IDEM sees further growth in 2014

More innovations and educational offers available for Asian dentists at upcoming Singapore dental show

IDEM Singapore International Dental Exhibition & Meeting

SINGAPORE: The International Dental Exhibition and Meeting (IDEM) in Singapore is fast becoming a crucial meeting point for the dental profession in Asia. The latest registration figures released by the organiser, Koelnmesse, a few weeks before the show indicate that the space has been extended by 30 per cent and now covers 16,500 sq.m. in two halls at the recently renovated Suntec Singapore Convention and Exhibition Centre, where the show is going to be held from 4 to 6 April. In addition to a large number of dental products and solutions, of which many will be launched in Asian markets for the first time, visitors will be able to learn about the newest methods and technologies in dentistry during a three-day clinical conference that runs parallel to the industry showcase on Levels 3 and 4. Several events tailored to issues relevant to young dentists, dental technicians and hygienists will also be offered during the show.

“There has been an enormous rise in sophistication and complexities in the practice of dentistry in recent years and we are proud to bring authoritative, qualified speakers to discuss the very latest developments in our profession, which are all relevant to daily practice,” commented IDEM Singapore Scientific Program Director Dr Choo Teck Chuan.

Further education will be offered at the Dental Tribune Study Club Symposium, a DTI affiliate, which will be held for the third consecutive time. Among other topics, the advantages and disadvantages of the use of CAD/CAM processes in dental practice will be discussed.

In order to help attendees find their way around, an application for mobile communication devices is to be launched by the organiser soon. Users will be able to receive constantly updated information about exhibitors, products and the programme, among other things, Koelnmesse said.

Organised by the company in cooperation with the Singapore Dental Association, IDEM is held in Singapore every two years. Its 2012 edition was the most successful since it premiered almost 14 years ago. With 7,500 visitors to the event, participation increased by almost 20 per cent compared with the meeting in 2010, which was affected heavily by the air travel restrictions caused by a volcanic ash cloud over Europe. Another increase in visitors is anticipated for this year, according to the organiser.
According to the latest figures published by a Singaporean health-care specialist portal, dentists are at the top of the list of the ten most requested categories of medical professionals on the website. The profession beat gynaecologists and general practitioners by far.

According to the portal’s operators, almost 50 per cent of users on the site scheduled appointments with dentists, while only 18 per cent booked appointments with obstetricians and gynaecologists, who were the second most requested type of medical specialist. About 6.5 per cent of users requested appointments with general practitioners and 1.3 per cent with ear, nose and throat specialists.

The data was collected via bookings on docdoc.com, a health-care platform for finding doctors and booking appointments online in Singapore and South Korea. The website lists about 29,000 profiles of medical professionals in the Asia Pacific region.

“This data highlights the huge demand for dental specialist care in Singapore,” said John Sharp, DocDoc’s president and CEO. “The findings indicate either an under-supply of dentists or an uptick in the demand for cosmetic dentistry, or a combination of both,” he suggested.

Currently, Singapore has a dental workforce of slightly over 1,500 dentists, of which two-thirds are employed in the public sector. The dentist to patient ratio in the country is about 1 in 3,400.

As reported by YourHealth, the health and wellness website of online news platform AsiaOne, cosmetic dental procedures are becoming increasingly popular among Singaporeans. Dental clinics have noted a rise in demand of an estimated 25 to 50 per cent in the last five years, the website stated last year.

According to YourHealth, the majority of patients seeking dental cosmetic procedures are women, although an increasing number of men are requesting cosmetic enhancements. “More people want to look younger and cosmetic dentistry is like a dental facelift that can quickly reverse the natural ageing process of the teeth,” Dr Gerald Tan, President of Aesthetic Dentistry Society Singapore (ADSS), told the website. In addition, dentists may refer patients to plastic surgeons for dermal fillers to remove facial lines to improve their appearance further, he said.

Tan added that people are more willing to undergo cosmetic procedures, such as having their gums reshaped with laser, because they are more aware of the importance of healthy smiles. Moreover, treatment outcomes have become more predictable owing to advances in dental technology.

According to YourHealth, ADSS has almost doubled its membership in the last five years from about 120 to 230 in 2008, Tan said. He also observed a similar increase in the number of dentists attending aesthetic dentistry courses here and overseas.
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IDEM is the focal event for the Asia Pacific dental community

By Dr Kuan Chee Keong, President of the Singapore Dental Association (SDA) and Chairperson of the IDEM Singapore 2014 Committee

The eighth edition of IDEM is going to present a diverse scientific programme that is unrivalled in terms of quality. With the practice of dentistry becoming more sophisticated and complex, the SDA is proud to bring world-class speakers from abroad to Singapore, who will address the very latest developments and challenges relevant to daily practice. They will also be discussing the future of the profession.

Constantly seeking to improve themselves, modern dentists are very receptive to new materials and practice management methods. However, modern dentistry is not just about technological improvement, but also about sustainability and renewability. Besides the opportunity to interact with friends and dental professionals from around the world, IDEM offers the opportunity to share knowledge, ideas and practical applications in dentistry.

Credit must be given to our long-term partner, Koelnmesse, and its outstanding team of highly competent professionals, who have put together the scientific programme to cater to a wide audience. In addition, IDEM will see three new educational offerings this year with the Dental Hygienist and Dental Therapist Forum, Dental Technician Forum, and New Dentist Forum. With two exclusive evening sessions to address their early career needs, the last is aimed at students within seven years of graduating and final year students. A specially designed two-day scientific lecture and workshop programme is targeted at oral health therapists, as they have become an integral part of the dental team. The Dental Technician Forum is an innovative extension to IDEM’s general programme designed to help dental technicians to access, learn about and apply the state-of-the-art technologies available for the dental laboratory.

The trade exhibition too is expected to become the preferred platform for many significant industry competitors to launch products in this part of the world. This year’s showcase will be attended by approximately 500 manufacturers and traders from over 36 countries, which will be presenting the latest dental innovations, techniques, equipment and materials.

We are very honoured and thankful that Singapore’s Minister of Health, Gan Kim Yong, will be attending the opening ceremony for IDEM 2014. He and his ministry, together with others, have continuously supported the development of the show over the years. We would like to take this opportunity to thank all who have spent time and effort in the organisation of this meeting, as well as the academics and clinical experts who have kindly volunteered to chair the scientific sessions. We also acknowledge the contributions of the sponsors to the success of IDEM Singapore 2014 and express here our sincere gratitude.

I wish you a fruitful and rewarding participation at IDEM Singapore 2014.