Dental companies use digital dentistry to bolster recession-bruised revenues

WALTHAM, MA, USA: According to Millennium Research Group (MRG), many top competitors in the global dental implant market are leading the growing movement toward the use of digital dentistry. MRG’s Global Competitor Insights for Dental Implants 2009 report finds although 2008 was tumultuous year in the dental implant market, many leading dental implant companies continued to invest in digital dentistry, entering into a series of partnerships and acquisitions, with the goal of emerging from the economic crisis as innovative market leaders in the burgeoning field.

The recent partnerships and acquisitions involve firms that have an established competency and reputation for quality digital imaging and computer-assisted manufacturing. Also garnering attention are product developments in guided surgery planning software, custom-milled abutments, and prosthetics using CAD/CAM technology, which provide additional revenue streams, particularly because they work to improve the turnaround time for dentists.

“One of the many collaborations that took shape over the course of 2008 was CAMLOG Biotechnologies’ work with Straumann Dental Systems and their joint release of custom-milled zirconium abutments for CAMLOG dental implants,” says Kevin Frewelling, Manager of MRG’s Orthopedics and Dental divisons. “Meanwhile, companies like Nobel Biocare are already making improvements to previously-released CAD/CAM Procera software; it will be interesting to see which competitors will be at the forefront of digital dentistry once economic conditions improve.”

MRG’s Global Competitor Insights for Dental Implants 2009 report serves as a tool for evaluating the performance of the top ten companies in the global dental implant market. Each chapter focuses on a leading competitor, and includes an examination of global dental implant and final abutment sales segmented by device and region. Each chapter also contains a detailed account of company history, recent events and strategies, as well as a critical discussion of each competitor’s strengths, weaknesses, opportunities, and threats (SWOT analysis).

Oemus Media acquires German operations from Dental Tribune International

Daniel Zimmermann

LEIPZIG, Germany: Oemus Media, one of the leading dental publishers in Germany, has announced to take over all existing German operations from Dental Tribune International beginning January 2010. The agreement includes the print and online editions of Dental Tribune Germany including all supplements, the Trade show publication today IDS as well as two international specialist titles for endodontists and aesthetic dentistry. Financial terms of the agreement were not disclosed.

Oemus Media will also launch the German version of Dental Tribune’s online education platform DT Study Club, which offers interactive continuous education and live webcasts to 10,000 members worldwide.

The acquisition is expected to strengthen Oemus’ position as market leader in Germany. Founded in 1992, the publisher based in Leipzig has a portfolio of 70 dental titles for specialists and GPs. Oemus also organises over 25 dental congresses, symposia, and dental exhibitions throughout Germany.

New orthodontic education programmes in Asia

Daniel Zimmermann

HONG KONG/LEIPZIG, Germany: Progressive Orthodontics is expanding its course offerings in Asia. The US-based provider of orthodontic education programmes has announced that within the next six months it will extend its core two-year programme, Comprehensive Orthodontic Training, to Beijing, China, and Kuala Lumpur, Malaysia. Free one-day introductory classes will also be held this year in Bangkok, Thailand, Ho Chi Minh City, Vietnam, Shanghai, China, Beijing, Hong Kong, and Kuala Lumpur. Interested dentists from these countries are invited to register for the free class on Progressive’s web site.

“Asia’s dentists use cutting-edge technology and strive to become leaders in the quality of dental care,” a company official told Dental Tribune Asia Pacific. “Now they can use Progressive’s world-class system to take their practices to the next level by working with leading instructors from around the globe and with the latest technology and diagnostic systems.”

Progressive Orthodontics is a complete dental continuing education centre based in Aliso Viejo in the US, and claims to have educated over 5,000 dentists from 23 locations worldwide using modern, predictable and high quality orthodontic care. Their core live programme consists of twelve, four-day seminars and an Internet-assisted training programme with 500 hours of self-study and live modules (three seminars totalling ten days).

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A short interview with Dr Noriyuki Negoro, the new president of SHOFU, Inc.

Dr Noriyuki Negoro, who was appointed president of SHOFU on 25 June, has worked at the company for more than 25 years. As a researcher, he developed such successful products as Solidex and Ceramage. Dental Tribune Asia Pacific in cooperation with FDI World Dental Daily spoke to him as the first dental publication about how he and his company are planning to contribute to better oral health worldwide.

DTI/DID: Dr Negoro, you worked as a researcher before your appointment as president of SHOFU. How has oral health care and thus demands for oral care products changed in recent years?

Dr Noriyuki Negoro: Recent media coverage on cosmetic dentistry has highlighted the importance of maintaining good oral hygiene and demonstrated that a healthy beautiful smile has a positive psychological impact and influences the overall well-being of an individual. For this reason, it is essential that innovative oral health-care products are developed that cater to the trends and demands of dentistry today.

How does this knowledge influence your work as president of SHOFU?

With the well-equipped research facilities at SHOFU, we constantly strive to develop products that cater to the global trends in dentistry and dental technology. SHOFU recognizes the introduction of new clinical techniques such as MiCD, which is an holistic approach that integrates minimally invasive treatment techniques with aesthetic dentistry, and supports such techniques by developing new aesthetic bio-compatible materials to help clinicians achieve their goals.

As the new president of SHOFU, how do you intend to contribute to the improvement of oral health worldwide?

In particular, we plan to expand the range of Gionmer products, which were developed in my R&D days based on the patented PRG (pre-reacted glass-ionomer) technology, with the ability to release and recharge fluoride, as well as a unique anti-plaque effect. I feel that with this novel technology, we will be able to further develop our range of aesthetic bio-compatible products and to venture into a range of preventive products. We also plan to introduce in vitro diagnostic and testing equipment for periodontology in the very near future.

In your opinion, what is the general role of the dental industry in the promotion of oral health care?

In this era, in which dentistry is evolving at a great pace, caring management and cosmetic dentistry are gaining prominence. We are committed to improving dentistry worldwide through our enhanced R&D work, creative corporate activities and continuing education programmes.

Thank you very much for this interview.

Nobel launches new digital scanner and software in Asia

SINGAPORE/LEIPZIG, Germany: Nobel Biocare presented NobelProcera to dentists in Southeast Asia during the FDI Annual World Dental Congress in Singapore. The system, which was first introduced to the public in March 2009 at the International Dental Show in Germany, is the most comprehensive prosthetic system in the history of the company. NobelProcera can design and fabricate prosthetics for every clinical indication and treatment option, from single tooth to full mouth.

“This is an important development for general and restorative dentists, who aim to provide their patients with better fitting, stronger and more natural-looking, beautiful aesthetics,” said Hans Geiselhöringer, Global Head of NobelProcera and Digital Dentistry. “With NobelProcera we are reinforcing our commitment to dental laboratories and dental professionals, by being a full-solutions provider who is exclusively science-based, going beyond clinical and aesthetic patient requirements.”

“NobelProcera is offering clear benefits for dental laboratories through outsourcing the manufacturing process,” he explained further.

The new NobelProcera scanner utilises conoscopic holography, a technology formerly used in the aerospace and automotive industries. Supporting the scanner is a cutting-edge 3-D prosthetic design software developed by Canadian company BioCad, which NobelProcera will continue this legacy with extended material and prosthetic options, they added.

A broad range of new custom or standard design overdenture and screw-retained bar solutions, as well as new materials such as cobalt chrome for crowns and bridges, are also available.

According to company officials, NobelProcera is supported by 15 years of clinical experience and research, with the production of more than 8 million single NobelProcera copings. NobelProcera will continue this legacy with extended material and prosthetic options, they added.

Masuda receives idm lifetime achievement award

Daniel Zimmermann

SINGAPORE/BENSHEIM, Germany: International dental manufacturer (idm) has awarded Jiro Masuda from J. Morita Corporation with a lifetime achievement award for his decade-long contribution to idm and other organisations. The award was presented to Masuda by idm Immediate Past President Mily Goldstein, Dental Trade Alliance, at an idm/FDI joint executive meeting during the FDI Annual World Dental Congress in Singapore.

Masuda received a special award by idm in 2001 already.

Tokyo-born Masuda, who currently holds a consultant position at J. Morita, has been with the company for almost 50 years. In 1960, he joined the Japanese dental manufacturer to establish an export office in Los Angeles. From 1988 to 1998, he served as Executive Director for the International Division and the Consumers Division in Japan.

Masuda has also served as a member of the Standing Committee on Relations between the Profession, Trade and Industry of the FDI World Dental Federation and as a representative of the idm General Assembly of the Japan Dental Trade Association. He is currently involved as a member of the Japan Research Council on Dental Products and the Japan Federation of Medical Devices Associations.

Masuda receives idm lifetime achievement award

Daniel Zimmermann

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