly. South Korea represents the most highly developed dental implant market as a result of being home to a number of global leading dental implant companies. This in turn has led to a high level of consumer awareness and early accessibility to a variety of dental implant products. However, the dental implant market in South Korea is also highly discount dominant and led by domestic implant producer OSSTEM IMPLANT, which demonstrated the lowest regional dental implant ASP of US$86 in 2014.

In contrast, the Australian market remains highly dominated by leading premium implant companies, which collectively held over 70% of the domestic market. Consequently, Australia demonstrated the highest dental implant fixture ASP in the region at US$345 in 2014. An increasing number of general practitioners are being trained in dental implant procedures in Australia, and general practitioners have been observed to be more cost sensitive relative to specialists. As a result of a growing number of general practitioners in the market, consumer preferences are shifting towards discounted solutions. Discount implant companies from the US and South Korea have recently been gaining market share in Australia. Throughout the forecast period, the premium segment of the market is expected to grow at a far lower annual growth rate relative to the discount and value segments in Australia. By 2021, it is expected that discount implants will represent 47.3% of the overall units in the Australian market.

The Japanese and Chinese markets for dental implants are also dominated by premium companies. In recent years, OSSTEM IMPLANT has had a significant impact on the Chinese market, however, especially as a result of the training programme offered by the company’s Advanced Dental Implant Research and Education Center. All segments of the dental implant market in China are expected to demonstrate double-digit annual growth. However, the discount market is set to grow far more dramatically throughout the forecast period. By 2021, discount implant fixtures are set to represent over 50% of the overall units in the Chinese dental implant market.

The shift towards discount implants in Japan is expected to be far less dramatic, especially owing to cultural barriers that limit the success of Korean dental implant companies. The premium implant segment is expected to remain the dominant dental implant market throughout the forecast period. Unit representation of discount implants is expected to increase slightly from 12.5% currently to 14.6% by 2021.

The growing acceptance of discount implants has been driven by Korean companies. The regional market leader, OSSTEM IMPLANT, held a 21.9% share of the total dental implant market for the Asia Pacific region in 2014. The company has invested significantly in marketing efforts, which has led to the growing popularity of its products. Throughout the forecast period, OSSTEM IMPLANT and other discount implant companies, such as Megagen, Dentium and Neobit, are expected to capitalise on the growing popularity of discount implants. In contrast, premium implant companies, such as Straumann and Nobel Biocare, are expected to lose on the growing popularity of discount implants. In contrast, premium implant companies, such as Straumann and Nobel Biocare, are expected to lose on the growing popularity of discount implants. In contrast, premium implant companies, such as Straumann and Nobel Biocare, are expected to lose on the growing popularity of discount implants.

CONCLUSION
Overall, the dental implant market, including fixtures and abutments, is set to grow at a compound annual growth rate of 11.5% for the Asia Pacific region. The unit growth will far outweigh the ASP effects, and the dental implant market will grow to reach a higher penetration ratio for the overall Asia Pacific region.

Growing CAD/CAM abutment market vs declining unit share of stock and custom cast abutments.

Osstem 21.8%
Others 8.8%

OSSTEM IMPLANT, a Korean discount dental implant company, led the Asia Pacific market for dental implant fixtures and final abutments in 2014. The company is expected to continue to capitalise on the growing popularity of discount implants.

EMPHASIS ON CAD/CAM
In the dental implant market, the final abutment market is undergoing growth rate of 11.5% for the Asia Pacific region. The unit growth will far outweigh the ASP effects, and the dental implant market will grow to reach a higher penetration ratio for the overall Asia Pacific region.

China’s dental implant market. The adoption of CAD/CAM final abutments, which are more expensive, and a growing discount implant segment are set to result in the final abutment market representing a larger portion of the dental implant market throughout the forecast period.

Unit analysis of dental implant fixtures for Australia. By 2021, units of premium implants will drop dramatically to represent 42% of the overall dental implant fixtures in the country.

The premium implant segment is expected to remain the dominant dental implant market throughout the forecast period. Unit representation of discount implants is expected to increase slightly from 12.5% currently to 14.6% by 2021.

The growing acceptance of discount implants has been driven by Korean companies. The regional market leader, OSSTEM IMPLANT, held a 21.9% share of the total dental implant market for the Asia Pacific region in 2014. The company has invested significantly in marketing efforts, which has led to the growing popularity of its products. Throughout the forecast period, OSSTEM IMPLANT and other discount implant companies, such as Megagen, Dentium and Neobit, are expected to capitalise on the growing popularity of discount implants. In contrast, premium implant companies, such as Straumann and Nobel Biocare, are expected to lose on the growing popularity of discount implants.

The Japanese and Chinese markets for dental implants are also dominated by premium companies. In recent years, OSSTEM IMPLANT has had a significant impact on the Chinese market, however, especially as a result of the training programme offered by the company’s Advanced Dental Implant Research and Education Center. All segments of the dental implant market in China are expected to demonstrate double-digit annual growth. However, the discount market is set to grow far more dramatically throughout the forecast period. By 2021, discount implant fixtures are set to represent over 50% of the overall units in the Chinese dental implant market.

The shift towards discount implants in Japan is expected to be far less dramatic, especially owing to cultural barriers that limit the success of Korean dental implant companies. The premium implant segment is expected to remain the dominant dental implant market throughout the forecast period. Unit representation of discount implants is expected to increase slightly from 12.5% currently to 14.6% by 2021.