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

By Dental Tribune MEA

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

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 its 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 2000 and immediately we established the Henry Schein private label and exclusive brands (the companies that Henry Schein owns) to start with a new profile in middle east. We appointed a strong network of dealers all over Middle East and in the last four years we worked on completing our profile by adding new companies to supply the end users with the full requirement from A to Z whilst improving: our dealer services and delivery to reach customers with maximum satisfaction.

Can you elaborate on Henry Schein Middle East and your portfolio as a company?

In Henry Schein Middle East we cover now all the requirements for the end user in dentistry through the following lines:
- General consumables, dental materials and instruments (Henry Schein private label line including over 8,000 products - www.henryschein.com)
- Lah materials (Zahn Dental and Pentron Ceramics - www.zahndental.com)
- Hand pieces and small equipment (BA International - www bais-international.co.uk)
- General spare parts and services (Handpiece Headquarters - www.handpieceheadquarters.com)
- Dental units, general equipment and furniture (Ritter Concept - www.ritterconcept.com)
- CAD/CAM systems
  - Clinical: PlanScan, PlanMill and X-Ray Cone Beam systems (Plannmeca - www.plannmeca.com)
  - CAD/CAM: Connect dental form (www.zahndental.com)
  - CAD/CAM consumables: Zirfix line (Zahn Dental www.zirfix.com)
  - Endo Rotary and Burs (Brasseler Dental - US - www.brasselerusa.com)
  - Compressors, suction and phosphoric plate scanners (Air Techniques - www.airtechniques.com)
  - Dental management software (Software of Excellence - www.soedental.com)
  - Dental laser and specialized material (CAO Group - www.caogroup.com)

We continue to add new companies to deliver the large variety that the end users are demanding for. Our goal is to be able to supply a full chain of solution to our customers.

What is your impression of the level of dentistry in the MEA region?

The level of dentistry in the region is growing very fast in all divisions and branches. This area is considered to be an entry point for other regions in the world and this is the main reason why Henry Schein puts a high priority in dentistry and investment in support and service dentistry in the MEA region.

What impact has digital dentistry had in the MEA region?

Digital dentistry become a vital topic in the Middle East market and Henry Schein places it as a high priority in our profile. With this being said, Henry Schein has launched the only comprehensive CAD/CAM clinical and Lab system in the market from Planmeca and Zahn Dental with Zirfix 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:
- Orthodontics
- Surgery and Implantology
- Endodontics
- CAD/CAM 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 with Zirconia Technology (for their dental units and equipment) and with Air Techniques (for their air compressors and suction phosphoric plate scanners) 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.

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

By Mark Anthony Limosani, D.M.D., M.S., FRCD

Case Overview
A 67-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 masseter muscles found to be normal. This was suggestive of an acute inflammatory过程 from a retained root canal filling or a repeat apical periodontitis.

Radiographic examination revealed a periapical lesion centered buccally around the tooth #5 root. A subsequent cone beam scan (CS8100) revealed the periapical lesion was associated with the U3 root. This is associated with the tissue buccal to #5.

Figure 1: 2D periapical radiograph of previous RCT on tooth #3

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Dental Tribune MEA: Can you elaborate on Henry Schein Middle East and your plan and strategy?

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and furcal defect (blue arrow) on #3

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 unaddressed MB2 canal (yellow arrow) and furcal defect (blue arrow) on #3

Figure 4 & 5: Operating microscope intraoral photographs of the partially debrided tooth # 3 with the finding of a crack extending from the mesiobuccal canal through the palatal root. A decision was made to gate the presence of a crack chamber in order to investi-gate 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.

Treatment Plan
My endodontic diagnosis for tooth # 3 was a previously en-dodonto logically 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 sec-ond mesiobuccal (MB2) canal that was unaddressed during the initial therapy that was causing persistent periodi-tis.

The patient was given the op-tion to have the tooth extract-ed or to re-access the pulp chamber in order to investi-gate the presence of a crack or missed canal. She agreed to access the tooth, where upon, the high likelihood of an un-addressed second MB canal as well as a furcal defect involv-ing the MB and palatal roots. No radiolucent findings were associated with the apical por-tion of the MB root.

The axial slice demonstrated the presence of a crack or missed canal. The high resolution of CBCT and the use of panoramic imaging makes this modality a powerful tool in the evaluation of internal and external root lesions, and has been shown to be more sensitive than conventional radiographs for the detection of root cracks. CBCT imaging can provide detailed images of the entire root system, including the apical region, allowing for the accurate diagnosis and planning of treatment.

The PA radiograph (Figure 1) demonstrated that tooth #5 had previous root canal treatment. Probable radiolucent findings were associated with the apical portion of the MB and P roots. The root canal filing material associated with all three roots appeared underextended and under-filled. 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). The high resolution of CBCT and the use of panoramic imaging makes this modality a powerful tool in the evaluation of internal and external root lesions, and has been shown to be more sensitive than conventional radiographs for the detection of root cracks. CBCT imaging can provide detailed images of the entire root system, including the apical region, allowing for the accurate diagnosis and planning of treatment.

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.

About the Author

Mark Limosani, DMD, MS, FICD

Dr. Limosani received his DMD degree from the University of Montreal in 2007. He attended the specialty program in Endodontics at Nova Southeastern University where he also received his mas-ter's degree in dental science.

Dr. Limosani is a Fellow of the Royal College of Dentists of Can-adia and a diplomate of the Amer-i-can Board of Endodontics. He is currently on staff at Miami Chil-dren's Hospital and teaches at the AEGD residency program at Com-munity Smiles.

Dr. Limosani has lectured locally and internationally on dental trauma-tology, restoration of endodon-tically treated teeth, restoratively minded endodontics, diagnosis and treatment planning and cone beams computed tomography (CBCT) use in endodontics.

Would you like to know more? Visit us on the web at www.care-streamendodontics.com