Message of the FDI President

Dear FDI Members and friends,
I write to you with the mixed feelings of sadness and joy. I am deeply saddened by the recent natural and nuclear disasters affecting Japan. On behalf of FDI World Dental Federation I would like to express our deepest sympathy and support for the people of Japan. I would also like to let our colleagues in the Middle East/North Africa know that our thoughts are with them during these turbulent times of transition in the region.

However, I am pleased to report to you that despite the grave world news, the FDI has many positive accomplishments to share with you. It is with great pleasure that I announce the recent appointment of Dr. Jean-Luc Eiselé as the new Executive Director, effective from 7 March 2011.

Eiselé brings a unique mix of scientific know-how and managerial experience to the FDI. Dr. Eiselé is already hard at work at the head-office and meeting with our Corporate Partners at the International Dental Show in Cologne, Germany.

I would also like to take this opportunity to thank Mr. Jérôme Estignard for his service as Interim Executive Director from September 2010 to March 2011. Mr. Estignard will return to his previous role of Finance and Operations Director.

Another recent accomplishment is the agreement between the World Health Professions Alliance and the International Federation of Pharmaceutical Manufacturers & Associations to launch a FDI lead Noncommunicable Disease Campaign. Please see the article on NCDS in this issue of the Communiqué for more information about this exciting new project.

I hope you enjoy this issue of the World Dental Communiqué. I look forward to seeing you all in September for the 2011 WADC in Mexico City.

Dr. Roberto Vianna
FDI President

Interview with the FDI Executive Director

The Council of the FDI World Dental Federation is pleased to announce the appointment of Jean-Luc Eiselé as the new Executive Director, effective from 7 March 2011.

Jean-Luc Eiselé
The former Financial Officer of the FDI

In his role as Executive Director, Jean-Luc Eiselé will head the FDI office based in Geneva, Switzerland. Responsible for the overall management of activities for the Federation, he will be charged with implementing the organisation’s strategic and operational plans under the direction of the FDI Council and General Assembly.

Jean-Luc Eiselé, PhD, has worked in medical professional association management for 11 years. He earned a MSc in Natural Sciences from Lausanne University, Switzerland. He received a PhD in Microbiology from Basel University, Switzerland. Part of his PhD work was conducted at the European Molecular Biology Laboratory in Heidelberg, Germany. After completing a post-doc at the Institute Pasteur in Paris, France, he was offered a permanent position. In 1999, Jean-Luc joined the European Respiratory Society (ERS) in Lausanne as Scientific and Educational Activities Manager. In 2001 he was promoted to Deputy Executive Director and in 2007 appointed Executive Director of ERS.

WDC: Why did you apply for this position?
Jean-Luc Eiselé: First let me say how honoured I am to have been appointed to this position. The World Dental Federation is one of the few organisations representing the important area of oral health and medical care at the global level. Having gained a strong experience in association management, advocacy and congress organisation with the ERS at the European level, it seemed as a natural step at this time in my career, to move to truly international organisation, FDI, because of its global reach is also present in developing countries, with projects, educational courses and other activities—a challenge that I was also looking for.

How do you see your role within the organisation?
I see my role as an active communication interface between the members, the committees, the leadership, and the professional staff in the office. Over the last years, FDI has been missing stability. In my different positions at ERS, I had the pleasure collaborating with over 100 top leaders and 11 different Presidents and I am happy to bring this expertise to FDI. We need to build transparency, reconstruct our organisation, re-build trust and create a positive energy that will help FDI to grow and develop. There are a lot of expectancies, both from the leadership and the staff, together with a lot of good will on both sides to have things moving professionally.

What do you see as the immediate challenges?
The 2011 Annual World Dental Congress taking place in Mexico City this September is certainly our most important priority. After two difficult years in Singapore and Salvador, there are a lot of expectancies from our members, participants, corporate partners and sponsors. During my first weeks, I had a pleasure meeting with Dr. Jaime Edelson and Dr. Victor Guerrero from the Local Organising Committee. I am very confident that Mexico will be a tremendous success. The staff in the office has worked very hard, with all their experience and professional expertise to make this event highly memorable. The programme and the speakers are outstanding, and we will also have some very important and interesting developments to mark this Congress, such as the launch of the new Caries Classification system.

Another challenge is to develop our communication strategy. We need to have clear messages and a coherent way to deliver them. The public website and Vox should bring more information relevant to our members and the professionals. The Council is sharing this priority and has given me immediate support to further develop this area. Similarly with our publications, we need to have a clear editorial line for the International Dental Journal (IDJ) which has a fantastic potential and is a strong brand.

For 2 years, I managed a small family publication company in Switzerland and I also successfully launched a new medical journal for ERS. Communication is nowadays an essential tool for international organisations and we need to be at the forefront.

How would you see FDI activities developing in the future?
FDI has to concentrate on a few core activities with clear objectives and deliverables for each one. In a preliminary discussion with the leadership, we have identified four pillars on which FDI can grow.

1.) Governance: FDI exists to serve our members, the National Dental Associations, to facilitate the work of the Council, to ensure they are acted upon for the benefits of patients and the oral health industry. The Office is based in Geneva, the home of the World Health Organization, where we need to be even more present and visible. The United Nations initiative on non-communicable diseases (NCD) offers a unique opportunity, and FDI will send a clear message at the seminar in September in New York. We are also taking the lead to launch a World Health Professions Alliance Campaign on Noncommunicable Diseases. The Campaign will provide us with the resources to emphasise the message that oral diseases are important NCDs that should be considered by the UN. We also need to empower our Member National Dental Associations by giving them the tools and support to lobby at the national level. Together with Ms Pam Clark from IFMD and Dr Julian Fisher from the Office, I also had a pleasure of meeting Dr. Petersen from WHO, and Dr. Piper from United Nations Environmental Programme regarding the future of amalgam in restorative dentistry.

2.) Advocacy: FDI is the primary organisation representing the interests of dentists, patients and the oral health industry. The office is based in Geneva, the home of the World Health Organization, and we need to be even more present and visible. The United Nations initiative on non-communicable diseases (NCD) offers a unique opportunity, and FDI will send a clear message at the seminar in September in New York. We are also taking the lead to launch a World Health Professions Alliance Campaign on Noncommunicable Diseases. The Campaign will provide us with the resources to emphasise the message that oral diseases are important NCDs that should be considered by the UN. We also need to empower our Member National Dental Associations by giving them the tools and support to lobby at the national level. Together with Ms Pam Clark from IFMD and Dr. Julian Fisher from the Office, I also had a pleasure of meeting Dr. Petersen from WHO, and Dr. Piper from United Nations Environmental Programme regarding the future of amalgam in restorative dentistry.

3.) Education and Science: We need strong science and evidence to support our advocacy messages. FDI already develops policy statements, however, we need to disseminate these messages better and to ensure they are acted upon for the benefits of patients. Our Congress and the website are unique tools that I hope to further leverage to help us achieve this goal.
4.) The relations with our corporate partners; Industry is key in developing and bringing to market new technologies that will help professionals to provide the best possible quality of care to patients. FDI will work at improving the close collaboration with the industry, developing strategies for win-win partnerships in areas of common interest without jeopardising our independence or credibility.

What are the main strengths of the FDI?
Empowering our members is the way forward. The main strength of any membership association is their members. FDI should keep in mind that members engage with associations not only to receive benefits but, more importantly to serve, help and get involved.

The other key FDI asset is our professional staff. We have a team that is dedicated to the organisation as shown by the fact that they have stayed with FDI despite the changes of the last few years. With a more stable office structure, I am confident that they will deliver the best possible services to our members. Without the staff of their support, we will not be able to move ahead. I would like to take this opportunity to warmly thank Mr. Jérôme Estagard, who acted as FDI Interim Executive Director over the last months, and managed not only to keep the boat running, but also develop new initiatives.

You are the first FDI Executive Director who is not a dentist, how will this effect your work?
The fact that I am not a dentist can be seen as an advantage. With the support and professional expertise of the FDI leadership and staff I will have access to the highest level of dental knowledge available. My scientific background should allow me to understand the basics concepts of oral health, something that I see as very interesting aspect for my personal development. I believe that I bring a unique blend of skills such as association management and publishing know-how to the FDI which will prove complementary to existing body of oral health expertise.

Today, medical societies are facing a very competitive environment for funding, lobbying and visibility. I hope to be able to help FDI more professionally manage our image, develop new business and run our daily operations.

Any final thoughts?
We have a lot of challenges ahead of us and a lot to deliver. We need to show, all together, that FDI is back I am keen to not only deliver this message, but also to demonstrate it through our success and results. I look forward to working hard to help FDI to provide more benefits to our Members, dentists, patients and the whole world.

Join us in Mexico City for the 2011 Annual World Dental Congress to see the results of this collective effort and discover all the benefits and values that FDI can bring to your daily practice.

I am looking forward meeting with you all. Soon you will have any comments or suggestions: please do not hesitate to contact me at: jriesoe@fdiworlddental.org.

Did you know? 10-interesting facts about Mexico
• Mexico is the most populated Spanish-speaking country in the world.
• Texas was a Mexican province which declared its independence from Mexico in 1836, resulting in war with the United States (1856-1859).
• The National University of Mexico was founded in 1551 by Charles V of Spain and is the oldest university in North America.
• One unusual Mayan weapon was a “hornet bomb,” which was an actual hornet’s nest thrown at enemies during battle.
• The descendants of the Aztecs speak a form of the Aztec language called Nahua. Many of its words, particularly for types of food, passed into English...such as tomati, chocalate (chocolate), and avocado (ahuacatl).
• The Caesar salad is named after Caesar Cardini who prepared the salad in his Caesar’s Palace Restaurant in Tijuana, Mexico.
• Mexican children do not receive presents on Christmas Day. They receive gifts on January 6, the day in which Mexicans celebrate the arrival of the Three Wise Men.
• Because it is built on a lake, Mexico is sinking at a rate of 6 to 8 inches a year as pumps draw water out for the city’s growing population.
• Mexico’s flag is made up three vertical stripes. The left green stripe stands for hope, the middle white stripe represents purity, and the right red stripe represents the blood of the Mexican people.

How to discover Mexico before, during and after the congress?
It would truly be a shame to travel to Mexico and not take advantage of the wealth of cultural and leisure opportunities on offer. Mexico’s rich history through the legacies of the many cultures, including the Maya and Aztec, provides numerous opportunities to travel through time and discover the lifestyles of these fascinating civilizations. Not surprising that Mexico City has more museums than any other place in the world! In under an hour you can leave town and explore the beautifully well preserved Teotihuacan pyramids, be can even challenge yourself to a steep climb to the top. The “conquistadores” (Spanish conquerrors) ruled Mexico for centuries before independence was proclaimed 18th September 1810. This date, known as Grito”, is celebrated in a colorful and festive way throughout the country and we are fortunate enough to travel there.

FDI Congress will be in Mexico on this occasion.