World of dentistry focuses on IDEM Singapore

By DTI

SINGAPORE: On 13 April, the tenth IDEM was officially opened. The mainstay of IDEM is its exhibition, which is this year featuring close to 500 companies from every segment of the dental industry. Manufacturers, distributors and traders showcased their latest products, and opinion leaders are sharing their knowledge in lectures and workshops at the Suntec Singapore Convention and Exhibition Centre.

Co-organised by Koelnmesse and the Singapore Dental Association, Asia Pacific’s cornerstone event in dentistry attracted approximately 9,000 attendees from over 80 countries over the course of three days. The exhibition floor hosted 13 national pavilions and 304 exhibitors from 38 countries. Both leading manufacturers such as Dentsply Sirona, GC Asia and Colgate, as well as new companies such as Roxy Implants, GIATT International Marketing and Roxy Tesco Dental, launched a new business-to-customer (B2C) e-shop, which allows its partners and customers the convenience of ordering directly online. The shop is a pilot project intended to be expanded to business-to-business commerce too. According to W&H, it represents the next step in its digital corporate strategy.

Speaking about the new project, W&H Vice President of Sales and Marketing Bastian Diebold said, “W&H wants to support its partners in the area of e-commerce by providing them with a professional solution. That’s why we designed an e-shop solution which can also be used by subsidiary companies and other W&H partners in the long term.”

According to reports, around 54 per cent of people in Asia use their smartphones to shop online. With this in mind, W&H wanted to develop an e-shop that functions well on any device, with maximum ease of use, a wide range of payment options and automatic access to current stock levels. Presently only available to Hong Kong-based customers, the shop supplies W&H products such as sterilisers and surgical devices, as well as the entire Tesco Dental range.

W&H Marketing Director Anita Thallinger said, “We took on the role of project managers and, despite the time difference, language barrier and geographical distance, we were able to achieve great results as part of a professional partnership with Tesco Dental.” She went on to say that “Tesco Dental is a long-term and extremely important partner for W&H in Asia”.

W&H and Tesco Dental launch e-shop in Hong Kong

By DTI

W&H, in partnership with Tesco Dental, launched a new business-to-customer e-shop in January. (Photograph: W&H/Tesco Dental)

BÜRMOOS, Austria: As more people choose the Internet as their preferred method of shopping, industries are looking at how they can make life easier for their customers. In January in Hong Kong, W&H, in partnership with Tesco Dental, launched a new business-to-customer (B2C) e-shop, which allows its partners and customers the convenience of ordering directly online. The shop is a pilot project intended to be expanded to business-to-business commerce too. According to W&H, it represents the next step in its digital corporate strategy.

The dental market in the region has seen steady growth and according to predictions will continue to expand. This growth can generally be attributed to the rising middle class that is increasingly demanding more and better quality dental treatment. We work closely with our partners at IDEM to identify the latest products and trends that will enhance the knowledge of dental practitioners to drive the industry forward,” said Matthias Küpper, Managing Director of Koelnmesse Pte Ltd.

Besides the exhibition, a diverse scientific programme awaited congress attendees. This year’s theme of “Striving for clinical excellence” in dentistry focused on key trends, including teeth and implants for life, oral health in the growing elderly population in Asia, digital workflows within the team and the caries prevention plan.

Dr Kuan Chee Keong, Chairperson of the IDEM 2018 Committee, added: “People in Asia Pacific are increasingly paying more attention to their oral health and indeed their overall well-being. As a result, dental practitioners now shifted from an approach that focuses primarily on restoration and prevention to a more holistic approach. In other words, people no longer are satisfied with good dental outcomes, but demand enhanced aesthetic results as well. Speakers at IDEM such as our SDA Masterclass Speaker Dr Galip Gürel and other top-quality speakers will address these trends and discuss revolutionary treatment solutions.”

Up-to-date information were provided via the IDEM Singapore app, which features a floor plan, an exhibitor list and details about conference sessions. The app is available free of charge for iOS and Android and can be downloaded free from the App Store and Google Play.

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Oral Health Tracker in Australia reveals several areas of concern

By DTI

MELBOURNE, Australia: There is a lot more to Australia than just sunny beaches, cricket and kangaroos. In what is reportedly a world-first, coinciding with World Oral Health Day, the Australian Dental Association (ADA) and Australian Health Policy Collaboration (AHPC) at Victoria University recently released a national oral health report card. According to the results, more than 90 per cent of Australian adults have experienced decay in their permanent teeth, revealing a very dark story.

Establishing links between oral health and general overall health, the Oral Health Tracker exposes a number of concerns. Among the major issues is tooth decay, which has been revealed to be the most common chronic disease in Australia. Adding to the issue of decay is the overconsumption of sugar by three out of four Australian children and young people, and an adult population where only slightly more than half brush their teeth twice a day.

“In 2015 to 2016, there were 67,266 potentially preventable hospitalisations for oral health problems and almost one third of these were children under the age of nine years. Worryingly, there’s a growing number of children in this age group who are being admitted to hospital for dental health reasons,” said Professor Rosemary Calder, Director of the AHPC.

According to the ADA, the Oral Health Tracker was developed by Australia’s leading dental academics, researchers, clinicians and policy and public health experts. It sets targets for improving the oral health of children, young people and adults by the year 2025, which is aligned with the World Health Organisation’s targets for global prevention and reduction in chronic diseases.

“Poor oral health in childhood is a predictor of disease in adulthood. Australia needs to recognise that oral healthcare is part of good healthcare, and that access to dental care is a significant contributor to good oral and physical health,” said Dr Hugo Sachs, ADA Federal President.

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According to the results of the Australian Oral Health Tracker, more than 90 per cent of Australian adults have experienced decay in their permanent teeth.

(Photograph: Solis Images/Shutterstock)
Dental tourism negatively impacts New Zealand’s health care system

By DTI

DUNEDIN, New Zealand: Overseas travel for dental treatment is said to be the most prevalent form of medical tourism. Up until now, medical tourism has been largely researched from the perspective of the patient. However, a recent study at the University of Otago investigated the impacts of outbound dental tourism on New Zealand. It found an increasing need for New Zealand dentists to provide remedial treatment for patients who had travelled abroad to receive dental care.

The research was carried out by associate professor Dr Brent Lovelock from the Department of Tourism, senior research fellow Dr Kirsten Lovelock from the Department of Public Health and Head of the Department of Oral Rehabilitation Prof. Karl Lyons. The study collected information via an e-mail survey of 337 New Zealand dentists in 2016 and found that 96 per cent had encountered dental tourists at least once or twice a year, usually because they required remedial treatment.

Researchers at the University of Otago have found that typically New Zealanders seek dental treatment abroad because it is cheaper in regions such as Asia. Thailand was the most commonly noted country of treatment, with nearly 90 per cent of dental patients having been treated there, followed by India and Indonesia. While for some patients the treatment is successful, for others the treatment fails and the tourists have to seek remedial work once back in New Zealand.

The dentists surveyed found the most important issue arising from treatment abroad was a lack of post-treatment availability. About half of the respondents identified lack of treatment planning and lack of treatment records as problems. While about half of the dentists acknowledged dental tourism provides access to affordable dental treatment, just 6 per cent felt it enhances dental health outcomes for their patients and only 1.9 per cent would recommend it to their patients.

“Patients are unaware of the poor quality of the work they receive and the difference in standard of care compared to New Zealand dentistry. Patients are often overtreated and inappropriately treated with irreversible damage to their teeth and no apparent discussion or awareness of treatment options,” one surveyed dentist said.

The study, titled “The impact of outbound medical (dental) tourism on the generating region: New Zealand dental professionals’ perspectives”, was published in the August 2018 issue of the Tourism Management journal.
New tax on medical devices will hurt small businesses, says ADIA

CANBERRA, Australia: The Australian Dental Industry Association (ADIA) has this week reported that small businesses will be hit particularly hard by a new tax proposed by the nation’s regulator of dental products and other medical devices, the Therapeutic Goods Administration (TGA). Businesses would be required to pay the new tax to supply new and innovative products lawfully in the medical and dental industries. ADIA has asked that implementing the tax be delayed to allow public consultation.

In February, ADIA welcomed a change in legislation to the way the TGA regulates medicines and medical devices. At the time, ADIA CEO Troy Williams said the reforms would “cut the red tape associated with introducing into the Australian market new and innovative patient treatment and diagnostic options”.

Commenting on the newly proposed tax, Williams said, “Small businesses across the dental industry are concerned about the proposed $530 medical devices tax that the TGA wants to charge businesses placing new products on the register of medical devices that can be lawfully supplied in Australia. For many of these businesses it will affect the commercial viability of making available new and innovative dental products.”

The TGA initially suggested 12 months ago a new tax for placing low-risk (Class I) medical devices on the Australian Register of Therapeutic Goods. However, it has now been established that, at the same time as changes to legislation took place regarding the regulation of medicines and medical devices, the TGA formally documented that the tax would in fact go ahead.

“The TGA’s commitment to engaging with industry on amendments to the quantum of funds it currently extracts from business has, and continues to be, first-rate; however, with respect to this new tax there has been no formal process of public consultation to assess the impact on small business,” said Williams.

The proposal to introduce the new medical devices tax has been placed before the health minister for consideration. ADIA has formally asked the TGA to withdraw its recommendation so that an appropriate level of public consultation can take place.

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2018 marks a special year for IDEM. The biennial event, which opened its doors for the first time in 2000, has now become one of the largest and most important dental shows in South East Asia. To commemorate the 10th edition, Dental Tribune Online spoke to Mathias Küpper, Managing Director of Koelnmesse Pte Ltd, about the past, the present and the future of IDEM.

What were your expectations for the show, and how did they translate into reality?

As an organiser, we all set very high expectations. Of course, we want to provide the best experience for our clients and our goal is to always do better than the last edition. IDEM experienced tremendous growth in 2014 and 2016 and we are happy that we are still growing. We have now put our focus on the development of the attendance along with the exhibition. Looking back at Friday and Saturday, I am happy with what we have achieved and I am quite comfortable with the numbers and the appearance of IDEM this year.

In 2017, you assumed sole responsibility as Managing Director of Koelnmesse in Singapore. How did that affect the organisation of IDEM 2018?

I would not say there was a big change. I was first part of IDEM in 2004, so in the early years of the event. Then I was away for close to ten years when I worked for Koelnmesse China and when I came back it was nice knowing the project and the industry already. I was also very positively surprised because in the meantime IDEM had developed enormously in all aspects concerned.

The first IDEM I led was the one in 2016, and I have said throughout that there is nothing we would have to change entirely about the event because IDEM is a strong brand. So what we are doing is actually more like tweaking it and improving it where we can. But we are not planning on changing IDEM in a drastic way.

As an event, IDEM keeps on growing. What are your expectations for the years to come?

We are going to stay at Suntec because there is still a little bit more room to expand here. We have done the maths and the convention centre’s capacity is not fully exhausted yet. Therefore, I am confident that we will grow further with the next edition. One
Interview: “IDEM is a unique meeting point for sharing ideas and visions”

By DTI

Finland-based manufacturer of high-tech dental units, CAD/CAM products, 3-D digital imaging devices and software Planmeca has participated at IDEM for many years. This year, for the tenth edition of the event, being held from 13 to 15 April, Planmeca has returned to Singapore to exhibit at one of the largest shows in South East Asia. Dental Tribune Online met with Planmeca Vice President of Sales Jouko Nykänen to speak about the company’s new products and the Asia Pacific region as a growth area for business.

What are your expectations for IDEM 2018?

For us, IDEM is a key event in South East Asia and a unique meeting point for sharing ideas and innovations. We are always enthusiastic about strengthening and further developing our partnerships with existing customers, distribution partners and academics. Of course, we also want to create new contacts and spread our message, as well as learn how we can serve customers in the region even better.

We have been very happy with IDEM over the years. It has brought us excellent contacts with distributors in the area, and we have also seen more and more customers travelling to the exhibition from different countries in the area. With one visit, we can actually gain a great deal of insight into the entire South East Asian region.

What will Planmeca’s highlight product at IDEM be? Do you have any new product launches planned?

Our main focus at IDEM is on our excellent software platform, Planmeca Romexis. It has evolved into the most versatile and comprehensive platform available for handling clinical work, diagnostics, equipment control, clinical management and even business control. Planmeca Romexis is also scalable and easy to use and thus suitable for the smallest clinic to the largest university.

Our high-quality 3-D imaging range continues to expand, and CAD/CAM is also a hot topic in dentistry today. At IDEM, we are proud to present Planmeca Emerald, our new, superfaster, accurate and lightweight intra-oral scanner. It has a set new benchmarks for intra-oral scanning and is used as part of many different workflows. We want to show how all our products can be linked with each other in practice utilising our single software platform’s seamless integration. The entire treatment workflow can be fully controlled and completed in the same Planmeca Romexis software, regardless of application—2-D and 3-D diagnostics and analyses, intra-oral scanning, CAD, and even milling and 3-D printing. Everyone talks about integration these days, but few can actually implement it at this level. Planmeca Romexis offers true integration for creating easy, practical workflows for all situations.

Based on your previous experiences at IDEM, how important is the Asia Pacific region for Planmeca?

During the recent decade, we have already established our presence in the largest Asian markets, such as China and Japan, with India also on a very strong track. Now our focus is also heavily on South East Asia owing to its growing importance. If one looks at the population base, South East Asia is a very interesting region and holds a great deal of potential—comparable to approximately half that of mainland China, for example. However, we must adapt to each specific market in the region and localise our offering, services and message. We are currently strengthening our presence in the region, as we want our local team to be closer to our distribution partners and, of course, end-users customers.

Where can IDEM attendees find your booth? And do you have any fun booth activities planned that you would like to invite congress-goers to?

Our booth number is 4C-01. Its fresh and friendly design is brightly visible. Both our local team and our team from Planmeca’s headquarters are present and are very eager to meet and serve all IDEM attendees. I expect much fun throughout the show!
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