While visiting an exhibition stand usually allows customers only to see a product, ADX16 Sydney is introducing a novel way for visitors to experience the latest dental products from Australia and overseas: the Product Showcase.

In two purpose-built theatres in the designated showcase area, visitors can sit down and learn how novel technology is changing the instruments, equipment and materials that leading dentists use. During interactive 45-minute sessions, this innovative component of ADX16 gives dental professionals the unique opportunity to talk to suppliers to obtain in-depth knowledge of their new products and insights into the field of dentistry. Topics of the Product Showcase sessions vary and include business enhancement strategies, product introductions and clinical demonstrations.

For example, dental marketing specialist Jonathan Engle from Software of Excellence will advise on how to attract new patients online, Dr Andreas Kurbad will review the success of Ivoclar Vivadent’s all-ceramic restorations system IPS e.max and Dr Phillip Palmer from Prime Practice will introduce dentists to the concept of outsourcing non-core functions in practices.

Showcase sessions run from 10:30 to 16:30 on Friday and Saturday and from 10:30 to 13:30 on Sunday. The timetable can be accessed at www.adx.org.au/showcase.

Complementing this novel hands-on approach is the ADIA-OHPA Dental Laboratory Pavilion. Also new at Australia’s premier dental event, the pavilion highlights the quality products manufactured by the local laboratory industry. Designed to maximise participation by dental technicians, the pavilion offers information on the commercial framework and changes to regulations and exhibits the latest technology from Australia and overseas.

There is certainly a great deal to see and do at Australia’s largest dental exhibition; its significance is perhaps best captured by ADIA CEO Troy Williams: “Make no mistake about it, ADX16 Sydney is an event that allows dentists and allied oral health care professionals to see more, buy more and learn more.”

Interview
Troy Williams, CEO of the Australian Dental Industry Association, reports on the return of confidence to and positive sentiments across the Australian dental industry.

Avoiding marketing mistakes
Marketing specialist Carolyn S. Dean talks you through the essentials of successful dental marketing by highlighting common pitfalls and errors made by many practices.

What’s on
Whether you want to explore Sydney’s annual food and wine festival or enjoy a free concert at the park, the Harbour City has much to offer this weekend.
“The industry has moved beyond subdued business conditions”

An interview with Troy Williams, CEO of the Australian Dental Industry Association (ADIA)

Jam-packed with a broad range of product innovations, ADX16 Sydney is expected to draw a record number of dentists and allied oral health care professionals. ADX16 Sydney is about awe-inspiring new treatment pathways, the remarkable growth in professional services to enhance dental businesses, as well as the focus of this year’s continuing professional development sessions, which feature some of Asia Pacific’s best speakers.

Troy Williams: This is an exciting time for the Australian dental industry, as new products, both those manufactured locally and those from overseas, are entering the market, giving dentists and allied oral health care professionals more options for treating patients than ever before. What’s great about ADX16 Sydney is that many of these products are being launched at this event.

The industry has moved beyond the subdued business conditions that existed in recent times and there is a high degree of confidence about the prospects for the year ahead. ADIA collects and publishes a great deal of data on the market in which dental products are sold; this provides us with a unique insight into what’s happening and this data validates the positive sentiment that exists across the dental industry. For example, the ADIA Australian Dental Products Business Conditions Survey published last month shows eight consecutive quarters of growth, with businesses recording increased sales over this period. The great news is this data also shows that businesses expect this growth to continue; however, this is somewhat tempered by the fall in the value of the Australian dollar, which places upward price pressures on imported products.

The same survey also showed a unique factor about ADX16 Sydney, this being that the event in itself drives business confidence. That so many suppliers of dental products see ADX16 Sydney as a strong sales platform is an important point of differentiation.

ADX16 Sydney is expected to draw a record number of dentists and allied oral health care professionals and spaces sold out quicker than ever. What feedback have you received from visitors and exhibitors?

This is an event that just keeps growing. At ADX12 Sydney, attendance by dentists grew by around 14 per cent compared with the previous event, and at ADX14 Sydney, the number of dentists attending grew by a further 23 per cent. If there was any doubt that the ADX Sydney series is Australia’s premier dental event, then these figures speak for themselves.

It is important to ADIA to understand why dentists and allied oral health care professionals are coming to ADX16 Sydney and our market research has identified three key reasons. The first is that they are coming to see the largest range of dental products available under one roof. The second is that they are coming to buy the products. Finally, dentists and allied oral health care professionals are coming to learn more, through the comprehensive continuing professional development programme—some 39 seminar sessions that feature some of Asia Pacific’s best speakers.

What industry trends stand out this year?

What makes dentistry such a fascinating industry to work in is the continual evolution, in treatment pathways, something made possible by the advent of new products. It is difficult to identify a segment that has not seen change. In the dental laboratory segment, CAD/CAM technology continues to evolve, with milling now augmented by 3-D printing. Similarly, the pioneering work being done both within Australia and internationally to bring to market new types of restorative materials offers dental professionals more choices that ever before, and that is what ADX16 Sydney is all about. Similarly, there isn’t an orthodontist in Australia who wouldn’t benefit from attending ADX16 Sydney to look at the awe-inspiring advances that offer different treatment pathways.

However, some of the most interesting trends are not in the clinical area, but have come about by an understanding that dental practices, just like any business, can enhance their profitability through business improvement reform. The growth in professional services, including marketing, finance, insurance and patient management software, is amazing and will all be featured at ADX16 Sydney.

“The event in itself drives business confidence.”

The Sydney Exhibition Centre @ Glebe Island will again host ADX this year. In your opinion, what makes the venue special?

Two words: the view! There isn’t a venue anywhere in the world that seriously challenges the Sydney Exhibition Centre @ Glebe Island as having the best view—and it’s not just that you can see the Sydney Harbour Bridge from the registration desks; if you take one
Two New Dental Mills Designed to Meet Your Needs

Whether you’re looking for a dedicated dry or wet dental mill, or to utilise both, Roland DG delivers your ideal solution with two exceptional new devices.

The new DWX-51D dental mill is designed for effortless, precision milling of dental prosthetics from copings, crowns and bridges to inlays, onlays and abutments, and is the perfect solution for labs wanting to increase production or those looking to get into digital milling for the first time. The new DWX-4W allows you to wet mill glass ceramic and composite resins with absolute precision and reliability. Backed by a comprehensive 3 year warranty and drawing on over 30 years of engineering technology, Roland DWX devices are a proven solution with over 3400 Roland dental milling devices in the market today.

Learn more at www.rolanddg.com.au/dwx
of the free ferries to the exhibition centre, you can get up close and personal with this iconic structure.

Feedback from visitors and exhibitors at the last event rated the Sydney Exhibition Centre @ Glebe Island as an ideal venue. The abundance of natural light makes the event something special, it creates a really positive vibe within the exhibition hall.

What is great about ADX16 Sydney is that visitors are spoilt for travel and accommodation choices. Options include free ferries that will get you to the venue by water, free shuttle buses, ample on-site car parking and discounted accommodation.

What is this year’s focus in the professional development programme? Could you give us an overview of the speakers and topics?

The ADX16 Sydney continuing professional development programme is exceptionally strong and offered by professional organisations, including the Australian Dental Association (NSW Branch), the Royal Australasian College of Dental Surgeons, the Australian Dental Prosthodontic Association, the Australasian Academy for Dental Sleep Medicine and the Australian Association of Practice Management, in addition to leading local suppliers.

There are 39 individual sessions, which have a strong focus on restorative dentistry, and the presenters are recognised across the region as leaders in the field. A number of sessions focus on orthodontics and implants—which is hardly surprising given the increasing interest of dental professionals in the new products available in these segments.

Reflecting ADX’s commitment to supporting research, the proceeds from the ADX16 Sydney seminars are going to the Australian Dental Research Foundation.

ADX16 Sydney is an excellent opportunity to meet with clients and professionals in a relaxed atmosphere. What programme features can visitors particularly look forward to?

In many respects, ADX16 Sydney is more than a dental exhibition; it is an unparalleled opportunity for dentists and allied oral health care professionals to develop new, and cement existing, contacts with their peers. The free welcome reception on the Friday night is typically attended by some 2,000 people and there is no better way to meet colleagues than over a relaxing beer or glass of wine. Throughout ADX16 Sydney, visitors to the event can sit in one of the cafes in the exhibition hall and have lunch while discussing all the products they have seen.

A first for ADX16 Sydney is the product showcase, which will allow people to set back and learn about the latest innovative products from the businesses that are introducing them to the Australian market for the first time. Make no mistake about it, ADX16 Sydney is an event that allows dentists and allied oral health care professionals to see more, buy more and learn more.
Researchers from the University of Sydney have found that tooth decay can be stopped, reversed and prevented without the traditional “drill and fill” approach that has dominated dental care for decades. Acknowledging the outcomes of the seven-year study, the researchers called for a general shift towards preventive measures in early caries treatment.

Developing a set of protocols that they called the Caries Management System (CMS), the researchers compared people who received traditional “drill and fill” treatment with those who received CMS treatment, focusing on prevention. The CMS protocols included the assessment of decay risk, the interpretation of dental X-rays and the specific treatment of early decay.

Among other things, preventive measures included the application of high concentration fluoride varnish to the sites of early decay and, on the patient’s side, restricting sugary snacks and beverages between meals.

In testing the CMS protocols on 1,000 patients from 22 general dental practices in New South Wales and Australian Capital Territory, decay risk was substantially reduced during the seven-year study.

Moreover, the need for fillings was 30 to 50 per cent lower among CMS patients in comparison to the control group. At 80 per cent, the reduction was even greater among those considered at a high-risk, patients who were getting as many as two fillings per year.

“This research signals the need for a major shift in the way tooth decay is managed by dentists,” said Associate Professor Wendell Evans from the University of Sydney. “A tooth should only be drilled and filled where an actual hole-in-the-tooth is already evident,” he said.

According to Evans, tooth decay is not the rapidly progressive phenomenon that dentists long believed it was. Instead, it develops more slowly, leaving plenty of time for the decay to be detected and treated before it becomes a cavity and a filling is required. On average, it takes four to eight years for decay to progress from the tooth’s outer layer (enamel) to the inner layer (dentine), he explained.

The results of the study were presented in the article “Caries Management System: Are preventive effects sustained post-clinical trial?” which was published online in the Community Dentistry and Oral Epidemiology journal on 7 December 2015.

Traditional treatment of tooth decay is outdated

By DTI