Leading dental professionals from around the Asia-Pacific region and beyond will come together in June to reflect on the latest developments and advancements in dentistry during the next Asia Pacific Dental Congress. Among the presenters who will be discussing such issues as bone biomechanics in implant dentistry are Prof. Ming-Lun Hsu from National Yang-Ming University’s School of Dentistry in Taiwan and World Health Organization Dental Officer in Global Oral Health Dr Hiroshi Ogawa.

The associate professor from Niigata University’s Graduate School of Medical and Dental Sciences in Japan will discuss how to improve the oral health of a population by targeting common risk factors for non-communicable diseases. Hsu and Ogawa will be joined by a number of international clinicians, including prominent researcher and clinician Prof. Monty Duggal from the University of Leeds in the UK, who will speak on innovations in dental traumatology. Among other things, Duggal is author of Restorative Techniques in Paediatric Dentistry, a book that has been published in seven languages and sold over 16,000 copies worldwide.

Having authored 150 scientific papers and 17 chapters in various medical and dental books, as well as textbooks on physical evaluation, emergency medicine, local and general anaesthesia, and sedation, Dr Stanley Malamed from the US will also address attendees on emergency airway and cardiac management.

The 38th Asia Pacific Dental Congress, which is being held for the 38th time, will take place from 17 to 19 June at the Hong Kong Convention and Exhibition Centre. It is being organised in collaboration with the Hong Kong Dental Association and is supported by FDI World Dental Federation. The event is again expected to attract thousands of dental professionals from Hong Kong and the greater Asia-Pacific region, the organisers said. In addition to the scientific programme and workshops, there will be an industry exhibition of the latest innovations in dentistry, featuring over 60 manufacturers and dealers, including major market competitors, like DENTSPLY, Nobel Biocare and Carestream. Furthermore, participants will have the opportunity to catch up with friends and colleagues, as well as enjoy the cultural mix of modern and time-honoured traditions that Hong Kong has to offer.

“On behalf of the Organising Committee of the 38th Asia Pacific Dental Congress, I look forward to welcoming all to Hong Kong, Asia’s leading healthcare and medical research hub—and to enjoy what we have to offer—modern, state-of-the-art infrastructure, with a unique blend of the contemporary and traditional ways of life in our multi-racial, multicultural heritage,” said President of the Asia Pacific Dental Federation/Asia Pacific Regional Organisation Dr Kuan Chee-Kiong from Singapore.

More information about the event can be found on the official website, www.apdc2016.org.
The Indian dental care services market is estimated to experience a double-digit growth rate, reaching up to US$2.2 billion (147 bn. Indian rupees) by 2020. According to Ken Research, India has already witnessed a compound annual growth rate of 12 per cent for the period of 2010 to 2015 as dental awareness and disposable income have increased. Taking into account factors such as continued economic growth and reforms, India might have the potential to become the largest market for dental products and materials worldwide.

According to the Indian Dental Association, India’s population of 1.2 billion had access to 180,000 dentists, including 35,000 specialists, in 2014. This number is projected to grow to 300,000 by 2018. Around 5,000 dental laboratories and 300 dental institutions currently provide basic and advanced oral health care.

Expected growth in the number of dental chairs will increase the share of organised dental clinics across the country. Although the vast majority of dental products are imported from Germany, the US, Italy and Japan, foreign companies continue to invest in India and establish production units. Most importantly, patient demand for better health care facilities has increased. As a country without a unified health care system, more Indians are purchasing private oral health insurance. A rising elderly population, changing lifestyles, and increased private and public health care expenditure are additional factors for the growth of the dental care market. Furthermore, dental companies are focusing on improving dental services for tourists seeking lower-cost treatment across India.

Ken Research recommends that domestic companies focus on effective marketing strategies and attractive discounts. In addition, dental check-ups, dental outreach programmes and mobile clinics should improve the oral health care situation in less-developed regions as substantial differences between rural and urban areas regarding access to dental clinics remain. The current dentist-population ratio is reported to be 1:9,000 in urban and 1:200,000 in rural areas. Many Indian citizens, especially in poorer areas, have yet to be educated about preventative oral health care.

The publication, India dental care services market outlook to 2020—Increasing awareness on oral care and rising number of organized players to foster future growth, is available online at www.koresearch.com. The report covers various aspects, such as market size, structure and segmentation, as well as the demographics of domestic and foreign customers.

New website helps people choose best hospital

Free of charge platform HospitalAdvisor launched by Zubin Foundation

A new rating platform, HospitalAdvisor, aims to help people living in Hong Kong to make informed decisions about which hospital is right for them. The Chinese and English website, which was launched earlier this month by the Zubin Foundation, covers all 41 public and 11 private hospitals in the region and gathers information and evaluations on the quality of care in each facility.

HospitalAdvisor does not replace the advice of a doctor, but can be a valuable additional tool for patients needing medical care, Shalini Mahnani, Founder of HospitalAdvisor and the Zubin Foundation, said. “As patients, we only go into a hospital if it is a serious medical matter. And yet, we know so little about hospital treatment, so it’s difficult for a patient to know which hospital is right for them. We rely almost entirely on what a doctor may suggest and although the doctor may make a good suggestion, patients have to be engaged to ensure the best possible outcomes.” Mahnani remarked.

HospitalAdvisor is free of charge for all users and can be accessed at hospitaladvisor.org.hk. The platform rates each hospital using a patient experience survey conducted by patients who have been treated in the respective hospital within the last three months. Based on different indicators established from the survey, HospitalAdvisor generates a score for the quality of care provided.

Experience in the US and elsewhere shows that patient experience surveys can provide important insights about the quality of care in the hospitals. Patients’ experiences are both important unto themselves and a very good proxy for broader quality of care, said Director of the Harvard Global Health Institute Prof. Ashish Jha, who developed the survey together with Dr Janine John- ston from the University of Hong Kong.

According to Jha, the quality of care scores for each hospital will be updated at the end of each month.

Investigating patients’ knowledge and perceptions regarding implant therapy, a Chinese study has found that an alarming number of participants had inaccurate and unrealistic expectations about dental implants. Moreover, the study determined that only 38 per cent felt confident about the information they had about the treatment.

In the study, the researchers investigated preoperative information levels, perceptions and expectations regarding implant therapy via a questionnaire. Responses from 277 patients were obtained during 2014 and 2015 in three different locations in China (Hong Kong, Shuchuan and Jiangsu). The analyses established that about one-third of the participants had mistaken assumptions about dental implants. According to the researchers, common misconceptions were that dental implants require less care than natural dentition, implant treatment is appropriate for all patients with missing teeth, dental implants last longer than natural dentition, and there are no risks or complications with implant treatment.

Overall, younger respondents (<45) and those with higher education (bachelor’s and postgraduate degrees) tended to have more realistic perceptions and lower expectations of the treatment outcomes. When asked about their level of knowledge, 63 per cent of the participants said that they were generally informed about implants, but only 18 per cent felt confident about the information they had.

The study tried “What do patients expect from treatment with dental implants? Perceptions, expectations and misconceptions.” A multi-centre study was published online ahead of print on 23 March in the Clinical Oral Implants Research journal.

Fundamental misconceptions about dental implants

One-third of participants in Chinese study have mistaken assumptions

Will India be the next big dental market?

Market reports highlights factors such as continued economic growth and reforms

India might have the potential to become the largest market for dental care services due to rising economic growth and higher education levels. India already has the second-largest population in the world. The rapid increase in disposable income has increased number of organized dental clinics across the country. Although the vast majority of dental products are imported from Germany, the US, Italy and Japan, foreign companies continue to invest in India and establish production units. Most importantly, patient demand for better health care facilities has increased. As a country without a unified health care system, more Indians are purchasing private oral health insurance. A rising elderly population, changing lifestyles, and increased private and public health care expenditure are additional factors for the growth of the dental care market. Furthermore, dental companies are focusing on improving dental services for tourists seeking lower-cost treatment across India.

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More information about the Zubin Foundation can be found at www.zubinfoundation.org.

Mahnani and her husband, Ravi Gidumal, established the Zubin Foundation, a non-profit think tank, in memory of their son Zubin, who died tragically in 2009 after a short stay in a Hong Kong hospital. Committed to improving the lives of Hong Kong people, the foundation focuses on racial inclusion, patient care and special educational needs of non-Chinese-speaking children.

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Lisa was designed to fulfil high demands for efficiency, safety and quality

An interview with W&H Product Manager Alejandro Ramirez

Quick and efficient work and achieving the best hygiene standards in dental practice were the goals of W&H in developing its latest product in the field of sterilisation. The newly launched Lisa is an innovative device offering high sterilisation efficiency. Demanding patients, more stringent legal conditions and the pursuit of greater economic efficiency of the dental practice translate into greater challenges for dentists. Equipped with state-of-the-art functionalities, the new Type B steriliser from the Austrian manufacturer seeks to address these through efficient and secure working processes. Essential market needs were established from European dentists during product development and incorporated into the product specifications. According to W&H Product Manager Alejandro Ramirez, Lisa is setting a new benchmark in the dental market. In this interview, he explains how the dental practice benefits from an optimised workflow with the device.

**today international: Mr Ramirez, what is the significance of the new Lisa to the hygiene process in dental practices?**

Alejandro Ramirez: The new Lisa steriliser is equipped with the latest technologies and offers high sterilisation efficiency in modern dental practices. The focus of the latest Lisa is the optimisation of working processes. It can easily be integrated into existing hygiene protocols and supports compliance with legal requirements.

**What customer needs were the focus during the product development phase?**

The main factors considered during development were speed, ease of use, comprehensive traceability and ergonomics. All of these aspects are directly linked to efficiency and, of course, to customer experience. Speed is a purely engineering topic to be worked out in hours, but ease of use and ergonomics were topics for which customer feedback was extremely important and valuable. Different questionnaires were distributed during the field test, and the answers provided us with comprehensive customer feedback about how the new unit was perceived and what features still needed improvement prior to the product launch.

**To what extent were customers involved in the process?**

This is indeed an important question. While there are general hygiene and asepsis rules worldwide, the way customers work with products differs from country to country. Customer needs too are slightly different owing to local regulations, cultural specifics or the general market environment. For these reasons, we decided to carry out the largest field test ever conducted by W&H Sterilisation. Our main objective was to cover a wide spectrum of daily use. Reliability is clearly key. We had units running in field test sites for more than 18 months, validating and ensuring the reliability of the unit for the customer prior to its market launch. Overall, we tested more than 40 Lisa sterilisers in eleven European countries.

**What technological features characterise the new Lisa in particular?**

The efficiency and speed of the cycle using the patented Eco Dry technology is probably one of the most important technological highlights. Eco Dry is the result of three years of internal engineering work, in combination with two partnerships between W&H and European universities, in pursuing the highest sterilisation efficiency in terms of speed, energy, water consumption and drying quality. The improved connectivity and new user interface offer a world of possibilities in terms of customer experience and workflow. In addition, the component modelling and software simulation work completed prior to the field test phase gave us tremendous confidence, which was reflected in the durability and reliability experienced in the market testing.

**You mentioned Eco Dry technology. What benefits does this technology offer to customers?**

Eco Dry technology is a patented algorithm that allows Lisa to calculate the drying time according to the mass of the load to be processed. In order to dry 4 kg of instruments, the energy and time needed are greater than for drying 2 kg. While conventional sterilisers have a fixed drying time for each sterilisation cycle, Lisa calculates the load being sterilised and adapts the drying time to the load mass automatically. This feature allows Lisa to offer one of the fastest—never the fastest—Type B sterilisation cycles for an average load (2 kg). This saves clinicians a great deal of time, around 30 per cent for an average load compared with a conventional Type B cycle. Thanks to Eco Dry technology, the customer will also experience a reduction in the energy consumption of the steriliser, as well as an increase in the working life of the instruments, as the instruments have reduced exposure to high temperatures during the shortened drying phase.

**What functionalities does the new Lisa provide in terms of traceability?**

Traceability has always been an important topic for dental practices and the new Lisa user interface and improved connectivity have allowed us to take the device to the next level. User identification and related options have been made simpler; while the customer experience has gained from the new user interface, screen and intuitive menu layout.

**The new Lisa Mobile App, allowing the operator to monitor the status of up to four sterilisers in real time with a smartphone or tablet from within the practice, is an important component. The app also allows additional backups of the cycle history with a high level of security. All of these innovative functionalities enhance the customer experience, the high technical value of Lisa and, of course, the positioning of the Lisa steriliser in the forefront of this market segment. All of this allows medium-sized dental clinics to reduce their investment in traceability by only buying one label printer. The connectivity allows Lisa to remotely save the cycle reports to a server, and that offers two advantages to customers: firstly, the ability to back up the cycle history on a separate server; and secondly, the digital storage of the cycle reports on the practice’s own management system.

How do you think the new Lisa is going to influence the hygiene workflow in dental practices?

The goal of our Lisa steriliser is to make the workflow more efficient. This is achieved with the above-mentioned improvements in speed, simplicity and compliance with standards and guidelines. It is important to consider, however, that sterilisation is just one step in the hygiene workflow and that other W&H products involved in the reproprocessing and infection control processes are just as important as Lisa. One example is our Assistina 3x3, a full automatically cleaning and lubrication unit, which offers automatic internal and external cleaning of turbines, as well as of straight and contra-angle handpieces, including lubrication. The cleaning step is crucial to ensure the instrument is prepared correctly for the sterilisation process carried out by Lisa. Combining the Assistina 3x3 and the new Lisa enables a complete handpiece reproprocessing time of less than 20 minutes. Therefore, for the hygiene process, we have to consider different W&H products working together and offering added value to the practice workflow.

Thank you very much for the interview.
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