With the availability of more complex and costly treatment options, new challenges have arisen for dental professionals and the industry. Globalization and dental tourism have also opened new possibilities and obstacles for dental practices in Asia and around the world. In order to address some of these developments, IDEM 2010 hosted its first LET'S TALK BUSINESS Seminar yesterday, covering a variety of business-related topics such as product liability, the management of advanced dental technology or fraud prevention in dental practice.

The seminar was attended by world renowned experts from Singapore, India and the United States.

Amongst others, the President of Global Management Group Ltd and founder of the T32 clinic in Singapore Dr Peter Tay talked about various dental delivery systems and how they can be used to provide better care for dental patients.

Dr Vivek Shukla, a health care business consultant from India, gave an overview about how costs and patient expectations can vary from country to country. According to a recent Globalysis study, the worldwide health tourism market including dentistry was estimated US$40 billion in 2006. The Asian market alone consists of 1.5 million medical tourists spending a daily average of US$362.

In a third session, product liability was discussed by Catherine Tay Swee Kian, National University of Singapore.

Today's lectures will include medico-legal liability and malpractice in implant dentistry (Edmund Kronenburg, Singapore) as well as embezzlement and fraud in dental practices and how it can affect revenues (Teresa Duncan, USA).

Be involved in your business

Teresa Duncan is the President of Odyssey Management, a medical consulting company based in Alexandria, USA. As part of IDEM’s LET'S TALK BUSINESS seminar, she will hold a lecture today on embezzlement and fraud in dentistry.

Today international: Ms Duncan, fraud and embezzlement seem to be a common thing in dental practices.

Teresa Duncan: Yes, I think the instances of embezzlement are definitely on the rise. Even before the recession hit our economy, already a third of dentists in the US were embezzled in some form. There is a new report coming out soon and I am curious to see the results. I expect the numbers to be even higher because I am constantly getting calls from new clients who have been embezzled.

In your lecture today you will also talk about case studies in Asia. Did you notice any major differences to the US?

Even in Asia the number is high though they are not as large as in the United States. This shows me that there are a lot more checks and balances here or at least higher awareness of the problem. The main difference is the form of embezzlement, for example, when cash is stolen. Embezzlers in the US are more careful in that respect.

There are also cultural differences and reporting is not as common as in the States. Many of these cases are handled in-house. In addition, embezzlers are also able to move between the jobs very easily.

I hope that with Singapore’s economy recovering so quickly, cases will go down.

What are the most common methods of embezzlement?

The most common method is to steal cheques and deposit them on one’s own account. In many cases, cash is also taken from the patient but not recorded in the practice management system.

What are your recommendations to prevent fraud?

Doctors should be aware of the reports that they can run with their practice management systems. At least they should ask for a daily deposit book or charge summaries. The most important thing is to pay attention and be involved in the daily business.

Thank you very much for the interview.
In a new study presented by researchers at the 25th Anniversary Meeting of the Academy of Osseointegration in Orlando, USA, implants with SLActive surface technology from Straumann have shown higher stability compared to five other commonly used implants.

The study, which was conducted on rabbit bone, was assessing the implant stability by removal torque evaluation after three and six weeks. It found significant differences between SLActive and all control implants.

A histological evaluation of the bone healing is currently ongoing, the researchers said.

Straumann’s SLActive, launched in 2005, is an innovative, dental implant surface technology, which has clinically proven to cut healing times in half to just three to four weeks. The technology is said to minimise the stability dip in the critical early stage of healing and increases implant stability. The implications of this are shorter treatment protocols, higher predictability and reduced risk with earlier loading, resulting in better patient care and satisfaction, the company said. SLActive could open the door to successful implant treatment in patients with poor bone quality or other challenging treatment situations such as patients with diabetes, osteoporosis, or patients who are smoking.

SLActive implants are currently available in all major markets in Europe, Asia and the US.

STRAUMANN, SWITZERLAND
www.straumann.com
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NEW STUDY SHOWS HIGHER STABILITY IN SLACTIVE IMPLANTS


According to the company, the universal composite Tetric N-Ceram is based on the popular Tetric Ceram and designed for the fabrication of high quality standard restorations in the anterior and posterior region. Important properties like polishability, low shrinkage and wear could be enhanced with the help of nanotechnology. Tetric N-Ceram is complemented by the flowable composite Tetric N-Flow which also offers excellent handling properties as well as an exceptionally high level of radiopacity. Owing the material’s outstanding wetting ability, it is particularly suitable for use as a cavity liner and offers the stability required for Class V restorations.

Tetric N-Bond is a light-curing single-component bonding agent for enamel and dentin bonding in conjunction with the total-etch technique. It uses nanotechnology and is acetone-free which is supposed to help postoperative sensitivities occur less frequently. It also enables a durable bond to be established between the restorative material and the dental hard tissues. Tetric N-Bond is suitable both for direct and indirect restorative procedures after prior light polymerization, the company said.

Tetric N-Bond Self-Etch is a single component, self-etching, light-curing adhesive for direct restorative treatment procedures (composites, composites). A single layer of the acetone-free Tetric N-Bond Self-Etch material is sufficient to establish a sound bond between the composite and the enamel or dentin reducing the time required for direct restorative treatment. According to Ivoclar, it is possible to store Tetric N-Bond Self-Etch at room temperature without compromising its quality because of the monomers which are resistant to hydrolysis.

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ADI TO LAUNCH CAD/CAM MAGAZINE

CAD/CAM based dentistry is one of the fastest growing market segments in dentistry. CAD/CAM international magazine (CAD/ CAM), the new Dental Tribune specialist publication, will present the most significant international developments and experiences in digital dentistry to practitioners and industry leaders around the world, with the aim of providing comprehensive knowledge and information on the latest technology that can probably be integrated into treatment concepts.

The quarterly magazine will be sent to specialists around the world and distributed at all major international congresses and exhibitions as well as at many specialty specific events.

The range of topics covered in the magazine will include CAD/CAM, digital imaging, rapid prototyping, virtual articulation, dental materials, impressioning, radiography, software processing, and innovations in digital dentistry. The content is a combination of scientific articles, case reports, industry reports, reviews (meetings, products, etc.), news, practice management articles, and lifestyle articles.

DENTAL TRIBUNE INTERNATIONAL
GERMANY
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Booth J39

IDENTIUM ONE-STEP IMPRESSION MATERIAL

Kettenbach, one of the leading international producers of impression materials, will showcase its Identium impression material during IDEM 2010 in Singapore. The material features Vinyl Siloxane, a new chemistry that combines all advantages of polyether material paired with those of an A-Silicone.

According to the company, Identium has been developed especially for the one-step impression techniques, it has excellent flow properties due to its extraordinary hydrophilicity (immediate contact angle < 10°) and is easy to remove from mouth or mold. It is also tasteless and odorless. Identium for the one-step, double mix impression technique is available in heavy, medium, and light body consistency for Plug & Press automatic dispenser (5:1 ratio) system and comes in 50 ml cartridges.

Founded in by August Kettenbach, Kettenbach is located in Eichenbach in Germany. The company was created in 1944 for the development and marketing of medical and dental products. Today, the company is one of the leading international producers of impression materials for use in dentistry. It is also active in other surgical areas of medicine.

KETTENBACH, GERMANY
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Booth C22–C24/D23

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A POWERFUL LAD SYSTEM

The principle behind light activated disinfection (LAD) is the use of a specific light source to activate a photosensitizer, which serves as a catalyst in transforming oxygen molecules into highly reactive oxygen species, such as negatively charged oxygen ions and oxygen radicals. As the photosensitizer has an extremely high affinity to bacterial membranes, the bacteria are instantly destroyed when the reactive oxygen species are formed. The technique is especially useful in the oral cavity as it disrupts the biofilm in which the bacteria are embedded.

With FotoSan, CMS Dental from Denmark, introduces a LAD system that is able to treat a wide range of indications including endodontics, periodontics, periimplantitis, gingivitis, pericoronitis and caries. An introkit including two autoclavable covers for the light head, blunt tips for surface treatment and long tips for more profound treatment and endodontics, will be available to IDEM visitors.

The photosensitizer comes in three different viscosities facilitating the practical applications.

According to the company, the treatment with FotoSan lasts only 10 to 30 seconds and has no side effects.

CMS DENTAL, DENMARK
www.cmsdental.com
Booth F19

NEW SOLUTIONS FOR CLASS II CAVITY PREPARATIONS

Placing a matrix band to attain a good contact point and avoiding interproximal overhang after excavation for Class II fillings has always been a time consuming and laborious procedure. Directa has announced to offer a unique and easy solution for this procedure by combining a separating plastic wedge with a stainless steel matrix. The FenderMate is available in regular and narrow width and for left or right application and will be colour coded for better identification.

According to the Swedish company, the combined matrix and wedge are inserted as one piece. A new technology contours and complements the curvature of the patients tooth and holds its shape without having to use a retentive ring that inhibits access to a cavity. The contact point is created by the dual curvature of FenderMate so that further burnishing will not be necessary.

With the combination of FenderMate and FenderWedge, Directa also offers a tissue friendly approach for the preparation and filling of Class II cavities.

DIRECTA, SWEDEN
www.directadental.com
Booth D30/E29

MI PERIODONTAL DISEASE TREATMENT WITH AT FIDELIS

The Slovenian manufacturer of medical laser systems Fotona in co-operation with Lasers Research, USA, has developed a new minimally invasive method for treating periodontal disease using fully optimised Nd:YAG and Er:YAG laser with its AT Fidelis system.

In the so-called Wavelength optimised Periodontal Therapy (WPT) the Nd:YAG laser is used to remove the diseased epithelial lining and improve access to the root service. In a second step, the AT Fidelis’ Er:YAG laser accurately removes calculus from the root surface and coagulates a stable fibrin clot.

According to Fotona, treatment acceptance of WPT is extremely high considering alternative treatment with a scalpel or a suture. The company offers a complete range of procedure optimised fibre tips and handpieces for its AT/HT Fidelis line.

FOTONA D.D., SLOVENIA
www.fotona.com
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A New Era in Implant Dentistry Prof. Dr. Dr. Bilal Al-Nawas
Saturday 17 April 2010, Suntec Convention Centre, Theatre L3
8:30 – 11:00 a.m.
1:30 – 4:00 p.m.
A New Era in Implant Dentistry
Prof. Dr. Bilal Al-Nawas
PD Dr. Jostis Freidemann

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