Message of the FDI President

Dear FDI Members and friends,

Jean-Luc Eiselé will head the FDI World Dental Federation. Responsible for the overall Office based in Geneva, Switzerland, he will be charged with overseeing the development and implementation of a new model for the selection of the FDI Annual World Dental Congresses (AWDC) in 2012 (Hong Kong, China S.A.R.) and 2015 (Seoul, South Korea), helping to organise the web-casting of the 2011 AWDC in Mexico, and overseeing the successful outsourcing of the International Dental Journal to Wiley-Blackwell. Mr. Eiselé will return to his previous role of Finance and Operations Director.

Another recent accomplishment is the agreement between the World Health Professions Alliance and the International Federation of Pharmaceutical Manufacturers & Associations to launch a FDI lead Noncommunicable Disease Campaign. Please see the article on NCDS in this issue of the Communicateur for more information about this exciting new project.

I hope you enjoy this issue of the World Dental Communicateur. I look forward to seeing you all in September for the 2011 AWDC in Mexico City.

Dr Roberto Vianna
FDI President

Interview with the FDI Executive Director

The Council of the FDI World Dental Federation is pleased to announce the appointment of Jean-Luc Eiselé as the new Executive Director, effective from 7 March 2011.

In his role as Executive Director, Jean-Luc Eiselé will head the FDI Office based in Geneva, Switzerland. Responsible for the overall management of activities for the Federation, he will be charged with implementing the organisation's strategic and operational plans under the direction of the FDI Council and General Assembly.

Jean-Luc Eiselé, PhD, has worked in medical professional associations management for 11 years. He earned a MSc in Natural Sciences from Lausanne University, Switzerland. He received a PhD in Microbiology from Basel University, Switzerland. Part of his PhD work was conducted at the European Molecular Biology Laboratory in Heidelberg, Germany. After completing a post-doc at the Institute Pasteur in Paris, France, he was offered a permanent position. In 1999, Jean-Luc joined the European Respiratory Society (ERS) in Lausanne as Scientific and Educational Activities Manager. In 2001, he was promoted to Deputy Executive Director and in 2007 appointed Executive Director of ERS.

WDC: Why did you apply to this position?
Jean-Luc Eiselé: First let me say how honoured I am to have been appointed to this position. The World Dental Federation is one of the few organisations, representing the important area of oral health and medical care at the global level. Having gained a strong experience in association management, advocacy and congress organisation with the ERS at the European level, it seemed as a natural step at this time in my career, to move to truly international organisation, FDI, because of its global reach is also present in developing countries, with projects, educational courses and other activities—a challenge that I was also looking for.

How do you see your role within the organisation?
Jean-Luc Eiselé: As the new FDI Executive Director, effective from 7 March, I bring a wealth of experience to the post following over 11 years in the medical and association management fields. Educated at Lausanne University, Basel University and the European Molecular Biology Laboratory in Heidelberg, Dr Eiselé brings a unique mix of scientific know-how and managerial experience to the FDI. Dr Eiselé is already hard at work at the headoffice and meeting with our Corporate Partners at the International Dental Show in Cologne, Germany.

I would also like to take this opportunity to thank Mr Jérôme Es-tignard for his service as Interim Executive Director from September 2010 to March 2011. Mr Estignard not only successfully managed the transition between Executive Directors but also put in place several new initiatives and projects including: overseeing the development and implementation of a new model for the selection of the FDI Annual World Dental Congresses (AWDC) in 2012 (Hong Kong, China S.A.R.) and 2015 (Seoul, South Korea), helping to organise the web-casting of the 2011 AWDC in Mexico, and overseeing the successful outsourcing of the International Dental Journal to Wiley-Blackwell.

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What do you see as the immediate challenges?
The 2011 Annual World Dental Congress taking place in Mexico City this September is certainly our most important priority. After two difficult years in Singapore and Salvador, there is a lot of expectation from our members, participants, corporate partners and sponsors. During my first weeks, I had a pleasure meeting with Dr. Jaime Edelson and Dr. Victor Guerrero from the Local Organising Committee. I am very confident that Mexico will be a tremendous success. The staff in the office has worked very hard, with all their experience and professional expertise to make this event highly memorable. The programme and the speakers are outstanding, and we will also have some very important and interesting developments to mark this Congress, such as the launch of the new Caries Classification system.

Another challenge is to develop our communication strategy. We need to have clear messages and a coherent way to deliver them. The public website and Vox should bring more information relevant to our members and the professionals. The Council is sharing this priority and has given me immediate support to further develop this area. Similarly with our publications, we need to have a clear editorial line for the International Dental Journal (IDJ) which has a fantastic potential and is a strong brand.

For 2 years, I managed a small family publication company in Switzerland and I also successfully launched a new medical journal for ERS. Communication is nowadays an essential tool for international organisations and we need to be at the forefront.

How would you see FDI activities developing in the future?
FDI has to concentrate on a few core activities with clear objectives and deliverables for each one. In a preliminary discussion with the leadership, we have identified four pillars on which FDI can grow.

1) Governance: FDI exists to serve our members, the National Dental Associations, to facilitate the communication and the networking. This political dimension is at the heart of FDI.

2) Advocacy: FDI is the primary organisation representing the interests of dentists, patients and the oral health industry. The office is based in Geneva, the home of the World Health Organisation, where we need to be even more present and visible. The United Nations initiative on non-communicable diseases (NCD) offers a unique opportunity, and FDI will send a clear message at the summits in September in New York. We are also taking the lead to launch a World Health Professions Alliance Campaign on Noncommunicable Diseases. The Campaign will provide us with the resources to emphasise the message that oral diseases are important NCDs that should be considered by the UN. We also need to empower our Member National Dental Associations by giving them the tools and support to lobby at the national level. Together with Ms Pam Clark from IMA and Dr Julian Fisher from the office, I also had a pleasure of meeting Dr Petersen from WHO, and Dr Pépère from IUCN Nations Environmental Programme regarding the future of amalgam in restorative dentistry.

3) Science and education: We need strong science and evidence to support our advocacy messages. FDI already develops policy statements, however, we need to disseminate these messages better and ensure they are acted upon for the benefits of patients. Our Congress and the website are unique tools that I hope to further leverage to help us achieve this goal.

Jean-Luc Eiselé
Chief Executive Director
Even more...