“Dentistry nowadays has become a field of constant technological challenge”

An interview with Guido Bartels, Sales Fellas, Germany

The responsibilities of dental technicians in the future will also differ significantly from the tasks they perform today. The profession and its requirements will change drastically. Dental technicians will become ‘refiners’, responsible only for partial tasks in the production process. I do not foresee any role for the all-in-one dental technician.

What other developments do you think will shape the market?

It is increasingly obvious that our health care systems are drastically changing and starting to compete not only for patients, but also for health professionals. Following this trend, insurance companies will likely develop new concepts that focus on loyalty towards patients, health professionals and medical centers. In dentistry, I consider that competitive edge and lower costs for dental protheses will be decisive factors.

Many dental companies have announced large investments in the Asian market. Is the market potential really that high?

In terms of market potential, India and China indeed offer enormous business opportunities. However, when you consider the market potential in Asia you have to remember that it is often difficult to gain access to these markets because of differences in culture and consumer behaviour. Often, importing goods there entails costly registration processes, which means that small and medium-sized companies are reluctant to enter these markets.

Thank you very much for the interview.

(Translation provided by Annemarie Fischer)