“The Henry Schein plan and strategy is to cover all the requirements for the end users in the Middle East”

By Dental Tribune MEA

Dental Tribune MEA: Dr. Ghassan, you have been active in the Middle East dental scene for the last 15 years and have had a main role in the development of the Henry Schein brand. How do you reflect back on dentistry and your involvement for the MEA region over the last few years?

Dr. Ghassan: I joined the Henry Schein team in October 2010 and immediately we established the Henry Schein private label and exclusive brands (the companies that Henry Schein own) to start with a new profile in middle east. We appointed a strong network of dealers all over Middle East and in the last four years we worked on completing our profile by adding new companies to supply the end users with the full requirement from A to Z whilst improving our dealer services and delivery to reach customers with maximum satisfaction.

Can you elaborate on Henry Schein Middle East and your portfolio as a company?

In Henry Schein Middle East we cover now all the requirements for the end user in dentistry through the following lines:
- General consumables, dental materials and instruments (Henry Schein private label line including over 8000 products - www.henryschein.com)
- Lab materials (Zhan Dental and Pentron Ceramics - www.zahnental.com)
- Hand pieces and small equipment (BA International - www.bi-international.co.uk)
- General spare parts and services (Handpiece Headquarters - www.handpieceheadquarters.com)
- Dental Units, general equipment and Furniture (Ritter Concept - www.ritterconcept.com)
- CAD/CAM systems:
  - Clinical: PlanScan, PlanMill and X-Ray Cone Beam systems (Planmeca - www.planmeca.com)
  - Lahn: Connect dental form (www.zahndental.com)
  - CAD/CAM consumables: Zirfix line (Zhan Dental www.zirfix.com)
- Endo Rotary and Burs (Brasseler Dental - US - www.brasselerusa.com)
- Compressors, suction and phosphoric plate scanners (Air techniques - www.airtechniques.com)
- Dental Management Software (Software of Excellence - www.soedental.com)
- Dental laser and specialized material (CAO group - www.caogroup.com)

We continue to still add more companies to deliver the large variety that the end users are demanding for. Our goal is to be able to supply a full chain of solution to our customers.

What is your impression of the level of dentistry in the MEA region?

The level of dentistry in the region is growing very fast in all divisions and branches. This area is considered to be an entry point for other regions in the world and this is the main reason why Henry Schein puts wide attention and investment to support and service dentistry in the MEA region.

What impact has digital dentistry had in the MEA region?

Digital dentistry become a vital topic in the Middle East market and Henry Schein places it as a high priority in our profile. With this being said, Henry Schein has launched the only complete CAD/CAM clinical and Lab system in the market from Planmeca and Zahn Dental with Zirfix complete CAD/CAM consumable solutions along with the dental management software from SOE and the cone beam system from Planmeca.

How important is Education for Henry Schein Middle East and what are your plans for the coming year?

Henry Schein is considered a leading company in the education line along with supplying most of the universities around the world with the basic and high scientific required materials and equipment. We are preparing a full education program to cover the following subjects:
- Cosmetics and Prosthodontics
- Orthodontics
- Surgery and Implantology
- Endodontics
- CAD/CAM Technologies

With a certified degree supported by a well-known University in the scientific field, we are planning to announce the details of this launch during the upcoming AEEDC 2015 for the first time.

2014 was a strong year for Henry Schein and you have added new companies to your portfolio such as Planmeca and Ritter; can you explain the partnership?

The Henry Schein plan and strategy in Middle East is to cover all the requirements for the end users with the best scientific and economic solutions. This is why we keep adding to our profile the top companies to be able to serve the end user. We signed an exclusive distribution agreement in the Middle East with Ritter concepts (for their dental units and equipment) and with Air Techniques (for their air compressors and suction phosphoric plate scanners) as well as with Planmeca for their CAD/CAM clinical system and Cone Beam which we are very proud of. We are planning to add more companies in the coming years.

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Dr. Ghassan, a 47-year-old female taking Forteo (Teriparatide) for the treatment of osteoporosis was referred to my office by her general dentist because of her history of ongoing low grade discomfort associated with the UR quadrant and more specifically tooth #5. Her dental history revealed previous root canal therapy was completed on tooth #5. She didn't recall when, but was confident it was greater than five years prior to presenting to my office.

Clinical examination revealed a slight buccal swelling associated with the tissue buccal to tooth #5. No sinus tract was evident. The palpation of the temporals and masseter

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Figure 1: 2D periapical radiograph of previous RCT on tooth #3

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Case Overview

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By Mark Anthony Limosani, D.M.D., M.S., FRCD

CS 8100 3D Extraoral Imaging System CBCT provides clarity of prognosis

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**INDUSTRY 31**
Figure 2: Oblique sagittal CBCT view of #3 with attenuation patterns suggestive of a narrow bony defect associated with the MB aspect of the P root of tooth #3 (red arrows).

Figure 3: Axial view with finding of a narrow bony defect associated with the MB aspect of the P root of tooth #3 (red arrows).

Figure 4 & 5: Operating microscope intraoral photographs of the partially debrided tooth #3 with the finding of a crack extending from the mesiobuccal canal through the palatal root.

Findings
The sagittal slice demonstrated attenuation patterns suggestive of a narrow bony defect associated with the MB aspect of the P root of tooth #3. The axial slice demonstrated the high likelihood of an unaddressed second MB canal as well as a furcal defect involving the MB and palatal roots. No radiolucency findings were associated with the apical portion of the MB root.

Treatment Plan
My endodontic diagnosis for tooth #3 was a previously endodontically treated tooth with an acute apical abscess. The differential diagnosis associated with the etiology of bone loss was assessed as follows: 1) A crack extending from the MB root to the P root 2) A second mesiobuccal (MB2) canal that was unaddressed during the initial therapy that was causing persistent periodontitis.

The patient was given the option to have the tooth extracted or to re-access the pulp chamber in order to investigate the presence of a crack or missed canal. She agreed to access the tooth, where upon a crack was discovered (Figures 4 and 5), extending from the MB canal through the palatal root.

Testimonial
As clinicians, we can all recognize the importance of managing patient expectations prior to initiating treatment. When explaining all potential risks and benefits associated with our intervention, it becomes imperative for us to gather a significant amount of evidence in order to allow the patient to make an enlightened decision. CBCT helps uncover another layer of the dental diagnostic truth, while concomitantly enabling us to properly document our decision making process.

The CS 8100 3D extraoral imaging system is an integral part of treatment planning and has provided me the resources to make my discussions with patients more thorough and meaningful. It enhances the value of the care I provide. CBCT technology provides practitioners with another level of comprehension both from a diagnostic and a case management perspective.

With 3D imaging, we are able to evaluate cases more accurately, while at the same time providing the patient with more effective diagnostic tools that minimize additional costs, procedures and discomfort.

About the Author
Mark Limosani, D.M.D., M.S., FRCD
Dr. Limosani received his D.M.D. degree from the University of Montreal in 2007. He attended the specialty program in Endodontics at Nova Southeastern University where he also received his master’s degree in dental science.

Dr. Limosani is a Fellow of the Royal College of Dentists of Canada and a diplomate of the American Board of Endodontology. He is currently on staff at Miami Children’s Hospital and teaches at the AEGD residency program at Community Smiles.

Dr. Limosani has lectured locally and internationally on dental traumatology, restoration of endodontically treated teeth, restoratively minded endodontics, diagnosis and treatment planning and cone beam computed tomography (CBCT) use in endodontics.

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