Dear reader,

There is no doubt that counterfeiting has become a serious problem not only for the industry but consumers alike. Fake medicine, originating mainly from countries like India, China or South Africa, even poses a increasing threat to public health, according to the World Health Organisation.

Despite a few tons of fake toothpaste and mouth wash, dentistry has long been spared by the problem of counterfeiting but the trend in the globalised dental industry for outsourcing production to low-wage countries has made it more difficult for dental professionals to determine exactly where their products come from.

To make things more complicated, patients usually put a lot of trust in their dentist and leave critical thinking outside practice doors.

The dental community has to be aware of this relationship and that what they sell or put in patients’ mouths can significantly impact their overall well-being. Therefore, the fight against fake products has to be well-coordinated, patients usually put a lot of trust in their dentist and leave critical thinking outside practice doors.

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Visiting dental practitioners, para-dentists and students will have the opportunity to see the latest technology and to discuss critical cases in clinical situations.

The PBL-based dental curriculum is a bright new logo and distinctive for the dental profession. The EAO showcased its new identity to better reflect what they sell or put in patients’ mouths can significantly impact their overall well-being. Therefore, the fight against fake products has to be well-coordinated, patients usually put a lot of trust in their dentist and leave critical thinking outside practice doors.

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Yours sincerely,

Daniel Zimmermann
Group Editor
Dental Tribune International

Clinical controversies in implant dentistry

Lisa Townshend

More than 5,000 dentists, dental clinicians and implant specialists from around the world met in Glasgow to discuss some of the very latest techniques in implant therapy at the 19th annual scientific congress of the European Association for Osseointegration (EAO).

With a truly international flavour, the four-day congress was focused on the science related to dental implants. The range of topics covered was extremely varied and very multi-disciplinary, discussing aesthetics, use of CAD/CAM, quality of life factors, prosthodontics etc. Saturday morning’s session was even focused on ‘controversial issues’ including implant placement adjacent to and within endodontically infected sites or when and how to connect implants to teeth.

In addition to the main sessions, there was a comprehensive parallel session programme, short oral communication sessions and more than 350 poster presentations covering six topics such as implant therapy outcomes, surgical aspects, tissue augmentation and material research.

The Association itself had much to celebrate as it unveiled its new identity to better reflect advanced scientific knowledge and cutting edge technology of its members and the profession. The EAO showcased a bright new logo and distinctive colour scheme, designed to project a more dynamic feel to the association. The conference seemed to be buzzing from the start, with many delegates commenting on the new brand and the high quality of the speakers.

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The Faculty introduced the PBL concept to the undergraduate curriculum in 1999. Instead of attending traditional lectures, students participate in regular small-group discussions during which they are presented with a series of real-life clinical situations. Each student actively contributes to the learning process during group discussions. This approach allows us to expose students to all sciences (dental, biomedical, behavioural and social) linked with dental surgery.

We believe that these principles, evident in other components of the BDS programmes, make it easier to acquire and retain knowledge across different disciplines, install life-long learning habits, as well as foster teamwork skills and train students to deal with complex real-life situations. The PBL-based dental curriculum aims to prepare graduates in such a way that they will be able to serve the community effectively and contribute to the advancement of knowledge.

The Faculty will be having an Open Day in November. Why should visitors come and see what you have to offer?

The Open Day will be held on 21 November 2010 and show-case the activities, services, programmes, and facilities of the Faculty. Aimed at the general public, dental practitioners, para-dental staff and prospective students, it will offer demonstrations, presentations, Q&A sessions, as well as guided tours of the facilities. Staff members and students of the Faculty will share information and answer questions on a wide range of topics, including the undergraduate curriculum and learning, postgraduate programmes and clinical services.

Thank you very much for the interview.

Lisa Townshend is the Group Editor of Dental Tribune UK. She can be contacted at lisa.townshend@dentaltribuneuk.com.

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Could you explain this concept to our readers?

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