The Henry Schein plan and strategy is to cover all the requirements for the end users in the Middle East

Dr. Ghassan N. Hussein, Sales & Marketing Director (Henry Schein MEA)

UBAI, UAE: Henry Schein is amongst the leaders in the dental industry. Dental Tribune MEA interviews Dr. Ghassan Nasser Hussein - Sales and Marketing Director - Henry Schein Middle East and North Africa to find out more on the developments in the region.

Dental Tribune MEA: Dr. Ghassan, you have been active in the Middle East dental scene for the last 15 years and have had a main role in the development of the Henry Schein brand. How do you reflect back on dentistry and your involvement for the MEA region over the last few years?

Dr. Ghassan: I joined the Henry Schein team in October 2010 and immediately we established the Henry Schein private label and exclusive brands (the companies that Henry Schein own) to complete CAD/CAM clinical and consumables solutions along with our own Planmeca - www.planmeca.com) and Zirlux complete CAD/CAM consumable solutions along with the dental management software from SOE and the cone beam system from Planmeca.

How important is Education for Henry Schein Middle East and what are your plans for the coming year?

Henry Schein is considered a leading company in the education line along with supplying most of the universities around the world with the basic and high scientific required materials and equipment. We are preparing a full education program to cover the following subjects:
- Cosmetology and Prosthodontics
- Orthodontics
- Surgery and Implantology
- Endodontics

Henry Schein Technologies
With a certified degree supported by a well-known University in the scientific field, we are planning to announce the details of this launch during the upcoming AEDDC 2015 for the first time.

2014 was a strong year for Henry Schein and you have added new companies to your portfolio such as Planmeca and Ritter; can you explain the partnership?

The Henry Schein plan and strategy in Middle East is to cover all the requirements for the end users with the best scientific and economic solutions. This is why we keep adding to our profile the top companies to be able to serve the end user. We signed an exclusive distribution agreement in the Middle East with Ritter concepts (for their dental units and equipment) and with Air Techniques (for their air compressor and suction machines) as well as with Planmeca for their CAD/CAM clinical system and Cone Beam which we are very proud of. We are planning to add more companies in the coming years.

Contact Information
Dr.Ghassan Nasser Hussein
Sales and Marketing Director (Henry Schein) Middle East and
North Africa
Mobile: +971 50 4813292
Tel: +971 6 5532842
Fax: +971 6 5551281
E-mail: ghassan.nasser@henryschein.com

INDUSTRY

CS 8100 3D Extraoral Imaging System CBCT provides clarity of prognosis

By Mark Anthony Limosani, D.M.D., M.S., F.R.C.D.

Case Overview
A 47-year-old female taking Forteo (Teriparatide) for the treatment of osteoporosis was referred to my office by her general dentist because of her history of ongoing low-grade discomfort associated with the UR quadrant and more specifically tooth #5. Her dental history revealed previous root canal therapy was completed on tooth #5. She didn’t recall when, but was confident it was greater than five years prior to presenting to my office.

Clinical examination revealed a slight buccal swelling associated with the tissue buccal to tooth #5. No sinus tract was evident. The palpation of the temporals and massel
Figure 2: Oblique sagittal CBCT view of #3 with attenuation patterns suggestive of a narrow bony defect associated with the MB aspect of the P root of tooth #3 (red arrows)

Figure 3: Axial view with finding of an aspect of the P root of tooth #3 (red arrows) with attenuation patterns suggestive of a narrow bony defect associated with the MB and palatal roots. The root canal filling material associated with all three roots appeared underextended and underfilled. A decision was made to take a cone beam computed tomography (CBCT) scan in order to obtain more valuable diagnostic information.

Findings
The sagittal slice demonstrated attenuation patterns suggestive of a narrow bony defect associated with the MB aspect of the P root of tooth #3, with the finding of a crack extending from the mesiobuccal canal through the palatal root. This finding was concurrent with purulent discharge.

The PA radiograph (Figure 1) demonstrated that tooth #3 had previous root canal treatment. Probable radioluent findings were associated with the apical portion of the MB and P roots. The root canal filling material associated with all three roots appeared underextended and underfilled. A decision was made to take a cone beam computed tomography (CBCT) scan in order to obtain more valuable diagnostic information.

Findings
The sagittal slice demonstrated attenuation patterns suggestive of a narrow bony defect associated with the MB aspect of the P root of tooth #3 (red arrows). A crack was discovered (Figures 4 and 5), extending from the MB canal through the palatal root.

Treatment Plan
My endodontic diagnosis for tooth #3 was a previously endodontically treated tooth with an acute apical abscess. The differential diagnosis associated with the etiology of bone loss was assessed as follows: 1) A crack extending from the MB root to the P root 2) A second mesiobuccal (MB2) canal that was unaddressed during the initial therapy that was causing persistent periapical periodontitis.

The patient was given the option to have the tooth extracted or to re-access the pulp chamber in order to investigate the presence of a crack or missed canal. She agreed to access the tooth, where upon a crack was discovered (Figures 4 and 5), extending from the MB canal through the palatal root.

With 3D imaging, we are able to evaluate cases more accurately, while at the same time providing the patient with more effective diagnostic tools that minimize additional costs, procedures and discomfort.

Henry Schein is a name you can trust.

Our products offer you maximum value without compromising on quality. We offer over 8,000 products you can trust to fulfill your needs—each bearing the Henry Schein Seal of Excellence—your guarantee of satisfaction.

- Growing selection of value-priced products
- All essential categories including diagnostics and infection control
- High standards of quality and effectiveness

Our Brand Promise
We provide the broadest selection of relevant products in the industry at the best possible value, to help you run your business more profitably. We stand behind all of our products with a 100% guarantee of satisfaction.