By Dental Tribune MEA / CAPPmea

Dental Tribune MEA / CAPPmea: Please would you introduce yourself.

Sure, I am Brian Forth, I’m the Head of Sales and Marketing at Futudent. We are the global leader in dental digital technologies, we’re very happy to be here at the 13th CAD/CAM & Digital Dentistry Conference in Dubai. Thank you for having us. We were very proud to donate one of our cameras for this event. Also, we were very excited about a lot of new things that we did at this show. We donated a camera, we have previewed two brand new cameras that we have just launched, here in your event. And then we also began working with our new partner, SWAN, here in the UAE. So, we had a lot of new and exciting things happening over the last two days.

Could you tell us a little bit more about the two new cameras that you have launched? What are their main advantages compared to the previous generation?

The two cameras that we launched are the proCam and the microCam. The proCam is the first 4K camera in dentistry, a miniature 4K camera. It can be used either on the loops or on the light to film dental work in amazing detail. So, we’re very excited about that product. And, at the same time, we launched a product called the microCam. Now, the microCam is the smallest loupe-mounted dental camera. It’s only 12g. It feels like almost nothing, because doctors already have a lot of weight on the bridge of their nose, with their loops and their light, so if you want to add a camera there, you want to keep the weight as low as possible. So, the microCam is a great camera for filming from the loupe to get that perfect shot from the point of view of the doctor, but without adding too much extra weight.

What is the main advantage for a dentist to actually make a video of the procedures? And, what is the main advantage for patients themselves?

That’s a great question. So, we’ve been doing this for a long time. We started seven years ago and we’ve seen the evolution of the use of video in general dentistry. It began as a technology that was primarily used by academics and key opinion leaders who needed to get great videos of their procedures for education to be able to show people in their presentations what they’re doing. But, what we’ve done, since we’ve started this, is we’ve taken those tools of video and we found ways to make it useful for a general practitioner. So, a corner doctor, even hygienists are able to film their work and show their patients and their colleagues in different cases. So, one of the most interesting uses for our video is really patient education—helping the patient see and understand the dental work that’s being done. It helps with treatment acceptance and then of course, within the team as well, to be able to share difficult cases. You can do a certain amount of still photography, but a video is so much richer, you can do a lot more with video. So, we’re seeing more and more applications for video all the time and we are very excited to be sitting at the front of that wave.

Brian, what do you think about the 13th edition of the CAD/CAM and Digital Dentistry Conference and Exhibition and about your partnership with SWAN, who is your now local distributor here in the UAE?

Well, I can say this has been a fantastic two days. We’ve had a lot of very exciting conversations in our little booth around the corner. I spent my life travelling around to dental shows—a lot of big ones—and this show was just very focused. So, the doctors who came here to talk about digital dentistry, they’re already in the right headspace, they’re technological savvy, they’re interested in using digital technology to enhance the way they communicate, the way they document their cases and they’re looking to do that with CAD/CAM and other technologies as well.

We just offer another and unique way to do that, that is now for a lot of them. So, we’re still educating the market at the same time as we’re here talking with doctors.

Brian, thank you very much for the great interview. We hope to see you next year at the 14th edition of the event, which will be on the 12th and 13th of April 2019.

If you’d like more information about the Futudent cameras or our conference go to www.futudent.com or www.cappmea.com. Thank you and have a great day.

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We’re here at the 13th CAD/CAM Conference in Dubai. This is the second time I’m here, the first time I was here was about three years ago at the tenth edition. The CAD/CAM conference is focusing on the digital workflow in dentistry.

And what is interesting about the digital workflow is, it’s showing us how dentistry is going to be changing in the coming years. What we see is that we’re getting away from the analogue and going full digital. Digital diagnostics, let’s look at our patients from a virtual perspective. We do the CAD, the planning, we go into CAD, we have the milling, we have the 3D printing. And then we can execute the total treatment, as we go to the patients ourselves. So, looking around here at this conference, we see a lot of industry that understands the change that we are up against in dentistry. They’re here presenting the technologies that they all have in portfolio.

One of the problems however is that these technologies are all vertical. The technologies are not horizontal—looking connected together. So, what we’re looking for is a horizontal connection between all these vertical technologies to get the digital workflow to really work for dentists.

Questions are directed to me all the time: “How are we going to do this?” “Could you explain how I can integrate this into my workflow?” But, if you don’t have the proper software and you haven’t learned how to use it, then you’re going to get into trouble when you try to implement it. So, the credo here is that you have to learn, unlearn and relearn to understand what’s happening in digital dentistry.

Today, I gave a presentation on 3-D printing in dentistry. Some of the questions that were posed to me after my presentation told me that people do not fully understand yet what 3-D printing actually is. And they’re asking me: “Can I use that printer for printing metals?” No, you can’t. “What can I read to learn more about digital dentistry?” Well, my idea would be to get a book on 3-D printing. This can be a very easy and simple book to help you understand the technologies behind 3-D printing. When you understand the technologies, then you can find a way of implementing these technologies into the workflow. It’s not just plug and play, it’s not “here you have a machine and now you can get to work”. No, you have to understand the role the machine plays in the total digital workflow in dentistry.

You have to understand which machines you need to make the digital workflow work for you. So, it’s not just about reading up on the end solutions; it’s also reading up on the basics, the technology itself, and learning about subjects that you need to first understand i.e., what digital dentistry is and what 3-D printing is. If you don’t understand the basics, it’s going to be very difficult to understand the final execution of all these technologies in your workflow.

My advice is: be humble, be prepared to learn, be prepared to unlearn everything that you have learnt in the past and release the new technologies to be able to function properly in the new digital workflow.

Thank you.