Interview with Xavier Cherbavaz:
“We strongly believe in education, we are committed to be more present in the region.”

"The special course attracted 11 participants representing 4 Dental Centers in Dubai – U.A.E., and 1 Dental Center in Doha – Qatar."

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Interview with leaders in Damon System usage:
Dr. Stuart Frost, Dr. Jeff Kozlowski & Dr. Philippe Van Steenberghe

By Dental Tribune MEA/CAPPmea

Dubai, UAE: During the 2nd MENA Symposium, many advanced users of Damon System were present to share their experience and challenges with the product. Dental Tribune MEA/CAPPmea had an opportunity to sit with three of them and ask several questions.

During the interviews, the doctors shared what they would like the delegates to remember from their lectures and also how much the treatments methods have changed over the years. Additionally, they shared with us their best career advice they have ever received.

DTMEA/CAPPmea: Could you tell me a little about your lecture? What was the main objective you would like the delegates to remember?

Dr. Stuart Frost, USA: I think, I wanted the participants to understand that before they ever put the bracket on the tooth they need to visualize in their mind what they want the case to look like in the end. So I shared with them the quote from Helen Keller where she said that “The only thing worse than being blind is having sights but no vision”. It is all about vision and visualizing the case.

Dr. Jeff Kozlowski, USA: During the lecture, I was trying to give practical ideas on how to look at things. I find that sometimes it is hard to make specific rules because every patient is different. One of the main things that we teach with Insignia is about customizing your treatment for each individual patient. What I want people to take away is that it is very important to think what specifically you want to accomplish for that individual patient and how you can use your mechanics to make it effective. Simply, be creative and think about good treatment planning and mechanics.

Dr. Philippe Van Steenberghe, Belgium: I wanted to tell delegates that they absolutely need to use elastics as it is part of the magic of the Damon System. The Damon System without the elastics doesn’t work the same way. For the patient it is the winning option because the treatments are faster, a lot easier and the patient can see a rapid progress.

DTMEA/CAPPmea: Your focus is strictly orthodontics. Do you think that the treatment methods have changed a lot over the years?

Dr. Stuart Frost, USA: I have graduated from dental school in 1992, I practiced dentistry for 5 years and then after that I became an orthodontist. So I have been orthodontists since 2000 and in 15 years we have seen a lot of changes in orthodontics, new technologies, new brackets and wires that make it more comfortable for the patients and treatment is more simple.

Dr. Jeff Kozlowski, USA: It is wrong to forget what you have learned, but I also think it is wrong to not to learn what is new and what is changed. So here are some things that have changed: I don’t use bands on posterior teeth anymore, it is more comfortable for the patient. I will almost always place the upper and the lower braces at the same time when I used to start with the upper braces and months later with the lower braces. It is easier for the patient and also fewer appointments. The use of disarticulations and elastics has helped us to treat the problems.

Dr. Philippe Van Steenberghe, Belgium:

“The Damon System without the elastics doesn’t work the same way.” - Dr. Philippe Van Steenberghe

“I am all about vision and visualizing the case.” - Dr. Stuart Frost

Dr. Jeff Kozlowski, USA: During the lecture, I was trying to give practical ideas on how to look at things. I find that sometimes it is hard to make specific rules because every patient is different. One of the main things that we teach with Insignia is about customizing your treatment for each individual patient. What I want people to take away with them is that it is very important to think what specifically you want to accomplish for that individual patient and how you can use your mechanics to make it effective. Simply, be creative and think about good treatment planning and mechanics.

“Everything is about vision and visualization.” - Dr. Stuart Frost
Interview with Tarek Haneya:
“...being closer to the customers and dealers is the key to success...”

By Dental Tribune MEA/CAPPmea

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Dubai, UAE: DTMEA / CAPPmea had the pleasure to talk to Tarek Haneya, Area Sales Manager - Middle East & Turkey from Ormco.

DTMEA/CAPPmea: Dear Tarek, it was a pleasure to interview you. It has been 3 years now since the opening of the Dubai office where you started as the Area Sales Manager for the region Middle East & Turkey. How do you evaluate your activities since 2013?

Tarek Haneya: First of all I’d like to thank you for being here and sharing this successful event with Ormco. Ormco has been growing in the region since we opened Dubai office, we learnt that being closer to the customers and dealers is a key to success, today we are winning more market share and we are leading the business in most of the markets in the region.

DTMEA/CAPPmea: One of the reasons for opening in the MEA was the need to be present in the day to day business in the region, how do you rate Ormco’s amongst the competing companies in the industry?

The end users are the core of our business, in an industry that depends mainly on building the relationship and have the day to day customer interaction we believe that today we have advanced in this direction, keeping in mind that there is still a room for development. Ormco, as all other competing companies, fully understand this need and is working continuously to deliver the best possible even within different markets.

Today we are stronger in India and Saudi Arabia, and we have our people there making sure to deliver the message to all our customers that we want to be always their preferred partner and ready to support further in educational activities.

DTMEA/CAPPmea: Last month, December 2011 the 2nd Ormco MENA Symposium was successfully organized at Emirates Towers by your team. Were there any new systems/products introduced this time around?

Today we stand strong in our achievements and product offering portfolio, with (DAMON) range being our core line of business we introduced (DAMON Clear 2) as a much refined self-ligating bracket from the first version, to adapt to our customers’ needs. We have also modified our digital software (Insignia) and made it as simple and effective as possible. Many more exciting projects are currently in the last stage of development and will be launched in the coming few months.

DTMEA/CAPPmea: Apart from this bi-annual event, how do you further educate your potential and existing clients?

We are running lots of educational courses within the region, for example in 2015 we have organized 30 different courses to educate our end users, and we participated in all main congresses within the region in which we also had pre congress type of course along with a VIP dedicated courses for our top accounts.

Find the way to have more patients to come to your office. If you want to open an office and work one day a week, you can do it. You can open one day a week, to have two staff members you can take six days off a week and you probably could make enough money to survive and be happy and travel. My career advice is, it is not only for the orthodontists, you can be whoever you want to be and it doesn’t matter where you are in your career, you can decide what really makes you happy.

Dr. Philippe Van Steenberghe, Belgium: To take time to learn the basics and not directly go to digital orthodontics. It works the same when learning piano or dance.

“Simply, be creative and think about good treatment planning and mechanics.”
- Dr. Jeff Kozlowski

Dr. Jeff Kozlowski, USA

I try to be as close as possible to my patients, I have learned from my own mistakes. I look how I have done the case, there are no bad mistakes just things that you could have done better, could have done differently. So I try to expose those when I present, it helps the audience to see the thought process instead of saying “oh that’s how he did it”, it should be: “that’s how he did it but this is how he could have done it or this is how we could have made it better”. That’s given them discovery you had from learning from your mistakes. It shortens their time to learn it because they hear about the mistake before they make it. Maybe the mistake is a wrong word, different approach would be better.

Dr. Philippe Van Steenberghe, Belgium: I always do the same when the audience is mixed. I come back to the basics like definitions, calculation and then from theory and slowly to practical. It is like seeing the movie, first time when you see the story and the second time you put more attention of the roles of the actors and during the third time you see more details. What I mean is that in different presentation people will be attracted by different parts.

DTMEA/CAPPmea: What is the best career advice you have ever received and would like to share with your colleagues?

Dr. Stuart Frost, USA. I think the best career advice I can share are 3 things. You need to know who you are as a person and then know what kind of practice you want to have and then set goals and where you want to be in five years. I think all that helps us to have a good practice.

Dr. Jeff Kozlowski, USA

My career advice in the orthodontics is this: You can do and be whatever you want to be. If you don’t like orthodontics then do something else. If you love orthodontics and want to do more of it then do more of it.

By Dental Tribune MEA/CAPPmea

MEA was the need to be present in the region, in which we also had pre congress type of course along with (lunch and learn) a VIP dedicated courses for our top accounts.

DTMEA/CAPPmea: Last year we opened our office in India in April 2016 and many more regions with such exciting projects and events.

DTMEA/CAPPmea: Is there anything else you would like to share with us?

I would like to thank you again for being here with us. For all valued readers and followers: stay tuned with us, you are the biggest part of our success. I would like to mention the Ormco mission statement that guides us in our daily work (Creating beautiful smiles through leading innovation and passionate collaboration with our customers).