DUBAI, UAE: For the month of November ‘Mouth Cancer Awareness Month’ runs throughout the UK. In support of ‘Mouth Cancer Awareness Month’ Dr Roze & Associates Dental Clinic, wanted to play our part in contributing to making our patients and colleagues more aware about the risk, signs and symptoms of mouth cancer in the UAE, by offering complimentary oral cancer screening in November. Dr Nigel L Carter OBE BDS LDS (RCS) Chief Executive of the British Dental Health Foundation, kindly agreed to support us in our work.

Monday 16th December marked our partnership with CPS Clinical Pathology Laboratory in Dubai, for an evening of lectures. Victoria Wilson, Dental Hygiene Therapist at Dr Roze & Associates Dental Clinic, began the evening with a lecture on ‘Mouth Cancer Awareness’, followed by Dr Peter Cruse from CPS, who lectured on ‘The Pathology of Oral Cancer’.

In reference to publications from the British Dental Health Foundation 400,000 cases of mouth are diagnosed worldwide every year. In the UK research reveals there has been a 90% increase in Oral Cancer since 2000. The prevalence in youngsters is increasing, Early diagnosis is key, and can increase survival rate by 90%.

The key message is ‘If in doubt, get checked out’. Any ulcers, white patches, red patches, lump, swellings that don’t go within 2-3 weeks, visit your doctor or dentist. Create awareness of the main risk factors associated with mouth cancer. The main risks are smoking, alcohol, poor diet, HPV (Human papillomavirus), smokeless tobacco (betel nut, naswaar, paan, guthka, areca nut). Due to recreational smoking, awareness of the main risk factors associated with mouth cancer is increasing.

For the month of November ‘Mouth Cancer Awareness Month’, Dr Roze & Associates Dental Clinic, wanted to make the number one form of cancer, the number one number one form of cancer.

Everyone knows about the pink ribbon for breast cancer awareness, and now it is time for everyone to know about the blue ribbon for mouth cancer awareness.

DUBAI UAE: DTMEA readers and e-followers are being updated with the brilliant PR which is behind Sirona. Constant updates, tweets and Facebook likes reveal the latest Research & Development of The Dental Company from Germany. We interview Dr Amro Adel – Area Sales Manager GCC & Pakistan Country Manager Saudi Arabia - Private Sector

By Dental Tribune Middle East

Sirona has always been the leader in producing Surpassed innovative products throughout the whole product portfolio, thanks for the dedicated management and dedicated B&D department that are keen on keeping the same level by investing a huge budget for this purpose which for sure ends up with products like CEREC Omnican and we always say it is just a start!! How do you rate the level of dentistry in the Middle East, GCC & Pakistan in particular?

Well in 2015, the level of Dentistry in the GCC took a real de-tour towards quality products and services and such detour will surely reflect on Sirona as one of the leading companies in the ME in the past 10 years, we can only have one impression….HERE IS Future!!

Sirona is amongst the largest providers of dental products and solutions on the market. What role does digital dentistry play in your portfolio?

As a market leader or we say a digital leader in dental dentistry, Sirona portfolio will always cherish such products and we will always be keen that Sirona role in digital dentistry will reflect the power of the company in this sector and thus the trust by our customers will be retain for years and years.

What is the impact Sirona and Digital Dentistry have had on dentists and dental technicians in the Middle East?