Digitalisation is changing the way we live and work. The UAE – in particular Dubai – is at the forefront of this trend. With the current focus of the UAE on innovation, using technology to build a ‘smart, happy city’ in line with H.H. Sheikh Mohammed bin Rashid Al Maktoum’s vision of Dubai becoming one of the most technologically advanced cities in the world by 2020, the transformational influence of digital world is evident also in dental sector, with cutting-edge technology used to transform patients better – and help clinicians achieve more efficient outcomes.

Aesthetics, after all, play an increasingly important role. Studies have found that a genuine smile can help you land a job, close a sale transaction and even motivate others to perform better. In fact, recent report by the American Academy of Orthodontics, conducted on individuals who had orthodontic treatment as adults, states that as many as 75 percent of people surveyed have noticed positive effect of the new smile on their personal and professional life. More people than ever are realising the value of investing in orthodontics; as a result, people who wear braces when they appear younger and feel more self-assured in various situations.

Digital technologies may help more people smile with more confidence and we can certainly see the trend taking strong roots in the UAE and the wider region. In fact, digital dentistry has been a pioneer in the invisible orthodontics market, a history that dates back to 1999, when the Invisalign system was first introduced. Within the next two years, one million unique clear aligners were manufactured. Today, the number of users has crossed over five and a half million, including 1.3 million teenage patients, and the system is offered in over 100 countries.

We are also driving the evolution from analogue to digital with the Trio Intraoral scanner – helping to modernise today’s practices by replacing traditional intraoral scanned impressions, creating digital treatment planning and leveraging the potential to revolutionise almost every type of dental treatment offered. We believe the future of dental industry is digital.

Maintaining healthy teeth is very important for one’s well-being – underpinning how digitalisation of dentistry services is contributing to the all-round wellness of individuals. By offering doctors and patients our digital, end-to-end solutions, we give all a reason to smile.

By Simon Beard, Senior Vice President and Managing Director, Align Technology EMEA

Digitalisation is the way forward for dentistry?