Dental companies use digital dentistry to bolster recession-bruised revenues

By

PB News

WALTHAM, MA, USA: According to Millennium Research Group (MRG), many top competitors in the global dental implant market are leading the growing movement toward the use of digital dentistry. MRG’s Global Competitor Insights for Dental Implants 2009 report finds although 2008 was tumultuous year in the dental implant market, many leading dental implant companies continued to invest in digital dentistry, entering into a series of partnerships and acquisitions, with the goal of emerging from the economic and reputation for quality digital imaging and computer-assisted manufacturing. Also garnering attention are product developments in guided surgery planning software, custom-milled abutments, and prosthetics using CAD/CAM technology, which provide additional revenue streams, particularly because they work to improve the turnaround time for dentists.

“One of the many collaborations that took shape over the course of 2008 was CAMLOG Biotechnologies’ work with Strona Dental Systems and their joint release of custom-milled zirconium abutments for CAMLOG dental implants,” says Kevin Fiewel, Manager of MRG’s Orthopedics and Dental divisions. “Meanwhile, companies like Nobel Biocare are already making improvements to previously-released CAD/CAM Progra software; it will be interesting to see which competitors will be at the forefront of digital dentistry once economic conditions improve.”

MRG’s Global Competitor Insights for Dental Implants 2009 report serves as a tool for evaluating the performance of the top ten companies in the global dental implant market. Each chapter focuses on a leading competitor, and includes an examination of global dental implant and final abutment sales segmented by device and region. Each chapter also contains a detailed account of company history, recent events and strategies, as well as a critical discussion of each competitor’s strengths, weaknesses, opportunities, and threats (SWOT analysis).

(Edited by Daniel Zimmermann)

Oemus Media acquires German operations from Dental Tribune International

Daniel Zimmermann

Dental Tribune International (DTI)

LEIPZIG, Germany: Oemus Media, one of the leading dental publishers in Germany, has announced to take over all existing German operations from Dental Tribune International beginning January 2010. The agreement includes the print and online editions of Dental Tribune Germany including all supplements, the Trade show publication today IDS as well as two international specialist titles for endodontists and aesthetic dentistry. Financial terms of the agreement were not disclosed.

Oemus Media will also launch the German version of Dental Tribune’s online education platform DT Study Club, which offers interactive continuing education and live webcasts to 10,000 members worldwide.

The acquisition is expected to strengthen Oemus’ position as market leader in Germany. Founded in 1992, the publisher based in Leipzig has a portfolio of 50 dental titles for specialists and GPs. Oemus also organises over 25 dental congresses, symposia, and dental exhibitions throughout Germany.

New orthodontic education programmes in Asia

Daniel Zimmermann

Dental Tribune International (DTI)

HONG KONG/LEIPZIG, Germany: Progressive Orthodontics is expanding its course offerings in Asia. The US-based provider of orthodontic education programmes has announced that within the next six months it will extend its core two-year programme, Comprehensive Orthodontic Training, to Beijing, China, and Kuala Lumpur, Malaysia. Free one-day introductory classes will also be held this year in Bangkok, Thailand, Ho Chi Minh City, Vietnam, Shanghai, China, Beijing, Hong Kong, and Kuala Lumpur. Interested dentists from these countries are invited to register for the free class on Progressive’s web site.

“Asia’s dentists use cutting-edge technology and strive to become leaders in the quality of dental care,” a company official told Dental Tribune Asia Pacific. “Now they can use Progressive’s world-class system to take their practices to the next level by working with leading instructors from around the globe and with the latest technology and diagnostic systems.”

Progressive Orthodontics is a complete dental continuing education centre based in Aliso Viejo in the US, and claims to have educated over 5,000 dentists from 25 locations worldwide on modern, predictable and high quality orthodontic care. Their core live programme consists of twelve, four-day seminars and an Internet-assisted training programme with 500 hours of self-study and live modules (three seminars totaling ten days).

An exciting and prestigious role with an international education team

Dentsply Sirona’s DT Study Club is an education platform with 300 hours of self-study and live modules available to dental professionals worldwide.

DPL is the world’s leading indemnifier of dental professionals, covering more than 55,000 members worldwide.

As part of our commitment to improved professionalism, quality and safety, DPL is embarking on an expansion of the risk management and educational services we provide members.

There is an opportunity for dentists in Hong Kong, Malaysia and Singapore with an interest and expertise in communications and risk management to join our world class dental faculty to become a trained presenter.

Presenting risk management and communications programs to your clinical colleagues as a DPL faculty member is an exciting and prestigious opportunity that can enhance your reputation as a professional expert.

Presenter positions would suit either full time or part time dentists looking for regular weekend or mid week work.

Both local (overnight) and international travel may be required.

As part of the month’s celebrations, we have previously released a CD-ROM that will be at the forefront of digital dentistry on the DPL web site.

Successful candidates must:

• Be a dental graduate with significant post graduate experience
• Have experience in training, education and/or presenting
• Have extensive experience in one or more of the following areas: dental educators, communication skills training, formal post graduate psychological or counselling training and risk management or dental-legal experience linked with a dental protection organisation or dental facility
• Be based in Hong Kong, Malaysia or Singapore
• Be available for both local (overnight) and international travel

Applications must arrive by 16 November 2009. Applicants who are shortlisted will need to be available for a video or teleconference interview on 23 November 2009 and a selection interview in Singapore on 14 or 15 December 2009. All travel costs to this event will be met by DPL in accordance with standard policies.

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"We are committed to improving dentistry worldwide"

A short interview with Dr Noriyuki Negoro, the new president of SHOFU, Inc.

Dr Noriyuki Negoro, who was appointed president of SHOFU on 25 June, has worked at the company for more than 25 years. As a researcher, he developed such successful products as Solidex and Ceramage. Dental Tribune Asia-Pacific in cooperation with FDI World Dental Daily spoke to him as the first dental publication about how he and his company are planning to contribute to better oral health worldwide.

DTW: Dr Negoro, you worked as a researcher before your appointment as president of SHOFU. How has oral health care and thus demands for oral care products changed in recent years?

Dr Noriyuki Negoro: Recent media coverage on cosmetic dentistry has awoken the importance of maintaining good oral hygiene, which has demonstrated that a healthy, beautiful smile has a positive psychological impact and influences the overall well-being of an individual. For this reason, it is essential that innovative oral health-care products are developed that cater to the trends and demands of dentistry today.

How does this knowledge influence your work as president of SHOFU?

With the well-equipped research facilities at SHOFU, we constantly strive to develop products that cater to the global trends in dentistry and dental technology. SHOFU recognizes the introduction of new clinical techniques such as MiCD, which is a holistic approach that integrates minimally invasive treatment techniques with aesthetic dentistry, and supports such techniques by developing new aesthetic bio-compatible materials to help clinicians achieve their goals.

As the new president of SHOFU, how do you intend to contribute to the improvement of oral health worldwide?

In particular, we plan to expand the range of Gionmer products, which were developed in my R&D days based on the patented PRG (pre-reacted glass-ionomer) technology, with the ability to release and recharge fluoride, as well as a unique anti-plaque effect. I feel that with this novel technology, we will be able to further develop our range of aesthetic bio-compatible products and to venture into a range of preventive products. We plan to introduce in vitro diagnostic and testing equipment for periodontology in the very near future.

In your opinion, what is the general role of the dental industry in the promotion of oral health care?

In this era, in which dentistry is evolving at a great pace, companies must work to improve dentistry worldwide through our R & D work, creative corporate activities and continuing education programmes.

Thank you very much for this interview.

Masuda receives idm lifetime achievement award

Daniel Zimmermann

SINGAPORE/BENSHEIM, Germany: International dental manufacturer (idm) has awarded Jiro Masuda from J. Morita Corporation with a lifetime achievement award for his decade-long contribution to idm and other organisations. The award was presented to Masuda by idm Immediate Past President Milly Goldstein, Dental Trade Alliance, at a joint idm/FDI executive meeting during the FDI Annual World Dental Congress in Singapore. Masuda received a special award by idm in 2001 already.

Tokyo-born Masuda, who currently holds a consultant position at J. Morita, has been with the company for almost 50 years. In 1960, he joined the Japanese dental manufacturer to establish an export overseas and became the first manager of J. Morita’s US Liaison Office in Los Angeles. From 1983 to 1998, he served as Executive Director for the International Division and the Consumables Division in Japan.

Masuda has also served as a member of the Standing Committee on Relations between the Profession, Trade and Industry of the FDI World Dental Federation and as a representative of the idm General Assembly of the Japanese Dental Trade Association. He is currently involved in the work of the Japan Research Council on Dental Products and the Japan Federation of Medical Devices Associations.