DANAHER opens MEA Office in Dubai Healthcare City

By Dental Tribune MEA

Dubai, UAE: Danaher is a global science and technology innovator committed to helping its customers solve complex challenges and improving quality of life around the world. Its family of world class brands have unparalleled leadership positions in some of the most demanding and attractive markets, including health care, environmental and industrial. The company’s globally diverse team of 66,000 associates is unified by a common culture and operating system, the Danaher Business System. In 2013, Danaher generated $19.1 billion in revenue and its market capitalization exceeded $50 billion. For more information please visit www.danaher.com.

Dental Tribune MEA had the pleasure to attend the opening of the Danaher MEA offices at Dubai Healthcare City and shortly interview James Lico, Executive Vice President Danaher and Alex Joseph, President Middle East and Turkey, Danaher Corporation on their thoughts for the region.

What does the opening of the MEA office in Dubai Healthcare City mean for Danaher?

A. Joseph: The opening highlights our commitment to the Middle East and is the direct result of the growth we are experiencing in the region.

And how important is it for you to have an office in Middle East and Africa?

J. Lico: As Alex mentioned, the region is incredibly important for us. Unlike many companies who focus on just selling to the region, for us it is important to be close to customers and build up the capability of our team locally so we can serve customers. The opening of this office really proves we not only want to do business in the region but invest in the long run to serve our clients.

Regarding your dental companies, Danaher celebrates together with the Dental Division the opening of the new MEA office.

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**What does it mean for them?**

A. Joseph: Our dental business has been a major contributor to our growth in the region. There is a big focus on dental care in the Middle East. Through our broad oral product portfolio and leading brands such as KaVo, Kerr and Ormco to name a few, Danaher serves customers across all segments – from dental instruments, to treatment centers, to imaging equipment, to orthodontic technology and services, to dental consumables – so we have a full gamut to orthodontic technology and dental instruments, to treatment centers across all segments – from dental to orthodontic technology and dental market and our customers the highest quality dental products and solutions that serve 99% of dental practices throughout the world.

Can we expect to see more dental companies joining Danaher?

J. Lico: Well, we never comment on acquisitions but I think as Alex said that the dental market is a growth platform within Danaher. Our commitment to the dental market and our custom- ers has been seen both in our organic and in-organic investments over the years. We have recently announced our latest addition to our dental segment with the acquisition of Nobel Biocare which closed beginning of December 2014. Looking into the dental business, there are probably no better examples of investments than investing in high growth market parts of the world. The Middle East is no dif- ferent and our dental team here has really done an outstanding job over a number of years in- vesting in products, technology, sales and services resources to make sure that we can really deal with the growing customer base that exist in the region. Ob- viously, investing here in Dubai is a Danaher investment but it can very much be seen as an investment in our growth plat- forms, of which dental is a key component.

**What do you expect from your biggest media partner in den- tal here in the region in the coming year?**

J. Lico: Any partnership which can continue to reach our cus- tomers in a creative, innovative way is positive for us and we ask this from every partner in all of our industries. Extending our ability to communicate to our growing customer base is an im- portant part of our success in the region.

A. Joseph: Thank you for com- ing and joining us for our grand opening.

Dental Tribune: Thank you for the opportunity to inter- view you.

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**The Saudi Dental Society Annual Conference - Innovative Digital Solutions in Dentistry**

By Dental Tribune MFA

RIYADH, KSA: This is your second SDS Conference for you as President, what are your thoughts of the upcoming event in relation to previous?

The Saudi Dental Society (SDS) International Dental Confer- ence last year paved the way to the first paperless event for the society where we introduced the Poken which is a technology that utilizes Near Field Com- munication (NFC) technology to allow the exchange of online social networking data between two keychain accessories. Par- ticipants were able to interrelate professionally and exchange ideas during the conference ac- tivities digitally through their poken devices. The membership of the SDS continues to grow and each event is successful, as this year. This year, the event will feature 20 outstanding clinicians and dental experts who will cover various dental topics and bring forth another unique experience to its numer- ous members.

**How do you reflect back over your 2 years as President, the SDS?**

During my first year, I had vowed to perform my tasks aimed at developing the society’s vision and to implement these policies and procedures. I am humbled to state that during my 2 years as President, the SDS served the dental commu- nity with many meaningful and remarkable accomplishments. I had hoped to stimulate more participation for the members of the SDS towards providing them a better and diversified service, education and support.

We see more and more the SDS has become very active outside of the Kingdom, could you elaborate on your involve- ment in Dentistry for the GCC region?

The membership of the SDS is by far one of the largest in the GCC region. This is why some of the SDS Board members are always involved in the GCC conference organizing committee and a majority of its members are always actively participating in the conferences outside the Kingdom like Dubai, Kuwait, Beirut, etc. The commitment and presence of the SDS mem- bers in the GCC conferences ensures their support and they gain scientific and educational benefits for the region.

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Scanning with the new CEREC Omnicam combines powder-free ease of handling with natural color reproduction to provide an inspiring treatment experience for the patient. Discover the new simplicity of digital dentistry. Enjoy every day with Sirona.
GC introduces MI Varnish with Recaldent*(CPP-ACP)

Topical fluoride varnish with Calcium and Phosphate for the effective treatment of hypersensitivity

By GC Europe

L EUVEN, Belgium: GC, a world leader in dental operative and laboratory materials has launched MI Varnish, a topical fluoride varnish containing the patented Recaldent technology, Recaldent, also known as casein phosphopeptide – amorphous calcium phosphate (CPP-ACP), is a milk-derived protein that remineralises tooth surfaces by offering bio-available calcium and phosphate ions. Tooth Mousse and MI Paste Plus are the other products from GC containing Recaldent. The remineralising effect of Recaldent in Tooth Mousse and MI Paste Plus not only offers general prevention for all ages, but also offers the much needed prevention for high caries risk patient groups under orthodontic treatments, for paedodontic and geriatric dentistry.

MI Varnish is composed of 2% Recaldent and 5% sodium fluoride. This unique combination in MI Varnish offers the much needed protection to patients of all age groups, all caries profiles to effectively relieve them from hypersensitive teeth. MI Varnish is the only varnish in the market that contains the patented CPP-ACP. Evidence supports that addition of bio-available calcium source enhances the efficacy of MI Varnish.

MI Varnish enhances the hard tissues fluoride uptake and effectively supports, replenishes and protects tooth surfaces with the stroke of a brush. Its features are as follows:

Quick

Applied in minutes, MI Varnish requires no preparation or prophylaxis, enhancing patient satisfaction, particularly for children.

Easy

The texture and consistency of MI Varnish enables it to stick effectively to the applicator brushes and flow easily into hard to reach proximal areas, while covering all tooth surfaces evenly and effectively.

Effective

MI Varnish penetrates dentinal tubules effectively to form a good seal, while its neutral pH of 6.6 enhances enamel acid resistance and inhibits remineralisation.

Aesthetic

MI Varnish has a neutral shade, creating an almost invisible coating.

Comfortable

MI Varnish does not clump or coagulate when exposed to saliva and provides a creamy texture and comfortable film thickness, even when multiple layers are applied.

Pleasant

MI Varnish is available in fragrant mint and strawberry flavours.

MI Varnish is available on unit dose containers that are easy to open and contain enough material for a full mouth application. MI product family.

MI Varnish is designed to fit into GC’s line of preventive and diagnostic products that include Tooth Mousse and MI Paste Plus, Saliva Check Buff, Saliva check Mutans, GC Tri Plaque ID Gel. *Recaldent is not a GC Trade mark.

MI Varnish is the latest product in the portfolio of preventive dental care that GC offers to general practitioners to manage a minimum intervention continuum of care, ranging from diagnosis to prevention and treatment.

Dr. Mohammad I. Al-Obaida : President of The Saudi Dental Society

In the last two years, the dental scene in the Middle East region has evolved over the last 2 years. What is your impression of the advancement in return. What is your impression of the dental scene in the Middle East region? How has it evolved over the last 2 years?

During the last 2 years, the Society supported successfully and effectively various community services and campaigns in the various regions of the Kingdom to promote health care awareness and education. The Awareness Day in Shrooq Almarefah Private Elementary School, Awareness Campaign for Special Needs Center, Yudam Foundation, Awareness Campaign for Cancer Damage, Children’s Charity Committee for Orphans, Care, Awareness Campaign in AlNoor Institute for the Blind, Awareness Day in Abdullah bin Masood Elementary School, Education Day in Al-Ghat, Campaign Smoke-Free Mecca and participation in the Activities of the General World Children’s Day are just a few of those accomplishments. This is a clear manifest that SDS fulfills its objectives not only to its members but to the whole community as well.

How much impact has Digital Dentistry had in The Kingdom so far?

The Digital Dentistry had been introduced many years back but only a few keen users have adopted it until recently when many more dentists had found it better and convenient to use. The dental community in the Kingdom has adopted to using these current digital techniques and workflows. They are now familiar to its learning experience and the impact of the new technologies in the dental community.

What advice do you have for the younger generations?

I am encouraging the younger generations to focus their professional ambitions by being committed to obtaining educational advancement to ensure their success and not to forget to share their services to the community.

Is there anything else you would like to share with the readers?

I am urging everyone to continue to contribute in terms of support, services and goodwill for a better community.

References

GC trademarks: Tooth Mousse, MI Paste Plus, Saliva Check Buff, Saliva check Mutans, GC Tri Plaque ID Gel

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