IDEM sees further growth in 2014

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

**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 16,000 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.

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**“Take CAD/CAM to the next level”**

Plannmeca’s vice-president on the company’s strategic investment in E4D Technologies

**Finnish dental technology manufacturer Plannmeca has recently made a significant equity investment in the US-based high-tech medical device company E4D Technologies. In this interview, vice-president at the Plannmeca Group and acting CEO for E4D Technologies Tuomas Lokki sheds light on this new venture.**

**Tuomas Lokki:** We believe in the tremendous possibilities and future growth of CAD/CAM dentistry. As dentistry will be completely digital in the future, we believe it is vital to invest in the development of new and efficient practices. E4D is a long-term leader in advancing modern CAD/CAM dentistry, so we know that the upcoming edition in April will see 20 to 30 per cent more exhibitors showcasing their products and solutions to a professional audience.

Owing to the high interest shown by the industry, the total exhibition space has been extended by 30 per cent and now covers 16,000 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.

“...take CAD/CAM to the next level.”

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**dti**

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More informations are available at [www.idem-singapore.com](http://www.idem-singapore.com).
According to the latest figures published by a Singaporean healthcare 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 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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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 very well-attended, with dental 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. Their ongoing participation is a testament that this biennial event has firmly consolidated its status as the focal event for the Asia Pacific dental community.

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

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At the upcoming International Dental Exhibition and Meeting (IDEM) in Singapore, dental professionals will be given the opportunity to access, learn about and apply the latest technologies in the dental laboratory during the Dental Technician Forum, to be held by the Centre for Advanced Professional Practices (CAPP) in partnership with Koelnmesse.

Aimed specifically at dental technicians and dental laboratory owners, the two-day event, which has received accreditation from the American Dental Association, will offer an overview of the latest in ceramic systems and materials. Other topics will include shade selection, implant prosthetics, smile design and CAD/CAM options for scanning, milling and 3D fabrication of models and restorations, the organiser said.

Among the presenters will be internationally known experts, such as Dr Andrea Agnini from Italy, Ralf Oppacher from Germany and Naoki Aiba from the US.

At the forum, attendees will also be able to watch live demonstrations of printing, scanning and milling processes during table clinic presentations. An industry exhibition sponsored by VITA and other companies in the field will further provide the opportunity to try out the latest materials and products.

The Dental Technician Forum will be held during the weekend of 5 and 6 April. According to CAPP, attendees who register for the forum will also be entitled to attend the IDEM Singapore scientific conference.
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Dental Tribune Study Club at IDEM Singapore, 4-6 April 2014

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**FRI, 04.04**

- **10:00 – 11:00** | Dr. Marius Steigmann
  Implant Placement and Treatment in the Aesthetic Zone - Part 1
  Recorded Lecture

- **11:00 – 12:00** | Sabine Nahme
  3-D Imaging Solutions for Powerful Diagnostic Value Without Guesswork
  Live Lecture

- **12:00 – 13:00** | Dr. Andreas Teichmann
  The perfect smile – Bringing back the natural tooth colour
  Live Lecture

- **13:00 – 14:00** | Prof. Lorenzo Breschi
  Adhesive systems: Overview, Evaluation, Development
  Recorded Lecture

- **14:00 – 15:00** | Dr. Ed McLaren
  The "BFEP" Bonded Functional Aesthetic Prototype a Little PSD
  Recorded Lecture

- **15:00 – 16:00** | Sabine Nahme
  Clinical and Diagnostic Advantages Before, During and Post-endodontic Treatment to Investigate the Root Morphology in 3-D
  Live Lecture

- **16:00 – 17:00** | Dr. Andreas Teichmann
  Dentincoating revolution: A new level of enamel protection
  Live Lecture

- **17:00 – 18:00** | Dr. Marius Steigmann
  Implant Placement and Treatment in the Aesthetic Zone - Part 2
  Recorded Lecture

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**SAT, 05.04**

- **10:00 – 11:00** | Sabine Nahme
  3-D Imaging Solutions for Powerful Diagnostic Value Without Guesswork
  Recorded Lecture

- **11:00 – 12:00** | Dr. Barry Freydberg
  Luxineers™ — the proven leader in custom made thin veneers for a natural, perfect, natural-looking smile and an alternative porcelain solution to direct composite bonding
  Live Lecture

- **12:00 – 13:00** | Dr. Steven Soo
  "Are You Using CAD/CAM? If Not, Why Not?"
  Live Lecture

- **13:00 – 14:00** | Dr. Andreas Teichmann
  Dentincoat Evolution: A New Level of Enamel Protection
  Live Lecture

- **14:00 – 15:00** | Sabine Nahme
  Live Lecture

- **15:00 – 16:00** | Gianfranco Berrutti
  Idea Dakar 2014. A GATEWAY TO AFRICAN MARKETS
  Recorded Lecture

- **16:00 – 17:00** | Dr. Marius Steigmann
  Implant Placement and Treatment in the Aesthetic Zone - Part 2
  Recorded Lecture

- **17:00 – 18:00** | Dr. Andreas Teichmann
  The perfect smile – Bringing back the natural tooth colour
  Live Lecture

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**SUN, 06.04**

- **10:00 – 11:00** | Dr. Marius Steigmann
  Implant Placement and Treatment in the Aesthetic Zone - Part 4
  Recorded Lecture

- **11:00 – 12:00** | Sabine Nahme
  Clinical and Diagnostic Advantages Before, During and Post-endodontic Treatment to Investigate the Root Morphology in 3-D
  Live Lecture

- **12:00 – 13:00** | Dr. Andreas Teichmann
  The perfect smile – Bringing back the natural tooth colour
  Live Lecture

- **13:00 – 14:00** | Didier Dietschi
  Ultra-conservative Smile and Aesthetic Rehabilitations: Indications, Limits and Clinical Procedures
  Recorded Lecture

- **14:00 – 15:00** | Stephane Browet
  Fibre-reinforced Composites … A Real Breakthrough
  Recorded Lecture

- **15:00 – 16:00** | Prof. Dr. Roland Frankenberger
  Preparation Techniques and luting of All-ceramic Restorations – What are the Key Issues?
  Recorded Lecture

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This Symposium was made possible through an educational grant by these supporters:

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Dental amalgam is a safe and effective dental restoration and remains the best choice in many clinical situations or health system situations. As with any complex outcome, the outcome has met many people's expectations, but there are those who would have preferred a phase-out of dental amalgam and those who would have preferred no limitations set on dental amalgam.

Another area of discussion was the need for best environmental practices in dental facilities to reduce releases of mercury and mercury compounds to water and land. Dentistry must be a good steward of the environment and implement best environmental practices for dental amalgam, as well as for all other dental materials, medical waste and consumables.

You mention that in the dental community amalgam is still considered to be effective and safe. So why phase down its use at all? Dental amalgam is a safe and effective restoration. The US National Institute of Dental and Craniofacial Research funded two large-scale randomised clinical trials on the safety of dental amalgam in children and failed to find any adverse health effects. The reason for the agreed-upon phase-down is solely the environmental and health effects in the environment, not the direct health effects of the use of dental amalgam.

Mercury poisoning from amalgam is mostly found in countries where recycling of the material is insufficient. Is this not a more pressing issue that should be addressed globally? The proper handling of dental amalgam and its waste must be adhered to by the dental profession and the health facilities in which they work. In addition to the provision in the Minamata Convention calling for best environmental practices, there is a provision calling for dental amalgam to be used only in its encapsulated state. Only some countries require the use of dental amalgam separators in place for at least a generation as currently placed dental amalgams come to the end of their life cycle and need to be replaced.

Alternatives to mercury-containing dental filling material were discussed last year at an IADR-FDI workshop on dental materials. Is there any viable alternative, and what needs to be done to implement and sustain its use in the future? The symposium at the recent FDI Annual World Dental Congress in Istanbul was actually a much-condensed summary of a two-day workshop held in December 2012 at King's College London. In brief, yes, we can have much improved, innovative dental restorative materials, but it is going to take a significant commitment from government funders, academia and industry. Keep in mind that even if a new material could be developed within a one- or two-year time frame, clinical safety and effectiveness trials and regulatory approvals will take significantly more time. Practicing dentists have an important role here too, as they can participate in research networks evaluating new materials and identifying research questions, not to mention advocating for research funding with policymakers in their country.

With the advent of preventative dentistry, stem cell research and the sophistication of tooth replacements, will restorative materials become obsolete someday? Dental restorative materials are already obsolete or nearly obsolete for the socially disadvantaged and vulnerable populations. The IADR has a research agenda to reduce these oral health inequalities across populations and hopefully we will reach a point at which dental restorative materials are rare for everybody.

Thank you very much for the interview.
Floor plan – Level 4
Floor plan – Level 6
List of exhibitors

Level 4, booth 4J-07

Adentatec

- Non-precious dental alloys on nickel-chrome base system KN and System NH
- Non-precious dental alloys on cobalt-chrome base system NE and System Duro
- Partial alloy System MG
- CAD/CAM discs on cobalt-chrome base System NE-Blank and System Soft-Blank
- CAD/CAM disc on titanium base System Tis-Blank

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that joining forces with this high-tech medical device company would be a valuable addition to our own leading expertise in 3-D imaging and software solutions. Their special expertise and innovative ideas provide a great foundation for future projects that will combine the know-how of both companies.

What advantages will this investment offer dental customers worldwide?

The new partnership with E4D Technologies will enable us to offer our customers the most modern CAD/CAM innovations. Our product distribution in over 120 countries combined with the cut-ting-edge E4D innovations will increase global product availability and take computer-aided dentistry to the next level. Our customers will also benefit from the innovative combination and seamless integra-
tion of Planmeca’s and E4D’s products and services.

How will this improve the daily workflow at clinics?

One great advantage is the integration of X-ray imaging and CAD/CAM into a single software platform, Planmeca Romexis. For the first time, customers will have the option of one software interface for both X-ray imaging and CAD/CAM work. All patient data is also saved in the same database and it can be shared immediately and easily through the clinic’s network or via the Planmeca Romexis Cloud service. Furthermore, the restorations designed in the CAD module can easily be combined with the patient’s 3-D X-ray images for implant planning purposes, for example. For the patients, this means convenient same-day dentistry.

Can you also tell us about the brand new intra-oral scanner that you launched recently?

Our new Planmeca PlanScan intra-oral scanner is an ultra-fast, powder-free and open solution for 3-D digital impressions. Its advanced blue laser technology accurately captures hard and soft tissue of various translucencies, dental restorations, models and impressions. It is the world’s first dental unit-integrated intra-oral scanner and can be used through a laptop as a standalone version. Together with our Planmeca Romexis software, the system supports an ideal digital treatment workflow.

How will both Planmeca and E4D benefit from this investment?

On the one hand, this investment will help us address the growing need for training and education professionals worldwide.

We are thrilled to be able to take CAD/CAM to the next level. Our innovations will change the concept of same-day dentistry completely and facilitate the workflow of dental professionals worldwide.

Thank you very much for the interview.«