We strongly believe in education, we are committed to be more present in the region.

Congratulations to all the participants who joined a Global Network of a new generation of Digital Orthodontists, and personally happy to have witnessed another positive leap in the dental industry.

On the 15th of December, the first CEREC Ortho training took place in the Raffles Hotel (Dubai – U.A.E.) organized by Strona and conducted by Dr. Darren Cannell and Dr. Andy Stafford (New Castle – U.K.) with around 11 participants representing 4 Dental Centers in Dubai – U.A.E., and 1 Dental Center in Doha – Qatar. The event was a huge success due to the simplicity of the Software, and the existing knowledge the participants had, either with CEREC, or with Invisalign (or both separately). Now, these experiences unite, with Strona and Invisalign joining efforts and experience to insure a successful and smooth introduction and launch of this Software as one of the first regions Worldwide to officially launch CEREC Ortho Software. The 2nd Ortho Training is scheduled very soon, to welcome existing and new CEREC users from the U.A.E., Kuwait, Bahrain and Saudi Arabia.

Interview with Xavier Cherbavaz:
“We strongly believe in education, we are committed to be more present in the region.”

By Dental Tribune MEA/CAPP®

Dubai, U.A.E.: The 2nd Ormco MENA Symposium took place on 4 and 5 December 2015 at the Jumeirah Emirates Towers in Dubai, UAE. Dental Tribune Middle East had an opportunity to catch up with Xavier Cherbavaz, Director for France and Middle East had an opportunity to catch up with Xavier Cherbavaz, Director for France and Dubai, UAE.

DTMEA/CAPP®: Could you tell us where is Ormco today?

Ormco is the largest company worldwide in orthodontics at this point, existing for over 50 years. At this moment the training of the professionals is the big part of Ormco mission. Also, most probably we are the company with the largest range of products, from the traditional to the twin brackets were you end wires toward the digital one were we deliver customized brackets with the right regulation and the wires that prevented so that the doctors spent time on adding value on the treatment plan and not spent lots of time in bandings. With this whole range we need to train our end user in order for them to be able to get to know the product.

DTMEA/CAPP®: Do you spend lots of time with the end user?

Yes, we travel all the time to reach our costumer. We spend a lot of time with the end user. We are the innovating company, we try to launch new product, but also try to simplify the life of our client. Today, the training part is a big part behind we so try to spend as much time with them as possible in order to teach them about the new developments.

DTMEA/CAPP®: What is the main focus of today’s Symposium?

Our main aim is to keep a relationship with the costumer we serve, through the product to the education so that’s why we are here at this 2nd MENA Symposium. Additionally, Insignia and Damon are the main high end products of Ormco that we are presenting today during the Symposium in order for our users to expand their knowledge on these products.

DTMEA/CAPP®: Do you already have plans for the next Symposium?

Yes, of course. Next year we will have another Symposium in India, it will be the first one, we had one in South Africa last year and this was also the first one. Traditionally, when we enter the market for the first time, we organize Symposium and then a range of courses with different speakers in order to adapt to local needs from basic level to the advanced.

We strongly believe in education, we are committed to be more present in the region. This is what we did in last three years and what we continue to do. Ormco is the largest company worldwide so we have almost every philosophy of product to serve the orthodontics.

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“The special course attracted 11 participants representing 4 Dental Centers in Dubai – U.A.E., and 1 Dental Center in Doha – Qatar.”

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Interview with leaders in Damon System usage:
Dr. Stuart Frost, Dr. Jeff Kozlowski & Dr. Philippe Van Steenberghe

"The Damon System without the elastics doesn’t work the same." - Dr. Philippe Van Steenberghe

By Dental Tribune MEA/CAPPmea

Dubai, UAE: During the 2nd MENA Symposium, many advanced users of Damon System were present to share their experience and challenges with the product. Dental Tribune MEA/CAPPmea had an opportunity to sit with three of them and ask several questions.

During the interviews, the doctors shared what they would like the delegates to remember from their lectures and also how much the treatments methods have changed over the years. Additionally, they shared with us their best career advice they have ever received.

DTMEA/CAPPmea: Could you tell me a little about your lecture? What was the main objective you would like the delegates to remember?
Dr. Stuart Frost, USA: I think, I wanted the participants to understand that before they ever put the bracket on the tooth they need to visualize in their mind what they want the case to look like in the end. So I shared with them the quote from Helen Keller where she said that “The only thing worse than being blind is having sights but no vision”. It is all about vision and visualizing the case.

DTMEA/CAPPmea: Your focus is strictly orthodontics. Do you think that the treatment methods have changed a lot over the years?
Dr. Stuart Frost, USA: I have graduated from dental school in 1982, I practiced dentistry for 5 years and then after that I became an orthodontist. So I have been orthodontists since 2000 and in 15 years we have seen a lot of changes in orthodontics, new technologies, new they have been in the practice for 20 years. So, I think it is wrong to forget what you have learned, but I also think it is wrong to not to learn what is new and what is changed. So here are some things that have changed: I don’t use bands on posterior teeth anymore, it is more comfortable for the patient. I will almost always place the upper and the lower braces at the same time when I used to start with the upper braces and months later with the lower braces. It is easier for the patient and also fewer appointments. The use of disarticulations and elastics has helped us to treat the problems.

Dr. Jeff Kozlowski, USA: During the lecture, I was trying to give practical ideas on how to look at things. I find that sometimes it is hard to make specific rules because every patient is different. One of the main things that we teach with Insignia is about customizing your treatment for each individual patient. What I want people to take away with them is that it is very important to think what specifically you want to accomplish for that individual patient and how you can use your mechanics to make it effective. Simply, be creative and think about good treatment planning and mechanics.

Dr. Philippe Van Steenberghe, Belgium: I wanted to tell delegates that they absolutely need to use elastics as it is part of the magic of the Damon System. The Damon System without the elastics doesn’t work the same way. For the patient it is the winning option because the treatments are faster, a lot easier and the patient can see a rapid progress.

DTMEA/CAPPmea: Your focus is strictly orthodontics. Do you think that the treatment methods have changed a lot over the years?
Dr. Philippe Van Steenberghe, Belgium: I have been orthodontists since 2000 and 15 years we have seen a lot of changes in orthodontics, new technologies, new...
that used to take us lots of time in less time. I think the orthodontics has changed a lot, I also think there are orthodontists that haven't changed with the profession and that some programs, training programs haven't done a good enough job of changing as the profession has changed. In my opinion the good orthodontist would do a combination of re-membering what they have learned at school with learn- ing new things.

Dr. Jeff Kozlowski, USA: I try to teach my mistakes, I have learned from my own mistakes. I look how I have done the case, there are no bad mistakes just things that you could have done better, could have done differently. So I try to expose those when I pres- ent, it helps the audience to see the thought process instead of saying “oh that’s how he did it”, it should be: “that’s how he did it but this is how he could have done it or this is how we could have made it better”. That’s gives them discovery you had from learning from your mis-takes. It shortens their time to learn it because they hear about the mistake before they make it. Maybe the mistake is a wrong word, different approach would be better.

Dr. Philippe Van Steenberghe, Belgium: I always do the same when the audience is mixed. I come back to the ba-sic like definitions, calcula-tions and then from theory and slowly to practical. It is like seeing the movie, first time

when you see the story and the second time you put more at-tention of the roles of the actors and during the third time you see more details. What I mean is that in different presentation people will be attracted by dif-ferent parts.

Dr. Jeff Kozlowski, USA: I think the best career advice I can share are 5 things. You need to know who you are as a person and then know what kind of practice you want to have and then set goals and where you want to be in five years. I think all that helps us to have a good practice.

Dr. Jeff Kozlowski, USA: My career advice in the orthodon-tics is this: You can do and be whatever you want to be. If you don’t like orthodontics then do something else. If you love orthodontics and want to do more of it then do more of it.

Find the way to have more pa-tients to come to your office. If you want to open an office and work one day a week, you can do it. You can open one day a week, to have two staff mem-bers you can take six days off a week and you probably could make enough money to sur- vive and be happy and travel. My career advice is, it is not only for the orthodontists, you can be whoever you want to be and it doesn’t matter where you are in your career, you can decide what really makes you happy.

Dr. Philippe Van Steenberghe, Belgium: To take time to learn the basics and not di- rectly to go to digital orthodontics. It works the same as when learning piano or dance.

### Interview with Tarek Haneya:

**“...being closer to the customers and dealers is key to success...”**

By Dental Tribune MEA/CAPPmea

DUBAI, UAE: DTMEA / cappmea had the pleasure to talk to Tarek Haneya, Area Sales Manager - Middle East & Turkey from Ormco.

DTMEA/CAPPmea: Dear Tarek, a pleasure to be able to interview you. It has been 3 years now since the opening of the Dubai office where you started as the Area Sales Manager for the region Middle East & Turkey. How do you evaluate your activities since 2013?

Tarek Haneya: First of all I’d like to thank you for being here and sharing this successful event with us. Ormco has been growing in the region since we opened Dubai office, we learnt that being closer to the cus-tomers and dealers is a key to success, today we are winning more market share and we are leading the business in most of the markets in the region.

DTMEA/CAPPmea: One of the reasons for opening in MEA was the need to be pres-ent in the day to day business in the region, how do you rate Ormco’s amongst the competing companies in the industry?

The user ends are the core of our business, in an industry that depends mainly on build-ing the relationship and have the day to day business inter-action we believe that today we have advanced in this di-rection, keeping in mind that there is still a room for develop-ment. Ormco, as all other competing companies, fully understand this need and is working continuously to de-velop the progression within dif-ferent markets.

Today we are stronger in India and Saudi Arabia, and we have our people there making sure to deliver the message to all our customers that we want to be always their preferred part-ner and ready to support fur-ther in educational activities.

DTMEA/CAPPmea: Last month, December 2013 the 2nd Ormco MENA Symposi-um was successfully orga-nized at Emirates Towers by your team. Were there any new systems/products intro-duced this time around?

Today we stand strong in our achievements and product offering portfolio, with (DAMON) range being our core line of business we introduced (DAMON Clear 2) as a much im-proved self-ligating bracket from the first version, to adapt to our customers’ needs. We have also modified our digital software (Insignia) and made it as simple and effective as possible. Many more exciting projects are currently in the last stage of development and will be launched in the coming few months.

DTMEA/CAPPmea: Apart from this bi-annual event, how do you further educate your potential and existing clients?

We are running lots of educa-tional courses within the re-gion, for example in 2015 we have organized 30 different courses to educate our end us-ers, and we participated in all main congresses within the

region in which we also had pre congress type of course along with (lunch and learn) a VIP dedicated courses for our top accounts.

We have also launched our KOL Study Club, where we put together the most experienced dentists from different re-gions within the dealer mar-kets network (ME, India, CEE and Africa) to exchange expe-riences and get the chance to practice on how to be a suc-cessful presenter. The aim of this is to build a new base of Local Experienced Speakers that we can always depend on to educate their colleagues in their respective markets by be-coming part of Ormco educational team.

DTMEA/CAPPmea: What is the new year just beginning, what are the plans of Ormco in 2016?

In addition, to what I men-tioned further, we will contin-ue doing our job being closer to customers, with special focus on selected markets where we are planning to be presented much stronger than 2015. For example India will be an area of focus and we will have our 1st ORMCO Symposium in India in April 2016 and many more regions with such excit-ing projects and events.

DTMEA/CAPPmea: Is there anything else you would like to share with us?

I would like to thank you again for being here with us. For all valued readers and followers: stay tuned with us, you are the biggest part of our success.

I would also like to mention the Ormco mission statement that guides us in our daily work (Creating beautiful smiles through leading innovation and passionate collaboration with our customers).