IDS 2017: Organisers to stage Career Day again

By DTI

COLOGNE, Germany: After its successful launch in 2015, Career Day will be hosted again during this year’s International Dental Show (IDS), the organisers have announced. Young people seeking a career in the dental industry, as well as experienced dental professionals looking for job opportunities or further training, will have the opportunity to meet with representatives of prominent dental companies from all over the world. More than 2,400 companies from about 60 countries are expected to attend the world’s most important industry get-together for the international dental market in Cologne from 21 to 25 March 2017.

For IDS exhibitors, Career Day offers a platform for presentations on professional training, further education and career advancement. In the Recruitment Lounge, linked to the presentation area, facilities will be available for individual meetings in discreetly partitioned areas.

On Career Day, held on 25 March, university graduates, trainees in the fields of dentistry and dental technology and pupils and school-leavers who would like to find out about training and career opportunities in the dental industry can obtain a first impression of the various spheres of activity of the participating companies. In addition, the initiative offers fully trained persons or career changers information about further training options and career opportunities in the dental industry.

Meetings with candidates on Career Day can easily be arranged using the online scheduling facility on the IDS homepage. However, spontaneous speed meetings are also possible. All exhibitors involved in the initiative will be announced on the IDS homepage and be mentioned in a dedicated printed flyer.

Career Day was successfully introduced at IDS 2015 by the Association of German Dental Manufacturers and Koelnmesse. This year, the event will be hosted in the area between Halls 4 and 5.

Know-How Tours: Top dental practices open doors to IDS visitors

By DTI

COLOGNE, Germany: After the success of the Know-How Tour in 2017, the organisers of the International Dental Show (IDS) have announced their return this year. Interested visitors will once again have the opportunity to view two of the most prestigious dental practices in Cologne and learn how the respective practices apply the latest treatment concepts using their state-of-the-art equipment.

The tours, offering simultaneous interpreting into English, are aimed at dentists who would like to network and learn more about the latest and most advanced dental technologies from experts in the field, as well as those interested in treatment.”

The first tour, on Wednesday, 22 March, will take the participants to the Alamoti & Melchior practice in Cologne. Under the title of “Dentistry 3.0”, the practice owners will guide their visitors through their state-of-the-art equipped rooms. They will be introduced to the latest concepts applied in the practice, such as use of the microscope, CBCT and laser treatment.

On Thursday, 23 March, the second tour, titled “Dentistry—Made in Germany”, will take place at the PAN Klinik, where participants will be shown through another top-rated and highly modern practice. They will learn about study and treatment rooms. IDS will be introduced to the practice set up and equipment. The treatments will be focused on the company’s latest innovations, in particular the use of different materials suitable for various indications. Experienced CEREC users will share their own experience.

Networking on Career Day

Dentsply Sirona is once again participating in the IDS Career Day and will be making presentations to trainees, students, graduates and professionals in the dental industry.

What is a career at Dentsply Sirona like? For which professions are training and development offered? What is the opportunity for work in other countries? These and many other questions concerning learning and coaching, professional perspectives and career planning will be answered by representatives of Dentsply Sirona at Career Day on Saturday, 25 March.

A lecture titled “Global market leadership requires world-class HR” will provide insights into the global company. It will be held at the Career Day stage at Speakers’ Corner, in the passage between Halls 4 and 5.

Anyone wishing to learn more about Dentsply Sirona as an employer has the opportunity to meet with a representative in person in Recruiting Lounge 2. Appointments can now be scheduled via the IDS website.

New app and website

Owing to the large trade fair halls, more than 2,300 exhibitors and expected 40,000 visitors, orientation at IDS is important. Therefore, Dentsply Sirona has developed an app that directs the user to the company’s relevant booth, depending on the customer’s area of interest or desired product. The app can be downloaded free and is suitable for Android and iOS devices.

In addition to the app, Dentsply Sirona has also introduced a website that provides all information on the company after the merger, including in business units and brands, for anyone wishing to prepare for IDS. Users can also register for the IDS newsletter and register for hands-on courses on the dedicated website, dentsplysirona.com.

Live treatment, Career Day and app: Dentsply Sirona prepared for IDS

By DTI

BENZHEIM, Germany/SALZBURG, Austria: One of the largest dental manufacturers worldwide since the merger, Dentsply Sirona aims to boost its presence at this year’s International Dental Show (IDS) in Cologne in Germany. In addition to an IDS website and app, the company has announced that it will be staging a large number of live treatments during the exhibition and participating in Career Day to engage young people interested in a career in the dental profession, as well as experienced dental professionals seeking job opportunities or further training.

This year, Dentsply Sirona will be represented with booths in two exhibition halls: Visitors to Halls 10.2 and 11.2 will be able to see how the CEREC system has developed with approximately 20 live treatments on two stages, being shown per day during the entire duration of the trade fair.

The treatments will be focused on the company’s latest innovation, CEREC Zirconia, and aim to illustrate the versatility of the CADCAM system and the use of different materials suitable for various indications. Experienced CEREC users will share their in-depth knowledge of the technology and demonstrate how to implement the chairside manufacture of restorations, implant treatment and the processing of high-strength solid zirconium dioxide with CEREC into the workflow of a practice.

After watching the live treatments on stage, attendees will be able to try the system at the more than 50 stations set up. Under the guidance of experienced dentists and CAD/CAM experts, they will be able to fabricate a crown and take it home with them.

Networking on Career Day

Dentsply Sirona is once again participating in the IDS Career Day and will be making presentations to trainees, students, graduates and professionals in the dental industry.

What is a career at Dentsply Sirona like? For which professions are training and development offered? What is the opportunity for work in other countries? These and many other questions concerning learning and coaching, professional perspectives and career planning will be answered by representatives of Dentsply Sirona at Career Day on Saturday, 25 March.

A lecture titled “Global market leadership requires world-class HR” will provide insights into the global company. It will be held at the Career Day stage at Speakers’ Corner, in the passage between Halls 4 and 5.

Anyone wishing to learn more about Dentsply Sirona as an employer has the opportunity to meet with a representative in person in Recruiting Lounge 2. Appointments can now be scheduled via the IDS website.

New app and website

Owing to the large trade fair halls, more than 2,300 exhibitors and expected 40,000 visitors, orientation at IDS is important. Therefore, Dentsply Sirona has developed an app that directs the user to the company’s relevant booth, depending on the customer’s area of interest or desired product. The app can be downloaded free and is suitable for Android and iOS devices.

In addition to the app, Dentsply Sirona has also introduced a website that provides all information on the company after the merger, including in business units and brands, for anyone wishing to prepare for IDS. Users can also register for the IDS newsletter and register for hands-on courses on the dedicated website, dentsplysirona.com.

Intelligent dental tracking system on display at IDS 2017

By DTI

COLOGNE, Germany/PARNAS, Finland: Dental clinics worldwide face daily challenges with regard to material handling and traceability, as well as increasing requirements for patient safety and documentation. Logistics and instrument maintenance too could be managed better and more effectively. In response to these needs, Finnish manufacturer LM-Dental has developed a tracking system, which will be on display during the International Dental Show (IDS) in Cologne in Germany next month.

The LM-Dental Tracking System is the first commercially available system to use radio-frequency identification (RFID) technology to efficiently track and monitor instruments and materials in the dental industry. An advanced RFID chip integrated into the LM ErgoSense handle enables reliable traceability of the instrument and the material. Each handle, which is connected with software, constitutes the unique dental tracking system.

The readers give visibility to chipped instruments and materials at dental clinics, both in maintenance and clinical care. The information is sent to a server that provides clinicians with clear traceability of the instruments and materials, including their location and by whom and on which patient they have been used. The software generates analytical reports about the items registered on the system, aimed at improving material handling, increasing cost efficiency, and helping to ensure that only safe and clean instruments are used and thereby elevating patient safety to a whole new level.

LM-Dental develops, produces and markets high-tech dental hand instruments and its tracking system, as well as ultrasonic and high-tech dental handpieces and patient chairs. The company also manufactures a variety of dental laboratory and patient hygiene products. LM-Dental is part of the Parnas Group.

During IDS, visitors can find LM-Dental in Hall 11 (Booth F030 G031).
Breath test could help detect stomach and oesophageal cancer

By DTI

LONDON, UK/AMSTERDAM, NETHERLANDS: A test that measures the levels of five chemicals in the breath has shown promising results for the detection of cancers of the oesophagus and stomach in a large patient trial. The new research, involving more than 300 patients, found that the test could diagnose cancer with an overall accuracy of 85 per cent.

Together, stomach and oesophageal cancer account for around 1.5 million new cancer diagnoses each year worldwide, according to the Cancer Today magazine. Both tend to be diagnosed late, because the symptoms are ambiguous; consequently, the five-year survival rate for these two types of cancer is only 15 per cent.

At present, the only way to diagnose oesophageal cancer or stomach cancer is with endoscopy. This method is expensive, invasive and has some risk of complications. "A breath test could be used as a non-invasive, first-line test to reduce the number of unnecessary endoscopies. In the longer term this could also mean earlier diagnosis and treatment, and better survival," said Dr Sheraz Markar, a National Institute for Health Research Clinical Trials Fellow from Imperial College London, at the 2017 European Cancer Congress, recently held in Amsterdam.

The trial was based on the results of previous research that suggested differences in the levels of specific chemicals—butyric, pentanoic and hexanoic acids, butanal and decanoic chemicals—butyric, pentanoic and hexanoic acids, butanal and decanoic acids. This study suggests that we may be able to detect these differences and use a breath test to indicate which patients are likely to have cancer of the oesophagus and stomach, and which do not. However, these findings must be validated in a larger sample of patients before the test could be used in the clinic.

In the study, the research team collected breath samples from 315 people at St Mary's Hospital, Imperial College Healthcare NHS Trust; University College Hospital; and the Royal Marsden Hospital, all in London. Of these, 163 had been diagnosed with stomach or oesophageal cancer and 172 showed no evidence of cancer during examination via endoscopy.

All the samples were analysed with a technique called selected ion flow-tube mass spectrometry, which is able to accurately measure small amounts of different chemicals in mixtures of gases such as breath. The researchers measured the levels of the five chemicals in each sample to see which chemical pattern typified cancer and which did not. This means that the breath test was good both at picking up those who had cancer (sensitivity) and at correctly identifying those who did not have cancer (specificity).

Markar said: "Because cancer cells are different to healthy ones, they produce a different mixture of chemicals. This study suggests that we may be able to detect these differences and use a breath test to indicate which patients are likely to have cancer of the oesophagus and stomach, and which do not. However, these findings must be validated in a larger sample of patients before the test could be used in the clinic."

Over the next three years, the researchers will continue with a larger trial, using the test on patients who have undergone an endoscopy for gastrointestinal symptoms, but have not yet been diagnosed with cancer. This will assess the ability of the test to identify cases within a group that is likely to contain only a small percentage of cancers.

The team is also working on breath tests for other types of cancer, such as colorectal and pancreatic cancer, which could be used as first-line tests in general practice surgeries.

The study, conducted in collaboration with Karolinska Institutet in Sweden and University College London in the UK, was presented at the 2017 European Cancer Congress.
Researchers develop treatment for nerve pain affecting teeth and face

By Don Uhl

With more exuberants expected than ever before, the International Dental Show (IDS) in Cologne in Germany promises to be the essential event in this year’s dental calendar. In only a few weeks, the Koelnmesse fairgrounds will again welcome dental professionals from all around the world. Dental Tribune Online spoke with CEO Katharina Hamma about her expectations and what visitors can look forward to this year.

According to your figures, 2015 was the most successful year in Koelnmesse history with regard to revenue. What role did the last IDS have in this? Katharina Hamma: IDS currently ranks among our top ten events and therefore contributes significantly to our overall business results and attendance figures.

The last IDS, held in 2015, exceeded all expectations. Will the next edition be able to surpass the already good results from that year, in your opinion? We definitely expect another outstanding event. With about 3,700 exhibitors from over 60 countries, the range of products will be larger and more diverse than ever. Owing to the increasing demand from the industry, we are opening a second hall for the very first time. This extends the total exhibition area to 55,000 m². Furthermore, we expect more professional visitors this year. There is steady interest in the show, particularly from abroad.

You mentioned that the exhibition area will be expanded again through the opening of a new hall. Can you say where the new exhibitors mainly come from? Our new exhibitors come from various fields of dentistry and their ranges will expand the already large and diverse offering at the show. Furthermore, IDS is becoming increasingly international with companies from North America, Asia and Europe exhibiting their latest products and solutions at the event for the first time.

Over time, IDS has become a platform for the increasing importance and use of digital technologies in dentistry. Will this trend continue with the 2017 edition? Yes, IDS is the real focal point of a tremendously connected industry that from early on understood how to benefit from these technological advancements and the new opportunities that come with it. At the show, attendees are in the best hands, having tools like the new products database, IDS app and Matchmaking365 tool at their disposal. In this manner, we help exhibitors and visitors to prepare optimally for their visit and make their week in Cologne an all-out success.

In addition to digital dentistry, what other areas will be in focus at the show? Some of the areas that will be in the spotlight are periodontology, implantology and endodontics. Prophylaxis will also continue to be a topic of importance at IDS, in addition to many other areas of dentistry.

A number of new auxiliary show concepts, like Career Day and the Know-How Tours, were introduced in 2015. How were they received and will they be continued? Both formats were very well received by our visitors and will be continued in 2017. While IDS focuses primarily on the business and product presentations at booths, we strongly believe that an interesting auxiliary programme can generate leads for information gathering and new business negotiations.

ZURICH, Switzerland: Trigeminal neuralgia is characterised by sharp, lancinating pain in the tooth or facial region. The cause is usually irritation to greater channel activity. Blocking the Nav1.7 sodium channel is, the stronger the pain is linked to greater channel activity. Blocking this sodium channel, for example by a local anaesthetic, inhibits the pain. In trigeminal neuralgia, the nerve damage is presumed to be at the base of the skull. However, this region is difficult to reach by local injection and therefore requires drug treatment.

The novel substance, BILN204, which was tested in the study, inhibits Nav1.7 state-dependently. This means that the more active this sodium channel is, the stronger the pain is linked to greater channel activity. Blocking this sodium channel, for example by a local anaesthetic, inhibits the pain. In trigeminal neuralgia, the nerve damage is presumed to be at the base of the skull. However, this region is difficult to reach by local injection and therefore requires drug treatment.

The study titled “Safety and efficacy of a Nav1.7 selective sodium channel blocker in patients with trigeminal neuralgia” was published ahead of print in February in the Lancet Neurology journal.

What are the long-term prospects for IDS, and what concepts are being developed to extend the trade show offering? Owing to the development and particular success of IDS in recent years, we can look positively towards the future. In this dynamic industry, one has to keep pace with changes; therefore, we will sit down with our co-organiser, the Association of the German Dental Industry, after the show to discuss the outcome of the event and explore how we can continue its success in the long term.

Thank you very much for the interview.

345,000 dentists practise in the European Union

By Don Uhl

LUSSSEMBURG: Eurostat, the statistical office of the European Union (EU), has published an update on the number of dentists working in the EU. According to these figures, around 345,000 dentists worked in the region in 2014 and almost 15,000 students graduated from EU dental schools.

In relation to population numbers, Greece recorded the highest number of dentists, with 251 per 100,000 inhabitants. Bulgarias and Cyprus followed, with 98, and Estonia recorded 93 dentists per 100,000 inhabitants. The countries that registered fewer than 50 practising dentists per 100,000 inhabitants were Slovakia, Malta and Poland.

Between 2009 and 2014, the number of practising dentists per 100,000 inhabitants remained almost unchanged in most of the EU member states. There were, however, seven member states that experienced a substantial increase in the number of practising dentists. The largest change was recorded in Lithuania, with an additional dentists per 100,000 inhabitants (+30 per cent), followed by Romania (+29 per cent), Hungary (+27 per cent), Italy (+24 per cent), Spain (+23 per cent) and Bulgaria (+16 per cent). The opposite trend occurred in some countries, where the number of dentists per 100,000 inhabitants fell between 2009 and 2014, including Greece, Denmark and France.

Statistics on the number of dentists graduating in the EU member states show that in 2014 the number of dentistry graduates was close to 13,000. Among the EU member states, Germany had the highest number of dentistry graduates (5,200 in 2014). According to data from 2005, France, Romania, Spain and the UK each produced more than 1,000 dentistry graduates.

In many countries, dentistry remains one of the top professions. More than 100,000 men and women in the EU have chosen this career (image: moritz320/Pixabay).
Eleven tips for success in your dental clinic

Part III: CASCO and PEC

By Dr Anna Maria Yiannikos, Germany & Cyprus

As dental practitioners, we work with patients that have special needs and difficulties, therefore sometimes we find ourselves in trouble due to inevitable delays. My question here is: How can we deal with them? However, most essential is, how can we control them? Be aware of the acronym CASCO, which stands for control, apologise, solution, change, and offer.

1. Control
You can control your delays by assigning to your assistant to remind you every five minutes for the next appointment that awaits you. She can become your personal alarm clock that will wake you up and remind you of your next appointment. You should also inform your “alarm clock” (aka assistant) how long exactly your next patient will have to wait in case of delays, so she can also inform him/her promptly and avoid possible irritability.

2. Apologise
Do not be afraid to say sorry to your patients, this will show your humanity and they will really appreciate it. You can do it in so many ways, verbally (immediately when you face them) or you can send them an email expressing your apologies. But please avoid adding annoying excuses, like ‘Sorry for being late, but I had a difficult surgery’ or ‘I am so sorry, but it is not my fault as the previous appointment came 30 minutes late’. Do you think that our patients should care about our uncontrolled delays? The answer is absolutely no! Please remember to avoid any excuses that will make them more angry or frustrated.

3. Solution
Give them a solution for their next appointment. For example, you can say, “I suggest that next time we can book you especially the first morning appointment to ensure no delays.”

4. Change
Do not be afraid to make the change—and change the habit of having delays at your clinic and create a clinic with no or limited delays. Trust me, this will add value to your clinic’s image—be aware that the best dentist is the one that respects his patients by being punctual.

5. Offer
Be ready to offer them a complimentary treatment to show your apologies once more, they will really love that. Avoid phrases like “I will give you a free treatment”, instead explain to them that “this treatment is a gift from us”. You can combine two treatments without charging the second one. In this way, you will raise the value of the treatment for your patients. At the same time, explain the separate cost of each treatment and the benefits you just gave to your patients without mentioning the word free. For example, “I will now do a dental cleaning and in addition we will do a polishing session with the new air flow machine that would cost 50 Euros.

You will like the results much more than the ones from the simple dental cleaning, your teeth will shine more and the stains between your teeth will disappear completely.”

Now let’s go to the sixth tip, which is as essential as the previous one and concerns how we can deal with conflicts. Unfortunately, there are times that we have to face problematic patients or unpleasant situations with our employees or our associates.

How can we face these conditions? Apply PEC to successfully deal with them. PEC stands for:

1. Perception
Name it! Behave as an adult and get rid of fear and just say the problem. Think what the worst scenario is. By making this risk management process, you immediately acknowledge the fact that you could face it as well. Be ready to listen to the other party, ask them about their opinion, maybe their perception is completely different from yours.

2. Emotions
Deal with them and then start the conversation. You should not start a discussion in case you still feel angry about the person or the issue. Be well prepared and avoid to take anything personally. Be ready to express your feelings, you might be surprised with the other party’s unawareness of the problem. Remember to show your empathy with phrases like “I understand you”, instead of “You are right”. It is a pity to miss the wood for the trees!
3. Communication

A constructive communication is essential to build relationships. Therefore, speak your truth without hurting feelings, ask questions to reveal the issue, sit together to find a win-win solution and make the gesture! This means you can make a warm handshake, or you can hug the other party (based on the type of your relationship) showing your positive attitude to resolve the problem. Finally, always remember to be calm, express some humor, and be humane!

In the upcoming issue, we will analyze two brand new tips and practical solutions that will help you to reveal new opportunities and potential of your dental clinics. Until then, remember that not only you are the dentist in your clinic, but you are also its manager and leader.

You can always send me your questions and requests for more information and guidance via dba@yiannikosdental.com or via our Facebook account. Looking forward to our next trip of business growth and educational development!