A beautiful genuine smile has tremendous psychological and emotional benefits specifically brightening the mood of both your own and of those around you. Orthodontics is truly a blessing as it is the dental practice that shapes a perfect attractive smile on people's faces and straightens not just the human teeth but also the whole being throwing light on the importance of their chance to live contently. It is with immense contentment and anticipation that in this edition of Dental Tribune Middle East and Africa, I announce the creation of the remarkably vital section, Dental Orthodontic, which is part of the Dental Tribune International Publishing Group, composed of the leading dental trade publishers around the world. Its combined portfolio includes more than 100 trade publications that reach over 650,000 dentists in more than 90 countries in 25 languages.

The orthodontist is the artist who with his great knowledge, creates an outstanding balance and harmony between the teeth and face structure. People who suffer from dental flaws such as improper bite, crooked teeth, protruding teeth, misaligned teeth and spaces between teeth, tend to lose their confidence which result in frustration and avoidance of criticism and socializing. The recognizably golden role of the orthodontist helps to restore self-esteem and enhance their being.

Our section's focal objective will be encapsulating the accumulated information into an easily digestible manner. The real change in the approach of using information as a tool will be the mission we set for ourselves to give doctors access to the data they need most in the way they expect to find it. In broader sense, our team will be providing a common platform and a melting pot for ideas from diverse areas, updates about new product launches, orthodontic events, ethics in orthodontic principles of medical practices, residents journal review, original articles, clinical corner, techno bites, book reviews, continuing education and interviews with the pioneer doctors in the world.

We expect such an approach to stimulate further research on orthodontic matters. We intend to publish special issues on selected topics providing adequate scope for presentation and discussion of controversial ideas, well-founded conjectures and comments on published work. High scientific standards will be the top priority of this section of the journal to increase the awareness of the readers to important issues in emerging fields and materials processed by orthodontists.

The basic foundation has been laid to make readers more interactive, encourage productive debates enabling us to add more aspects so that this section can best serve you. We would appreciate receiving surveys on your opinions on activities, researches you value as well as thoughts on compelling subjects. We would thus develop our orthodontic section as a direct result of your input.

We also have tremendous work to do beyond today's launch which revolves around offering an open-access academic and scientific forum for the all doctors facing difficult cases and also assisting general practitioners to solve simple and moderate orthodontic cases. To this end, and to ensure rapid publication of significant results, every effort will be taken to ensure efficient communication between authors, editors and readers and continuous improvement of this section will be our definite preference and its growth will be our distinct mission which we hope it would be envisaged to meet your needs.

Yours faithfully, Dr. Khaled Abouseada Consultant Orthodontist khaledoessa@yahoo.com
Orthodontics has evolved dramatically during the past ten years

By Dr. Khaled Abouseada

We are in for a real treat today. I have the honor to introduce our guest who has been the driving force behind Orthodontic practice for many years. He is the person who knows the whole history of how we got to where we are today. It is an honor to have such a knowledgeable and influential orthodontist with us today to discuss his experiences and contributions to the field of orthodontics.

Dr. Joseph Bouserhal is Professor in the Department of Orthodontics at Saint-Joseph University and maintains a private orthodontic practice in Beirut. He was former Head and Director of the Program (1995-2010) and President of the Lebanese and Arab Orthodontic Societies. Actually, he is a Research Associate at the University of Toulouse, a Member of the Executive Committee of the World Federation of Orthodontists, an Affiliate Member of the Angle Society of Orthodontics, Eastern Component and a Fellow of the Tweed Foundation for Orthodontic Education and Research.

He earned a Doctor in Dental Surgery Degree from Saint-Joseph University, a Master Degree in Orthodontics from the University of Louvain, a Continuing Education Diploma in Orthodontics from the University of Southern California, a Diploma in Specialist in Lingual Orthodontics from the University of Paris VII, a Diploma 3D Imaging and a Diploma in Dental Clinical Research from the University of Toulouse. He is a PhD candidate at the University of Li ge in Belgium.

I am also delighted to mention that in addition to all the above-mentioned achievements, he also published articles in local and international journals and successfully conducted many research projects leading to a master or PhD degrees. His main interests are Vertical Dimension Control, Treatment of Asymmetries, Adult Orthodontics, Transverse Dimension, Mini-implants and 3D Imaging.

Dr. Khaled Abouseada, BDS, MS, Orthodontics cert, is consultant orthodontist who is involved in private practice in Saudi Arabia, Bahrain and Egypt plus teaching orthodontic in BMC and SAMAT. He graduated from Alexandria University in 1993, Fellow of the World Federation of orthodontics and member in multiple regional and international orthodontic associations. Dr. Khaled has to his credit several scientific articles in national and international journals. He has lectured at many international and national dental and orthodontic forums. Winner of I LOVE MY DENTIST AWARD 2010 and 2011 and short listed winner of best orthodontic case award in MENA area 2010 and 2011. Being the proud holder of 4 international certifications in different CAD CAM aligners systems and also practicing CAD CAM lingual and labial orthodontics, he is also a certified trainer for CAD CAM aligners; these years of practice make him one of the most experienced doctors in the current to have practiced orthodontic CAD/CAM therapy.

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Orthodontics has evolved dramatically during the past ten years, we have had major developments in different areas: 3D imaging in diagnosis and orthodontics, mini-implants and accelerated tooth movement in treatment and evidence based orthodontics as a whole approach of our discipline. This evolution had traced a border between orthodontists before 2000 who hadn’t followed it and orthodontists after 2000 who have got the possibility to do it. “We can’t treat our patients in 2012 with an orthodontist before 2000”.

As future expectations, we may have more development in diagnosis toward the “virtual face” by getting all our data, as x-rays and models and photos, under a digital form and then make the virtual reconstruction of the face including hard tissues as bone and teeth by scanning as well as soft tissue contours as lips by advanced and three-dimensional photograpy. We will have the possibility to navigate into the virtual face, acquire not simply linear and angular measurements as advancement done in two dimensions but more based on volumetric calculations. Treatment planning will be done in three dimensions using new software with prediction of treatment outcome, which can be modified by the practitioner to adapt it to the individual need. Orthodontic appliances will evolve by using more and more the CAD-CAM technology and try to be less and less practitioner and patient dependent.

Every person faces profitable productive moments. Would you talk to us about the most rewarding incident you had and the biggest accomplishment you have reached?

I consider that the most rewarding incident that I had was my election as a member of the Executive Committee of the World Federation of Orthodontists (WFO) where we can serve our profession at the highest level possible and acquire another vision by looking to the big picture of our discipline. My main aim is to reach the highest goal, reaching my dream to establish the first postgraduate diploma in orthodontics in Lebanon in 2008 and bring our orthodontic department at Saint-Joseph University to be recognized worldwide through our oral contributions in different national and international congresses as well as published papers in peer-reviewed journals with impact factor. This achievement wouldn’t be possible without a team effort and I would like to thank especially Dr. Nayla Bassil-Nassif who was the co-pilot during this long journey from 1997 to 2010, period in which we haven’t been in charge of the department as Head and/or Program Director.

Would you describe your knowledge of current technology and procedures?

I finished my orthodontic specialty in 1986 and learned the main different techniques at that time. This orthodontic mentorship helped me to treat my patients till 2000 when new technologies emerged and obliged me to develop myself in different new areas: I followed too early courses about mini-implants and obtained a diploma in Lingual Orthodontics from Paris VII University, a diploma in Dental Clinical Research and another one in imaging from Toulouse University. These scientific acquisitions helped me to level myself with all new technologies and procedures and to develop my bining clinical expertise to evidence based research. At this occasion, I would like to thank my old friend and colleague Professor Ziad Salameh, well-known researcher, exceptional communicator and team motivator, who have been lately the motor for creating our Orthodontic Research Group in Beirut.

In what way your fruitful knowledge and rich experience will assist you in handling your responsibilities?

Actually, I have the professional responsibility to act as a WFO where I can be useful helping to the advancement of our speciality through the establishment of a regional orthodontic board or motivating orthodontists to get through other orthodontic boards, by integrating different orthodontic societies in the WFO and by facilitating their communication together. I am handling my teaching responsibility through lecturing in major scientific events and giving courses in more and more countries mainly on a new “Individualized orthodontic Philosophy”. I am expanding my research responsibility by co-creating the Orthodontic Research Group, already mentioned above, as well as being a part of another multidisciplinary research team including researchers from different Lebanon universities or others abroad.

Can you tell us about your experience with the business and administrative side of running an orthodontic practice?

I have had the opportunity to establish the postgraduate program and run the orthodontic department inside an academic institute. Saint-Joseph University was at that time, the meanwhile, I developed my private practice, which comprises today six orthodontists within three locations, the main office being in Beirut where I installed a CBCT scan to follow the new developments. This opportunity, for handling both structures: institutional and private, gave me a huge experience in management, nevertheless and in order to ameliorate my performance, I was obliged to read books about self-development, teamwork, leadership and communication.

Can you please identify your goals and ambitions for the next 2 years and your specified plan to achieve them?

I would like to finish my scientific commitments in the Angle Society East Component as well as to present my PhD thesis that I am preparing at the University of Liège. On the other hand, we are planning teaching through courses and developing our research group to get published extensively will be my main interest. To achieve these goals, I have to be a good time manager and I learned from books and life when I have to say NO…

What have you learned from your mistakes?

I have learned that you can’t change the past and you are unable to predict the future then live the present moment. We have to admit that Life is difficult, full of rewards and deceptions, of good and bad, we have to accept as it is and adapt ourselves as fast as possible. This lesson learned to stick to my principles to keep my internal peace contrary to throwing them looking after the external peace; we haven’t to forget that peace is coming from the inner of us. Now I am a free person, looking ahead and never behind. I am enjoying my life without compromises because I discovered myself. How would you handle stress and pressure?

At the beginning it was difficult to do it. I faced these problems by a good time management, a daily period of meditation, doing sport, creating teamwork and having good friends on whom I can rely. I define my priorities for each stage of my life and saying NO sometimes is helpful to prevent stress and pressure as well as establishing equilibrium of different components of our life is of prime importance.

Do you prefer to work independently or with a team?

I prefer to work definitely with a team. In our study group, we are doing a brainstorming, which is beneficial for everybody. The input from all of us will lead to a more logical and better decisions and results. Communication is enriching and being open-minded is a must for self-development. What motivates you and are you a self-motivator?

In general, I am more a self-motivator because I got the chance to have my profession as my hobby. If you are ambitious, you will create indefinitely more and more new objectives to attain in your life, you will look after new challenges, which keeps you motivated. Everybody has his own moments of weakness, being a part of a CONFIDENT team is essential to overcome these moments; everybody becomes supportive to the other. A tight family link constitutes a solid base, which motivates us to go further and further. I would like to express my profound gratitude to my wife Liliane, my daughter Léa and my son Philip whose sacrifices and support gave me this energy and motivation to face new challenges and overpass all obstacles in my life.

To this end, I deeply appreciate the immense generosity in providing us with valuable richly deserved information and enlightened professional experience shown by Dr. Joseph Bouserhal Your careful research and instrumental input played an important role in our field and impressed everyone present with us today. Meeting distinguished influential professors like Dr. Joseph certainly is our distinct mission hoping to meet your needs. Wishing you Dr all the best in your future accomplishments.
The “Apple” of the implant market

The Swiss company, TRI Dental Implants Int. AG, was founded in 2010. The IDS 2011 marked its first “public appearance”.

So what do these three letters stand for, what similarities are there to Apple and what can the dental implant market expect from TRI Dental Implants? The company’s CEO, Tobias Richter, provided us with interesting answers to these and other questions.

D I. Mr Richter, which product did you present to start off with?

Tobias Richter: At the heart of the product portfolio is the TRI® Performance Concept, with its independently developed product properties Zirconia Blast Media implant surface (ZBM), TRI Bone Adapting implant design, TRI Friction implant connection and TRI Soft Tissue concept. We are convinced that, with this, we have successfully fulfilled the fundamental modern demands made of implantology today in a holistic implant system. This technology is integrated in the product lines TRI® Vent Dental Implant System (with the diameters 3.7 / 4.1 / 4.7 mm) and TRI® Narrow Dental Implant System (3.3 mm). In addition, we also offer a very streamlined and innovative surgical kit with an intelligent drill stop system. These core systems are complemented with additions that are not prosthetic lines (angled screw-retained abutments for all-on-four restorations) as well as navigated surgery.

For us, it was essential that we created the most efficient and flexible implant system possible, the “Apple of the implant industry” so to speak. Our implant system comprises a total of just 180 implant components which represents a more than 50% reduction in components compared to conventional systems. The key factor behind our success lies in the fact that we only have one implant connection and thus the number of components is reduced to an absolute minimum. This equates to a minimisation both of storage costs at practices and application errors when assisting.

DII. How has the company developed since its foundation?

TR: We now employ a total of 50 members of staff. In the direct markets we have a 30-strong sales team and, via our distributors, are already represented in 11 countries with our products. What’s more, we are currently involved in negotiations aimed at expanding our international activities further. We have opened our international distribution and service centre in Freiburg on 1 April in order to cope with the high level of demand through efficient and centralised order processing.

DIII. What does the corporate structure look like?

TR: We need to keep our company as streamlined and efficient as possible so as to be able to offer our partners and customers the best possible value for money. This is why we decided to base our headquarters, with management and development strategy for the international business, in the heart of Switzerland. The proximity to our production centres was the decisive factor behind this move.

Our central international distribution and service centre, on the other hand, is located within the EU, in Freiburg. This enables maximum proximity to customers, speed and cost awareness. Our strictly customer-oriented corporate structure is based on cooperation with the dedicated sales teams in the main markets of Germany and Italy which are managed directly from Switzerland. Other international markets are handled by experienced and professional distribution partners in Europe, Asia and South America. The complete corporate structure is subject to a modern corporate planning system (ERP) which coherently links process steps without the need for an interface – from registration of the order through accounting to delivery of the products.

DIV. Which renowned practitioners and clinics were involved in the development of your systems?

TR: We developed the Performance Concept and the TRI® Dental Implant System in close cooperation with a group of leading experts, whereby Dr. Marcus Steigmann (Institut Steigmann) was the decisive driving force. When developing the implant system, the main focus was on launching a user-friendly solution onto the market. Other international experts and study partners of the TRI Dental Implant System include Dr. Paolo Tress (Italy), Dr. Wolff-Ulrich Menn (Germany), Dr. Giulio Raspini (Italy), Dr. Hom-Lay Wang (USA) as well as Dr. Alberto Rebaudi and Dr. Marco Esposito (Italy).

DIV. What does TRI stand for: Tobias Richter Implant or, rather, “Through Research Innovative”?

TR: The identical abbreviation is a pleasant coincidence. “TRI” actually stands for “Through Research Innovative”, a slogan which was developed by a group of leading experts with one common objective, namely the merging of the latest clinical findings and know-how from implant research to develop a performance-oriented and easy-to-use implantology concept. Our scientific consultant, Dr. Marcus Steigmann, phrases this as follows: “The TRI project goal was to combine practical experience with the latest implant research to produce an enhanced performance-oriented implant concept. A concept that respects both the hard and soft tissue parameters and which also ensures maximum primary and secondary stability.”

DIV. You are not an unknown entity on the implant scene. How much of Tobias Richter is there in TRI?

TR: As a founding member, I have inevitably been involved in shaping the company’s profile. Yet at the heart of our success is the radical product philosophy of producing an extremely streamlined implant, at the same time, flexible implant system which is able to satisfy the latest findings from implant research. In this regard, thanks must be given to the developers and pioneering opinion leaders.

DIV. What is the target group for your system – newcomers or experienced practitioners?

TR: Given our size, we are currently not able to comprehensively support newcomers entering this market. We focus on experienced implant practitioners who, in addition to their current “premium” implant systems, are convinced that, with this, we have successfully fulfilled the fundamental modern demands made of implantology today in a holistic implant system. This technology is integrated in the product lines TRI® Vent Dental Implant System (with the diameters 3.7 / 4.1 / 4.7 mm) and TRI® Narrow Dental Implant System (3.3 mm). In addition, we also offer a very streamlined and innovative surgical kit with an intelligent drill stop system. These core systems are complemented with additions that are not prosthetic lines (angled screw-retained abutments for all-on-four restorations) as well as navigated surgery.

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