Leading dental professionals from around the Asia-Pacific region and beyond will come together in June to reflect on the latest developments and advancements in dentistry during the next Asia Pacific Dental Congress. Among the presenters who will be discussing such issues as bone biomechanics in implant dentistry are Prof. Ming-Lun Hsu from National Yang-Ming University’s School of Dentistry in Taiwan and World Health Organization Dental Officer in Global Oral Health Dr Hiroshi Ogawa.

The associate professor from Niigata University’s Graduate School of Medical and Dental Sciences in Japan will discuss how to improve the oral health of a population by targeting common risk factors for non-communicable diseases. Hsu and Ogawa will be joined by a number of international clinicians, including prominent researcher and clinician Prof. Monty Duggal from the University of Leeds in the UK, who will speak on innovations in dental traumatology. Among other things, Duggal is author of Restorative Techniques in Paediatric Dentistry, a book that has been published in seven languages and sold over 16,000 copies worldwide.

Having authored 150 scientific papers and 17 chapters in various medical and dental books, as well as textbooks on physical evaluation, emergency medicine, local and general anaesthesia, and sedation, Dr Stanley Malamed from the US will also address attendees on emergency airway and cardiac management.

“This year’s Asia Pacific Dental Congress, which is being held for the 38th time, will take place from 17 to 19 June at the Hong Kong Convention and Exhibition Centre. It is being organised in collaboration with the Hong Kong Dental Association and is supported by FDI World Dental Federation. The event is again expected to attract thousands of dental professionals from Hong Kong and the greater Asia-Pacific region, the organiser said. In addition to the scientific programme and workshops, there will be an industry exhibition of the latest innovations in dentistry, featuring over 60 manufacturers and dealers, including major market competitors, such as DENTSPLY, Nobel Biocare and Carestream. Furthermore, participants will have the opportunity to catch up with friends and colleagues, as well as enjoy the cultural mix of modern and time-honoured traditions that Hong Kong has to offer.”

“On behalf of the Organising Committee of the 38th Asia Pacific Dental Congress, I look forward to welcoming all to Hong Kong, Asia’s leading healthcare and medical research hub—and to enjoy what we have to offer—modern, state-of-the-art infrastructure, with a unique blend of the contemporary and traditional ways of life in our multi-racial, multicultural heritage,” said President of the Asia Pacific Dental Federation/Asia Pacific Regional Organisation Dr Kuan Chee-Keong from Singapore.

More information about the event can be found on the official website, www.apdc2016.org.

Hong Kong welcomes dental professionals to 38th APDC
2016 edition to be held on 17–19 June at HK Convention and Exhibition Centre
The Indian dental care services market is estimated to experience a double-digit growth rate, reaching up to US$2.2 billion (147 bn. Indian rupees) by 2020. According to Ken Research, India has already witnessed a compound annual growth rate of 12 per cent for the period of 2010 to 2015 as dental awareness and disposable income have increased. Taking into account factors such as continued economic growth and reforms, India might have the potential to become the largest market for dental products and materials worldwide. According to the Indian Dental Association, India’s population of 1.2 billion had access to 180,000 dentists, including 35,000 specialists, in 2014. This number is projected to grow to 300,000 by 2018. Around 5,000 dental laboratories and 300 dental institutions currently provide basic and advanced oral health care. Expected growth in the number of dental chains will increase the share of organised dental clinics across the country. Although the vast majority of dental products are imported from Germany, the US, Italy and Japan, foreign companies continue to invest in India and establish production units. Most importantly, patient demand for better health care facilities has increased. As a country without a unified health care system, more Indians are purchasing private oral health insurance. A rising elderly population, changes in lifestyles, and increased private and public health care expenditure are additional factors for the growth of the dental care market. Furthermore, dental companies are focusing on improving dental services for tourists seeking low-cost treatment across India.

Ken Research recommends that domestic companies focus on effective marketing strategies and attractive discounts. In addition, free dental check-ups, dental outreach programmes and mobile clinics should improve the oral health care situation in less-developed regions, as substantial differences between rural and urban areas regarding access to dental clinics remain. The current dentist-population ratio is reported to be 1:9,000 in urban and 1:200,000 in rural areas. Many Indian citizens, especially in poorer areas, have yet to be educated about preventative oral health care.

The publication, India dental care services market outlook to 2020—Increasing awareness on oral care and rising number of organized players to foster future growth, is available online at www.kenresearch.com. The report covers various aspects, such as marker size, structure and segmentation, as well as the demographics of domestic and foreign customers.

New website helps people choose best hospital

Free of charge platform HospitalAdvisor launched by Zubin Foundation

HospitalAdvisor is free of charge for all users and can be accessed at www.hospitaladvisor.org.hk. The platform rates each hospital using a patient experience survey completed by patients who have been treated in the respective hospital within the last three months. Based on different indicators established from the survey, HospitalAdvisor generates a score for the quality of care provided.

Experience in the US and elsewhere shows that patient experience surveys can provide important insights about the quality of care in the hospitals. Patients’ experiences are both important unto themselves and a very good proxy for broader quality of care,” said Director of the Harvard Global Health Institute Prof. Ashish Jha, who developed the survey together with Dr Janice John- ston from the University of Hong Kong.

According to Jha, the quality of care scores for each hospital will be updated at the end of each month.

Fundamental misconceptions about dental implants

One-third of participants in Chinese study have mistaken assumptions

Investigating patients’ knowledge and perceptions regarding implant therapy, a Chinese study has found that an alarming number of participants had inaccurate and unrealistic expectations about dental implants. Moreover, the study determined that only 38 per cent felt confident about the information they had about the treatment.

In the study, the researchers investigated preoperative information levels, perceptions and expectations regarding implant therapy via a questionnaire. Responses from 277 patients were obtained during 2014 and 2015 in three different locations in China (Hong Kong, Sichuan and Jiangsu). The analysis established that about one-third of the participants had mistaken assumptions about dental implants. According to the researchers, common misconceptions were that dental implants require less care than natural dentition, implant treatment is appropriate for all patients with missing teeth, dental implants last longer than natural dentition, and there are no risks or complications with implant treatment.

Overall, younger respondents (< 45) and those with higher education (bachelor’s and postgraduate degrees) tended to have more realistic perceptions and lower expectations of the treatment outcome. When asked about their level of knowledge, 63 per cent of the participants said that they were generally informed about implants, but only 18 per cent felt confident about the information they had.

The study tried “What do patients expect from treatment with dental implants? Perceptions, expectations and misconceptions.” A multicentric study was published online ahead of print on 23 March in the Clinical Oral Implants Research journal.

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Lisa was designed to fulfil high demands for efficiency, safety and quality

An interview with W&H Product Manager Alejandro Ramirez

Quick and efficient work and achieving the best hygiene standards in dental practice were the goals of W&H in developing its latest product in the field of sterilisation. The newly launched Lisa is an innovative device offering high sterilisation efficiency. Demanding patients, more stringent legal conditions and the pursuit of greater economic efficiency of the dental practice translate into greater challenges for dentists. Equipped with state-of-the-art functionalities, the new Type B steriliser from the Austrian manufacturer seeks to address these through efficient and secure working processes. Essential market needs were established from European dentists during product development and incorporated into the product specifications. According to W&H Product Manager Alejandro Ramirez, Lisa is setting a new benchmark in the dental market. In this interview, he explains how the dental practice benefits from an optimised workflow with the device.

What functionalities does the new Lisa provide in terms of traceability?

Traceability has always been an important topic for dental practices and the new Lisa user interface and improved connectivity have allowed us to take the device to the next level. User identification and related options have been made simpler; while the customer experience has gained from the new Lisa Mobile App, allowing the operator to monitor the status of up to four sterilisers in real time with a smartphone or tablet from within the practice, is an important component. The app also allows additional backups of the cycle history with a high level of security. All of these innovative functionalities enhance the customer experience, the high technical value of Lisa and, of course, the positioning of Lisa in the forefront of this market segment.

Lisa is going to influence the hygiene workflow in dental practices?

The goal of our Lisa steriliser is to make the workflow more efficient. This is achieved with the above-mentioned improvements in speed, simplicity and compliance with standards and guidelines. It is important to consider, however, that sterilisation is just one step in the hygiene workflow and that other W&H products involved in the reprocessing and infection control processes are just as important as Lisa.

A new Lisa was designed to become the product of choice for the general market environment. The focus of the latest Lisa is the optimisation of working processes. While there are general hygiene protocols and supports compliance with legal requirements, what customer needs were the focus during the product development phase?

The main factors considered during development were speed, ease of use, comprehensive traceability and ergonomics. All of these aspects are directly linked to efficiency and, of course, to customer experience. Speed is a purely engineering topic to be worked out in house, but ease of use and ergonomics were topics for which customer feedback was extremely important and valuable. Different questionnaires were distributed during the field test, and the answers provided us with comprehensive customer feedback about how the new unit was perceived and what features still needed improvement prior to the product launch.

What is the significance of the new Lisa to the hygiene process in dental practices?

Alejandro Ramirez: The new Lisa steriliser is equipped with the latest technologies and offers high sterilisation efficiency in modern dental practices. The focus of the latest Lisa is the optimisation of working processes. It can be easily integrated into existing hygiene protocols and supports compliance with legal requirements.

The efficiency and speed of the cycle using the patented Eco Dry technology is probably one of the most important technological highlights. Eco Dry is the result of three years of internal engineering work, in combination with two partnerships between W&H and European universities, in pursuing the highest sterilisation efficiency in terms of speed, energy, water consumption and drying quality.

The improved connectivity and new user interface open a world of possibilities in terms of customer experience and workflow. In addition, the component modelling and software simulation work completed prior to the field test phase gave us tremendous confidence, which was reflected in the durability and reliability experienced in the market testing.

How do you think the new Lisa is going to influence the hygiene workflow in dental practices?

Thank you very much for the interview.
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