“This conference is yet another layer in MIS’s vision”

An interview with Marketing and Branding Manager at MIS, Galit Gerstel

For the third time, MIS Implants Technologies will be holding its global conference from 18 to 21 April in Moscow in Spain. In anticipation of the event, Dental Tribune had the opportunity to speak with Galit Gerstel, Marketing and Branding Manager at MIS, about what attendees can expect and the latest developments in dental implantology.

**Dental Tribune:** The second global conference in Cannes in 2013 was attended by over 2,000 participants and was thus considered a great success. What is the current outlook for the 2016 event?

**Galit Gerstel:** The third MIS Implants Global Conference will continue its excellent scientific program. Combined with exciting social events, it will be a great opportunity for participants to expand their professional knowledge and social network.

**DT:** The conference will be held under the theme of “360° IMPLANTOLOGY”, which is reflected in the new VCONCEPT. Could you please explain why such a holistic approach is important in planning and placing dental implants?

**GG:** A simple solution easily achieved using routine protocols, yet with a greater biological advantage: more bone where it matters most. The VCONCEPT stands for a greater volume of soft and hard tissue, vascular and vitality of both existing and newly formed bone. The innovative V3 implant features a triangular neck, allowing new bone formation and significantly reduced crestal bone compression combined with high primary stability, without compromising the implant diameter. State-of-the-art tools and a comprehensive range of prosthetic options, with a gold shade and consistent concave emergence profile, enhance the excellent surgical results by allowing ultimate soft-tissue management and exceptional treatment outcomes.

**DT:** What will the 34 lectures and six workshops focus on?

**GG:** The lectures and sessions will cover a wide range of topics by world-class experts and opinion leaders. The varied programme is divided into three main themes.

The first day will include a young clinician session, as well as master sessions, focusing on challenging situations in implantology, and various hands-on workshops.

The second day will cover different aspects of the VCONCEPT, from the clinical to the restorative, and will introduce different solutions for various clinical scenarios using the V3 Implant System.

The third day will mainly address digital dentistry and will present clinical controversies in contemporary implant dentistry.

**DT:** With a dedicated Young Clinician Session, the conference also provides a platform for young clinicians to present clinical cases and techniques. In your opinion, do young dental professionals have a different approach to challenging situations in implantology compared with older generations?

**GG:** The younger generation of dentists is very interested in new technologies and approaches and is an early adapter of both current protocols and innovative capabilities, which is ideal for a dynamic company like MIS.

With this conference, MIS is giving young clinicians an opportunity for exposure by presenting their cases and learning from more experienced clinicians.

The number of implants placed worldwide is expected to double over the next five to six years. Consequently, education efforts have to double too in order to ensure that dentists are adequately trained in implant placement. How can MIS and the global conference in particular contribute to this?

**GG:** MIS strongly believes that integrating implantology skills into dental practices is a necessity and that investments in implant training ensure continued long-term rewards for both doctors and their patients. To fill the gap between theory and practice, and further develop clinicians’ skills, MIS has established the MIS Training Centre, offering international implantology courses that allow general dentists, periodontists, prosthodontists and oral surgeons to gain proficiency in implant dentistry in the company of their peers from around the world. The global conference is yet another layer in the MIS vision of strong educational platforms provided to clinicians internationally by leading specialists in implant dentistry.

Three years ago in Cannes in France, a number of social activities, including a charity bike ride, complemented the conference programme. Is there anything similar attendees can look forward to in Moscow?

**GG:** No experience is complete without the social part and the memories we create while having fun. MIS is well known for its unique approach and unforgettable events, and this conference will be no exception. We cannot reveal all the details just yet, but we promise it will be a blast!

**DT:** Thank you very much for the interview.

**GG:** More information about the event can be found at www.mis-events.com/MO

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