IDS 2017: Organisers to stage Career Day again

By DTI

COLOGNE, Germany: After its successful launch in 2015, Career Day will be hosted again during this year’s International Dental Show (IDS). The organisers have announced. Young people seeking a career in the dental industry, as well as experienced dental professionals looking for job opportunities or further training, will have the opportunity to meet with representatives of prominent dental companies from all over the world.

More than 2,400 companies from about 60 countries are expected to attend the world’s most important industry get-together for the international dental market. In Cologne, from 21 to 25 March 2017.

For IDS exhibitors, Career Day offers a platform for presentations on professional training, further education and career advancement. In the Recruitment Lounge, linked to the presentation area, facilities will be available for individual meetings in discretely partitioned areas.

On Career Day, held on 25 March, university graduates, trainees in the fields of dentistry and dental technology, and pupils and school-leavers who would like to find out about training and career opportunities in the dental industry can obtain a first impression of the various spheres of activity of the participating companies. In addition, the initiative offers fully trained persons or career changers information about further training options and career opportunities in the dental industry.

Meetings with candidates on Career Day can easily be arranged using the online scheduling facility on the IDS homepage. However, spontaneous speed meeting is also possible. All exhibitors involved in the initiative will be announced on the IDS homepage and be mentioned in a dedicated printed flyer.

Career Day was successfully introduced at IDS 2015 by the Association of German Dental Manufacturers and KoelnMesse. This year, the event will be hosted in the area between Halls 4 and 5.

Know-How Tours: Top dental practices open doors to IDS visitors

By DTI

BENSHEIM, Germany/SALZBURG, Austria: One of the largest dental manufacturers worldwide since the merger, Dentsply Sirona aims to boost its presence at this year’s International Dental Show (IDS) in Cologne in Germany. In addition to an IDS website and app, the company has announced that it will be staging a large number of live treatments during the exhibition and participat- ing in Career Day to engage young people interested in a career in the dental profession, as well as experienced dental professionals seeking job opportunities or further training.

This year, Dentsply Sirona will be represented with booths in two exhibition halls: Visitors to Halls 10.2 and 11.2 will be able to see how the CEREC system has developed with approximately 20 live treatments on two stages, being shown per day during the entire duration of the trade fair.

The treatments will be focused on the company’s latest innovation, CEREC Zirconia, and aim to illustrate the versatility of the CAD/CAM system and the use of different materials suitable for various indications. Experienced CEREC users will share their own experiences.

On Thursday, 23 March, the second tour, titled “Dentistry—Made in Germany”, will take place at the PAX Klinik, where participants will be shown through another top-rated and highly modern practice. They will learn about state-of-the-art equipped rooms. They will be introduced to the latest concepts applied in the practice, such as use of the microscope, CBCT and laser treatment.

Networking on Career Day

Dentsply Sirona is on a mission to participate in the IDS Career Day and will be making presentations to trainees, students, graduates and profession- als in the dental industry.

What is a career at Dentsply Sirona like? For which professions are training and development offered? What is the opportunity for work in other countries? These and many other questions concerning learning and coaching, professional perspectives and career planning will be answered by representatives of Dentsply Si- rona at Career Day on Saturday, 25 March.

A lecture titled “Global market lead- ership requires world-class HR” will provide insights into the global com- pany. It will be held at the Career Day stage at Speakers’ Corner, in the pas- sage between Halls 4 and 5.

Anyone wishing to learn more about Dentsply Sirona as an employer has the opportunity to meet with a rep- resentative in person in Recruiting Lounge 2. Appointments can now be scheduled via the IDS website.

New app and website

Owing to the large trade fair halls, more than 2,500 exhibitors and expected 40,000 visitors, orientation at IDS is important. Therefore, Dentsply Sirona has developed an app that directs the user to the com- pany’s relevant booth, depending on the customer’s area of interest or desired product. The app can be downloaded free and is suitable for Android and iOS devices.

In addition to the app, Dentsply Siro- na has launched a new IDS website that provides all information on the company after the merger, includ- ing its business units and brands, for anyone wishing to prepare for IDS. Users can also subscribe to the IDS newsletter and register for hands-on courses on the dedicated website, dentsplysirona.com.

Live treatment, Career Day and app:
Dentsply Sirona prepared for IDS

By DTI

COLOGNE, Germany/PORGAS, Fin- land: Dental clinics worldwide face daily challenges with regard to material handling and traceability, as well as increasing requirements for patient safety and documentation.

Logistics and instrument mainte- nance too could be managed better and more effectively. In response to these needs, Finnish manufacturer LM Dental has developed a tracking system, which will be on display during the International Dental Show (IDS) in Cologne in Germany next month.

The LM Dental Tracking System is the first commercially available system to use radio-frequency identifi- cation (RFID) technology to efficiently track and monitor instruments and materials in the dental industry. An advanced RFID chip integrated into the LM ErgoSend handle enables re- liable traceability of the instrument tools, and its unique system, which, combined with software, con- stitutes the unique dental tracking system.

The readers give visibility to chipped instruments and materials at den- tal clinics, both in maintenance and clinical care. The information is sent to a server that provides clinicians with clear traceability of the instru- ments and materials, including their location and by whom and on which patient they have been used.

The software generates analytical reports about the items registered on the system, aimed at improving material handling, increasing cost ef- ficiency, and helping to ensure that only safe and clean instruments are used and thereby elevating patient safety to a whole new level.

LM Dental develops, produces and markets high-tech dental hand in- stuments and its tracking system, as well as ultrasonic devices, abra- sive appliances and more. It is one of the fastest-growing manufacturers of hand instruments in Europe and the market leader in the Nordic coun- tries. All of its products are made in Finland and Sweden. LM Dental is part of the Flanemea Group.

During IDS, visitors can find LM- Dental in Hall 11.1 (Booth F030/G031).

Intelligent dental tracking system on display at IDS 2017

By DTI

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Breath test could help detect stomach and oesophageal cancer

By DTI

LONDON, UK/AMSTERDAM, Netherlands: A test that measures the levels of five chemicals in the breath has shown promising results for the detection of cancers of the oesophagus and stomach in a large patient trial. The new research, involving more than 300 patients, found that the test could diagnose cancer with an overall accuracy of 85 per cent.

Together, stomach and oesophageal cancer account for around 1.4 million new cancer diagnoses each year worldwide, according to the Cancer Today magazine. Both tend to be diagnosed late, because the symptoms are ambiguous; consequently, the five-year survival rate for these two types of cancer is only 15 per cent.

At present, the only way to diagnose oesophageal cancer or stomach cancer is with endoscopy. This method is expensive, invasive and has some risk of complications. "A breath test could be used as a non-invasive, first-line test to reduce the number of unnecessary endoscopies. In the longer term this could also mean earlier diagnosis and treatment, and better survival," said Dr Sheraz Markar, a National Institute for Health Research Clinical Trials Fellow from Imperial College London, at the 2017 European Cancer Congress, recently held in Amsterdam.

The trial was based on the results of previous research that suggested differences in the levels of specific chemicals—butyric, pentanoic and hexanoic acids, butanal and decanal—between patients with stomach or oesophageal cancer and patients with upper gastrointestinal symptoms without cancer. The new research aimed to test whether this chemical signature that seemed to typify cancer could be the basis of a diagnostic test.

In the study, the research team collected breath samples from 355 people at St Mary’s Hospital, Imperial College Healthcare NHS Trust; University College Hospital, and the Royal Marsden Hospital, all in London. Of these, 163 had been diagnosed with stomach or oesophageal cancer and 192 showed no evidence of cancer during examination via endoscopy.

All the samples were analysed with a technique called selected ion flow tube mass spectrometry, which is able to accurately measure small amounts of different chemicals in mixtures of gases such as breath. The researchers measured the levels of the five chemicals in each sample to see which chemical signature typified cancer and 172 showed no evidence of cancer.

The results showed that the test was 83 per cent accurate overall, with a sensitivity of 80 percent and a specificity of 81 per cent. This means that the breath test was good both at picking up those who had cancer (sensitivity) and at correctly identifying those who did not have cancer (specificity).

Markar said: "Because cancer cells are different to healthy ones, they produce a different mixture of chemicals. This study suggests that we may be able detect these differences and use a breath test to indicate which patients are likely to have cancer of the oesophagus and stomach, and which do not. However, these findings must be validated in a larger sample of patients before the test could be used in the clinic.”

Over the next three years, the researchers will continue with a larger trial, using the test on patients who have undergone an endoscopy for gastrointestinal symptoms, but have not yet been diagnosed with cancer. This will assess the ability of the test to identify cases within a group that is likely to contain only a small percentage of cancers.

The team is also working on breath tests for other types of cancer, such as colorectal and pancreatic cancer, which could be used as first-line tests in general practice surgeries.

The study, conducted in collaboration with Karolinska Institutet in Sweden and University College London in the UK, was presented at the 2017 European Cancer Congress.
Researchers develop treatment for nerve pain affecting teeth and face

By DTI

ZURICH, Switzerland: Trigeminal neuralgia is characterised by sharp, lancinating pain in the tooth or facial area. The standard treatment for this chronic nerve pain can cause severe side-effects. Swiss researchers have now developed a novel substance that inhibits the pain effectively and is well tolerated by patients.

The sharp pain shoots into the face and teeth and is agonising for sufferers. Known as trigeminal neuralgia, it is one of the worst chronic nerve pains. The bouts are triggered by touch, such as shaving, putting on makeup, showering, talking and toothbrushing, or even a gust of wind. The cause is usually irritation of the trigeminal nerve, the cranial nerve responsible for the sensory innervation of the facial area, parts of the scalp, and the oral cavity.

New research could offer sufferers a glimmer of hope. Owing to a newly tested substance, the pain can be reduced to a tolerable level, as indicated by the promising results of an international study, now in the second phase, involving the Center of Dental Medicine at the University of Zurich (UZH).

By DTI

LUXEMBOURG: Eurostat, the statistical office of the European Union (EU), has published an update on the number of dentists working in the EU. According to data from 2015, around 345,000 dentists worked in the region in 2014 and almost 15,000 students graduated from EU dental schools.

In relation to population numbers, Greece recorded the highest number of dentists, with 215 per 100,000 inhabitants. Bulgaria and Cyprus followed with 98, and Estonia recorded 93 dentists per 100,000 inhabitants. The countries that registered fewer than 50 practising dentists per 100,000 inhabitants were Slovakia, Malta and Poland.

Between 2009 and 2014, the number of practising dentists per 100,000 inhabitants remained almost unchanged in most of the EU member states. There were, however, seven member states that experienced a substantial increase in the number of practising dentists. The largest change was recorded in Lithuania, with an additional 79 dentists per 100,000 inhabitants (+3.0 per cent), followed by Romania (+2.9 per cent), Hungary (+2.8 per cent), Italy (+2.4 per cent), Spain (+2.3 per cent) and Bulgaria (+0.6 per cent).

The opposite trend occurred in some countries, where the number of dentists per 100,000 inhabitants fell between 2009 and 2014, including Greece, Denmark and France.

Statistics on the number of dentists graduating in the EU member states show that in 2014 the number of dentistry graduates was close to 15,000. Among the EU member states, Germany had the highest number of dentistry graduates (2,300) in 2014. According to data from 2013, France, Romania, Spain, and the UK each produced more than 1,000 dentistry graduates.

In many countries, dentistry remains one of the top professions. More than 100,000 men and women in the EU have chosen this career (image: moritz320/Pixabay)

345,000 dentists practise in the European Union

Researchers develop treatment for nerve pain affecting teeth and face

The last IDS, held in 2015, exceeded all expectations. Will the next edition be able to surpass the already good results from that year, in your opinion?

We definitely expect another outstanding event. With about 12,000 exhibitors from over 60 countries, the range of products will be larger and more diverse than ever. Owing to the increasing demand from the industry, we are opening a local hall for the first time. This extends the total exhibition area to 160,000 m2.

Furthermore, we expect more professional visitors this year. There is steady interest in the show, particularly from abroad.

You mentioned that the exhibition area will be expanded again through the opening of a new hall. Can you say where the new exhibitors mainly come from?

Our new exhibitors come from various fields of dentistry and their ranges will expand the already large and diverse offering at the show. Furthermore, IDS is becoming increasingly international with companies from North America, Asia and Europe exhibiting their latest products and solutions at the event for the first time.

Over time, IDS has become a platform for the increasing importance and use of digital technologies in dentistry. Will this trend continue with the 2017 edition?

Yes, it is the real focal point of a tremendously connected industry that from early on understood how to benefit from these technological advancements and the new opportunities that come with it. At the show, attendees are in the best hands, having tools like the new products database, IDS app and Matchmaking365 tool at their disposal. In this manner, we help exhibitors and visitors to prepare optimally for their visit and make their week in Cologne an all-out success.

In addition to digital dentistry, what other areas will be in focus at the show?

Some of the areas that will be in the spotlight are periodontology, implantology and endodontics. Prophylaxis will also be continued to be a topic of importance at IDS, in addition to many other areas of dentistry.

A number of new auxiliary show concepts, like Career Day and the Know-How Tours, were introduced in 2015. How were they received and will they be continued?

Both formats were very well received by our visitors and will be continued in 2017. While IDS focuses primarily on the business and product presentations at booths, we strongly believe that an interesting auxiliary programme can generate leads for information gathering and new business negotiations.

What are the long-term prospects for IDS, and what concepts are being developed to extend the trade show offering?

Owing to the development and particular success of IDS in recent years, we can look positively towards the future. In this dynamic industry, one has to keep pace with changes, therefore, we will sit down with our co-organiser, the Association of the German Dental Industry, after the show to discuss the outcome of the event and explore how we can continue its success in the long term.

Thank you very much for the interview.
Eleven tips for success in your dental clinic

Part III: CASCO and PEC

By Dr Anna Maria Yiannikos, Germany & Cyprus

As dental practitioners, we work with patients that have special needs and difficulties, therefore sometimes we find ourselves in trouble due to inevitable delays. My question here is: How can we deal with them? However, most essential is, how can we control them? Be aware of the acronym CASCO, which stands for control, apologise, solution, change, and offer.

1. Control
You can control your delays by assigning to your assistant to remind you every five minutes for the next appointment that awaits you. She can become your personal alarm clock that will wake you up and remind you of your next appointment. You should also inform your “alarm clock” (aka assistant) how long exactly your next patient will have to wait in case of delays, so she can also inform him/her promptly and avoid possible irritability.

2. Apologise
Do not be afraid to say sorry to your patients, this will show your humane side and they will really appreciate it. You can do it in so many ways, verbally (immediately when you face them) or you can send them an email expressing your apologies. But please avoid adding annoying excuses, like ‘Sorry for being late, but I had a difficult surgery’ or ‘I am so sorry, but it is not my fault as the previous appointment came 30 minutes late’. Do you think that your patients should care about our uncontrolled mistakes? Absolutely not! Please remember to avoid any excuses that will make them more angry or frustrated.

3. Solution
Give them a solution for their next appointment. For example, you can say, “I suggest that next time we can book you especially the first morning appointment to ensure no delays.”

4. Change
Do not be afraid to make the change—and change the habit of having delays at your clinic and create a clinic with no or limited delays. Trust me, this will add value to your clinic’s image—be aware that the best dentist is the one that respects his patients by being punctual.

5. Offer
Be ready to give them a complimentary treatment to show your apologies once more, they will really love that. Avoid phrases like “I will give you a free treatment”, instead explain to them that this treatment is a gift from us. You can combine two treatments without charging the second one. In this way, you will raise the value of the treatment for your patients. At the same time, explain the separate cost of each treatment and the benefits you just gave to your patients without mentioning the word free. For example, “I will now do a dental cleaning and in addition we will do a polishing session with the new air flow machine that would cost 50 Euros. You will like the results much more than the ones from the simple dental cleaning, your teeth will shine more and the stains between your teeth will disappear completely.”

Now let’s go to the sixth tip, which is as essential as the previous one and concerns how we can deal with conflicts. Unfortunately, there are times that we have to face problematic patients or unpleasant situations with our employees or our associates. How can we face these conditions? Apply PEC to successfully deal with them. PEC stands for:

1. Perception
Name it! Behave as an adult and get rid of fear and just say the problem. Think what the worst scenario is. By making this risk management process, you immediately acknowledge the fact that you could face it as well. Be ready to listen to the other party, ask them about their opinion, maybe their perception is completely different from yours.

2. Emotions
Deal with them and then start the conversation. You should not start a discussion in case you still feel angry about the person or the issue. Be well prepared and avoid to take anything personally.

Be ready to express your feelings, you might be surprised with the other party’s unawareness of the problem. Remember to show your empathy with phrases like “I understand you”, instead of “You are right”. It is a pity to miss the wood for the trees!
FDA issues warning against homeopathic teething tablets

By DTI

SILVER SPRING, Md., USA: After laboratory testing of homeopathic teething tablets, the Food and Drug Administration (FDA) has urged consumers not to use these products, as certain brands contain inconsistent amounts of Atropa belladonna, a toxic plant, which poses an unnecessary risk to infants and children.

In particular, the FDA analysis found that belladonna alkaloids (atropine and scopolamine) content and caffeine content were not uniform among the tablets marketed by CVS and Hyland’s. In addition, the levels of atropine and scopolamine in some of the CVS tablets and the levels of caffeine in some of the Hyland’s tablets far exceeded the amounts stated on the products’ labels, according to the federal agency.

In light of these findings, the FDA contacted Standard Homeopathic Company, the manufacturer of Hyland’s homeopathic teething products, regarding a recall of its homeopathic teething tablet products labeled as containing belladonna, in order to protect consumers.

“The body’s response to belladonna in children under two years of age is unpredictable and puts them at unnecessary risk,” said Dr. Janet Woodcock, director of the FDA’s Center for Drug Evaluation and Research. “We recommend that parents and caregivers not give these homeopathic teething products to children and seek advice from their health care professional for safe alternatives.”

Health care professionals and consumers are encouraged to report adverse events regarding teething products via the FDA website. Homeopathic teething products have not been evaluated or approved by the FDA for safety or effectiveness. The agency highlighted that it is unaware of any proven health benefit of the products, which are labeled as relieving teething symptoms in children.

“The FDA recommends that consumers stop using these products immediately and dispose responsibly of any in their possession.”

Dr. Anna Maria Yiannikos, Adjunct Faculty Member of AALZ at RWTH Aachen University Campus, Germany DDS, LSO, MSc, MBA
dba@yiannikosdental.com www.dbamastership.com

The 2nd Dentist’s Lifestyle Conference & Exhibition (career plan life plan) - 20-21 April 2017

By DLS Bahrain

Innovated by BDA dental events management and Tarteeb events production, under the patronage of his excellency Lieutenant General Doctor “Shaikh Mohammed bin Abdulla Al Khalifa” president of the supreme council health kingdom of Bahrain.

DLS Conference & Exhibition aimed to focus on everything related to the dentist’s work, entrepreneurship and lifestyle. This year the two-day International Conference is featuring 21 world renowned speakers and lectures to present and speak on topics related to Dentistry, Marketing, Media, Voluntarism, Fitness, Fashion, Life coaching and Business Entrepreneurship.

DLS Bahrain 2017 is accredited with 15 CME from national health regulation Authority Bahrain.