Interview: “Education remains a priority for the company”

By Brendan Day, DTI

At the recent European Association for Osseointegration (EAO) annual congress in Lisbon in Portugal, Dental Tribune International had the opportunity to speak with Jo Massoels, Vice President of Global Marketing and Solutions at Dentsply Sirona Implants, about some of the company’s recently launched products and its focus for the future.

Mr Massoels, the theme of this year’s EAO congress is “The bridge to the future”. How is Dentsply Sirona living up to this theme, both here and looking beyond Lisbon?

Well, here in Lisbon, we are mostly focused on our implant solutions, given that this is the main specialty of the EAO. Here at Dentsply Sirona, solutions like implant dentistry are high on our agenda, both at this congress and in general, as we continually develop our scientific approach to research and development. This knowledge remains our foundation, but at the same time, our digital portfolio continues to expand, and so what Dentsply Sirona is doing is developing a bridge between this scientific knowledge and a digitally based future.

Of course, this is not to say that we are not focused on implantology as a path forward—here at EAO, we have been showcasing our new Astra Tech Implant System EV, for example. Implant dentistry, as a whole, is moving towards being able to provide patients with immediate loading, and this is definitely an area of focus for Dentsply Sirona. Another focus of ours is digital workflows—making sure that these workflows are open and customizable. And, of course, education remains a priority for the company, as it’s not always easy to optimize your clinical digital workflows without sufficient training.

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Jo Massoels, Vice President of Global Marketing and Solutions at Dentsply Sirona Implants. (Photograph: Dentsply Sirona)