New 3Shape advisory board develops plan to improve patient care

By Dental Tribune International

COPENHAGEN, Denmark: 3Shape, a global provider of digital 3-D solutions for dental laboratories and dental clinics, has formed a dental advisory board made up of 12 prominent dental professionals from around the world. The new board will provide the company with insight and direction in digital technology and product development, as well as help the company move towards its goal of improving dental patient care.

“The 3Shape Dental Advisory Board provides 3Shape with a unique opportunity to work with the dental industry’s top digital experts to develop our technology and solutions and better answer real needs for dentists. Our goal is to improve patient care. Working alongside these industry leaders brings us one step closer to this,” said Flemming Thorup, President and CEO of 3Shape.

The group met for the first time earlier this month in Copenhagen. Leading digital dentistry advocate and practitioner Dr Jonathan Ferencz from the US chaired the two-day meeting. The advisory board developed a four-point plan to achieve the following objectives: (1) to share best practices in the use of digital technologies; (2) to define actual needs for better dentistry based on cases and experience; (3) to support the research and development of and innovation in dental technologies; and (4) to promote education and awareness of digital dentistry.

All board members are respected leaders in the use of digital dental solutions and intra-oral scanning. Members work with a variety of the digital dental systems available on the market and not necessarily 3Shape’s own 3-D scanners and CAD/CAM software.

“The way dentists care for patients has changed dramatically over the past few years, with digital technology driving much of this change. Digital workflows enable dental professionals to work more efficiently and accurately, with digital case handling now in many cases surpassing analogue treatment in quality. The creation of the board will serve to improve patient care even further and strengthen 3Shape’s reputation as an industry leader. At the two-day meeting we got a sense of 3Shape’s passion not only from their willingness to listen to the expertise and insight of the professionals gathered, but also from their commitment to taking action and applying our recommendations to create better solutions and improve patient care,” said Ferencz.

The 3Shape Dental Advisory Board comprises 11 dentists and one dental laboratory owner. Board members are from Australia, Brazil, Denmark, France, South Korea, Spain, Switzerland and the US. Plans for the board include biannual meetings to ensure the success of the four-point plan, as well as to assess the issues of both the industry and 3Shape product development.

Ferencz likened support for 3Shape in the industry to that of IT giant Apple: “I think there is a passion that users have for 3Shape that is analogous to the passion that Apple users have for their products. 3Shape is driven by innovation much the same as Apple. And like Apple, they make products that are more useful, beneficial and incidentally, look cool too.”

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