By Dr Dobrina Mollova, DTMEA

In this interview, conducted at Dentsply Sirona World 2019 in October, Dr Dobrina Mollova, DTMEA, speaks with Don Casey, CEO of Dent-

sply Sirona.

Dentsply Sirona World 2019 is pre-
sented as the ultimate dental meet-
ing. What makes this event the ul-
timate dental meeting?

We believe that Dentsply Sirona World is the ultimate dental meet-
ing in Las Vegas. It is a combination of clinical education and hands-on opportunity to work with products right after completion of that clin-
ical education. We have learned that, if dental professionals are go-
ing to invest time with us, we want them to interact with each other in an environment in which they can have some fun. So, whether it's the Las Vegas location or the entertain-
ment, we are giving them an oppor-
tunity to spend three days away from their practice to learn how to improve their practice, learn about new technology and equipment, and then to have some fun. It's the ut-
imate dental meeting because of the uniqueness of the show—it's not a conference, it's not a trade show, it's a combination of the two built around what they need. For Dentsply Sirona, it is to have an opportunity to talk to thousands of customers. We have close to 600 people here talk-
ning to dental professionals every single day and that helps us to gain insights into what they are thinking. Thus, while we would like every den-
tist in the US to think of this as the ultimate dental meeting, it is also the ultimate dental meeting for us be-
cause of the amount of feedback we get from our customers.

Dentsply Sirona World 2019 at-
tends is dental professionals who truly care about their practic-
es and businesses, but more impor-
tantly, about the health and satis-
faction of their patients. How does Dentsply Sirona monitor patients' satisfaction, and what is the future of oral health in your opinion?

If you look at the evolution in den-
tistry over the last several years, there has been a huge growth in the amount of money going into aes-
thetic treatment, whether it's clear aligners, implants, veneers or other cosmetically oriented products, and as a result, many dentists have been putting a lot of money into products. In many cases, the companies advertising those prod-
ucts almost serve as fuel for more investment. This is why Dentsply Sirona to reconsider our traditional focus, so that over time we will have more investments helping our dentists reach patients in an efficient man-
ner. I don't think we'll ever be the type of company that is driven by patient advertising. I think our role is to help the dentist innovate and deliver great patient care, but part of our commitment to serving dentists today is our ability to help them manage their business in a space that is becoming increasingly customer driven.

Dentsply Sirona employs 15,000 people globally who focus every day on research, innovation and the manufacture of high-quality equipment and consumables. You literally bring new products to the marketplace every day. How do you manage such a large portfolio of products, and how do you follow up with your customers on their feedback on new launches?

I'm always asking about ways to reach the dental professional and to reach our people so that they can come up with great products and think about the product and the end customer right from the start. It's really about helping our hard work to determine a new purpose and at present that purpose is for all of us at Dentsply Sirona to wake up every morning with the focus on serving the dental professional and provid-
ing him or her with every tool he or she needs to deliver great oral health and give patients their smiles back.

And, what we have found is that, whether you're in manufactur-
ing in Bensheim in Germany or in our commercial team in Dubai or in manufacturing in Japan, all over the world, people are inspired by the opportunity to help their father, their mother, their brother, their sister, their kids. Thus, we start with a purpose first. Secondly, and this is very interesting, the single biggest commonality in every product at Dentsply Sirona is that it has been developed in conjunction with key opinion leaders. There have always been our opinion leaders who have served an incredibly foundational role in our product development. When we develop a new product, it is with the helpful guidance of a lot of dental professionals. We trust that we have motivated, excited people delivering great products that the key opinion leaders have helped us shape. And we think we have the best worldwide commercial organization. We can commercialise products in over a hundred countries as rapidly as we can get registration. So, we be-

lieve we are a unique company in the dental environment.

Education is one of the most impor-
tant aspects of the Dentsply Sirona life and philosophy. The company is the most important and largest supporter of CAPP and the CAPP Dental Training Institute in Dubai. Together, we have trained more than 65,000 dental professionals over the past 15 years through con-
ferences and clinical educational programmes. What do you think is important for sustaining this kind of collaboration, and what is your advice for the future? What is your strategy for dental education in the short and long term, especially in the Middle East?

I am still new to dentistry after 16 months. The thing that is very sur-
prising to me is how quickly dental professionals get into habits and in some areas therefore adopt tech-
nology slower compared with other medical professions. And one of the commitments that I want Dentsply Sirona to make is that we will stand behind people who can help ad-
vance the profession. If we can do that synergistically with a partner, that would be better for us because if both parties can invest it means our reach can be amplified, so I am high-
ly supportive of collaborative efforts in trying to reach dental profession-
als. In a case of a place like Dubai, we may partner with CAPP and another manufac-
turer to create an even bigger event that would make it worth-
while to get a larger numbers of dentists there. Because I believe our products are the best in the market, I also believe our products are going to have strong impact on speciality procedures. I believe that, if we build the best products and if people become educated in their use, we will win. So, let's educate and let's press for it. Last year, we had over 450,000 dentists, in one year, take one of 22,000 courses we did around the world. So, by the number that, say, in five years, and if we could do that together with partners, I think that would be very important.

Digital technologies are develop-
ning at an ungeahrt und vor allem in the Middle East market, and what are your expectations for it for the next future in terms of business opportunities and dental education?

The Middle East market has been and will always be a focus market for us, we are investing here since 2005 on setting our team structure. In 2016 we moved into our new show-
room and training facility in Dubai which we aim that it will be a new gate of education to the dental Tech-
icians and Dental professionals in the region. We also have our Riyadh – KSA showroom fully active and soon in early 2020 we are opening our new showroom in Cairo – Egypt, Education is one of our main goals at Dentsply Sirona and enriching the industry with the appropriate knowledge is a target which we are always focusing on.

Our full dental solution portfolio al-
loos us flexibly to look into a broad, bright future for business opportu-
nities in the Middle East market and we are planning to grow our busi-
ness there with the cooperation of our partners.
In this part of the interview, conduct- ed at Dentsply Sirona World 2019, Las Vegas, USA, in October, Dr Dub- rina Molko, Dental Tribune Middle East & Africa (DTMEA), speaks with Julie Mrozilak, Vice President of Dent- sply Sirona Lab.

Yo- u said that the conference was a revo- lution in dental education. What makes it a revolution? I think what makes this event revolu- tionary is the unique way in which we are able to put together this high-value, attracted-talent, lectures combined with specialty tracks of broken sessions and exceptional entertainment. It’s really a nice way to bring together several different laboratory and clinical specialties and also be able to provide some good networking and social time in a place like Las Vegas. It’s an unusu- al place to come to; there are no more places where you can put implant specialists together with orthodontists, prosthodontists and laboratories all in one set- ting. And I think learning from each other is what makes this a special, well-rounded type of revolutionary event. There’s great excitement here, a lot of positive energy coming from people. We have really put a lot of energy into this process. Many dental technicians from around the globe are attending the event today. How important is the dental laboratory’s portfolio of products and equipment for Dent- sply Sirona? We’d say that so important that we have laboratory technicians in a set- ting before Dentsply Sirona is that we really have to understand the dynamics of what’s changing chair- side in the clinical space. If a labora- tory technician can truly understand what’s happening in that digital age, then our dental technicians or the clinical specialists can be a better partner to their den- tists. So we feel that the value of the Dentsply Sirona Lab organisation is supporting technicians in the pivot of the phases of the clinical space, on the chair side. Dentists and dental techni- cians have to be able to grow in that space, think differently, and by hearing and learning what’s happen- ing in each other’s space—materials, technologies, think differently, they can be better partners together. We can come alongside of them and support them in that change. It’s really critical that the labora- tory technician has the same kind of understanding as the technician that comes to Dentsply Sirona World. We think that we can make them really confident in that change process.

Dentsply Sirona Laboratory intro- duced a number of important innovations at Digital Dental Show (IDS) this year. Can you please tell us what were the most important ones, which are new about the Cercon xt Multilayer and will attendees of Dentsply Sirona World 2019 find anything new? We had a number of different things that we launched this year. One of those highlight is the Cercon xt Mul- tilayer. That’s really our new way in which we are going to introduce new materials into zirconia science with integrated lay- ering for better light dynamics, just and for an easier way to work with zirconia to be able to mill and finish cases with- out really doing extra work—cut- back or extra staining. It also falls in the family of other Cercon products. They all can fire at the same time, so that’s efficiency, the way that laboratories gain by having a multilayer version that is a user of the traditional Cercon zr or ht version. Zirconia is still a very strong growing category, so that is important for us. We also highlighted our new Multili- tm Cubes will and Cube press ceramic frameworks, one for firing and one for pro- cessing, and they are for the lithium sialate and lithium dioxide categories as well as some other specific categories.

There is also the inLab Prosthet, which is a furnace that enables the technician to have more efficient flow in one device that is the metal sintering as well as the ceramic sintering. Those are some of the high- lights that are equipment and material at IDS. We have tracks for all of those differ- ent types of materials. We have the ceramic and zirconia material train- ing. We’re working very focused on the digital denture category. We are also creating integrating workflows by connecting digital impression taking through software, equipment, and materials. It is a really wide-range and combination of what we’re of- fering through the laboratory track as well.

Dentsply Sirona has great experi- ence in scanning and CAD/CAM software, such as Lucitone®, IPN® and inLab®, which are globally recognised for quality. In the be- ginning of 2019, you entered into a strategic partnership with Carbon. What can dental technicians ex- pect from this partnership? Dentsply Sirona has continued to be an innovator in the material and technology space. It’s something that we’ve really put a lot of energy into and focus on. What we find is there are spaces where another company could support a part of the process to enable greater advancement. We will always be open to looking into those opportunities. In this particu- lar space, Carbon was one of those potential partners that we could col- laborate with to take us to another level of innovation in the additive technology category of 3D printing. They really have a superior way in which their equipment can process digital-light- curing materials. The Carbon-crafted technology, together with the specific formulations that Dentsply Sirona brings for material, was able to allow us to advance to the second genera- tion of 3D printing materials for digi- tal dentures. This is really unique, the first high-impact denture base mate- rial in the market. I think Carbon brings great confidence for laborato- ry technicians because they provide such great service, installation and support, and because of their tech- nology, and people trust the Den- sply Sirona material brands, so to- gether this has been a very powerful message for our collaboration. We’ve announced it in early 2019, and at the beginning of 2020 we are going to open up that new digital denture category in the US market. Thereafter, we will expand to other places around the world. But it’s a very exciting time for that partnership and collaboration.

How does Dentsply Sirona work with other companies? Printing machines are individual and different in how they work, and part of what Dentsply Sirona Lab wants to do is to help educate tech- nicians about those differences. The way materials come through a print- er affects the physical properties you can get from those materials. It takes time to perfect the way that materi- als can form and then be used to cures to achieve the physical proper- ties, so we want to help laboratories understand that on the market and we really see great tools that are not just the tech- nologies. Some of them are very good for model production, potentially other indications, splints, chairside guides. However, for our Lucitone 3D Digital Print denture, Carbon M-series print- ers are the only devices that are val- dated and indicated for achieving the device physical properties that we claim. It is important that labora- tories understand the importance of following the steps of the workflow.

It is critical to us that we can help educate technicians, who are wary of technology. For us, bringing forward partnerships around the globe in location where we have people on-site and expertise and regulation, whatever that would be—as we’ve said, it can- not be done on our own, but having a true training education format that’s credited—is really important and will continue to be important. We can’t do it all on our own, so having partners helps us. That just improves and strengthens our relationship between us and the labs, as the learning what’s happen- ing. We are partnering with univer- sities to conduct a lot of test- ing. We think we can partner with laboratories to help them make that last transition from traditional dentures to digital dentures.

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Digital technologies are develop- ing at an unprecedented rate. CAPP is the founder of the CAD/CAM and Digital Dentistry Conference, and Dental Training Institute in Dubai. How do you see the future of digital technology and which materials are going through CAD/CAM devices, like zirconia, have revolutionised the crown and bridge workflow, so for us those
milestones are really important. Of course, Dentistry-Sirona will want to partner together, especially with our teams that are located in Dubai. Even though it’s global, we can help to promote those events together. We want to celebrate and recognize what those advancements have done, how technology has really been able to provide final restorations that help to make patients’ lives better. Truly, it’s very different to what it was 20 years ago and we’re looking for that same type of technology to expand into the digital dentures field as well, so that you’ve got everything, crown and bridge, digital denture, but I think those are really important events and we would be proud and honoured to be a part of promoting and supporting those types of global congresses. For us, it is important as well to make sure that we continue to wrap people into the process of continuing the workflow around digital between the laboratory and the dentist. It’s an exciting time and we are proud to be partnered along with you to do that.

We create modelling that shows all the efficiency time-savings that a laboratory will have, but also from the material side, so we run it all together like a business model and then educate the laboratory on that. If you can produce traditionally say eight dentures in a day, now with this Carbon and Dentistry-Sirona technology, you can produce almost 52 dentures in a day. When you put the investment of the equipment together with the material, your savings per denture are much lower, and you can return the case faster to the dentist, with equivalent properties that you’re getting today. So you have to think about the whole story and that is why we are trying to help them. Since most lab’s focus is on the craft of making the devices, we try to help support them on the business model and profitability.

There’s going to value and reason for both milling and printing. We still believe that there’s places where milling is really important, and there’s places where printing is really valuable and we’re trying to make sure that we can guide a laboratory so that they can choose the right thing. I don’t think there will ever be a time where printing will totally take over milling, but there are times when it’s important, so having both processes is really valuable.

Thank you very much for your time and the interview.