Welcome to IDEM 2018
A message by Mathias Kuepper, Managing Director at Koelnmesse Pte Ltd

This year, we are celebrating the tenth anniversary of IDEM, which continues to be the pivotal exhibition and scientific conference for dentistry in Asia-Pacific. IDEM has come a long way since its inception in 2000. We started with 165 exhibitors and one national pavilion on 4,000 m² of exhibition space at our very first edition.

The tenth meeting will see an extended exhibition taking up 20,000 m² and will feature 13 international pavilions from every continent.

In 2018, we are proud to bring an even stronger programme that is dedicated to helping dental professionals achieve clinical excellence in dentistry. IDEM’s theme of “Striving for clinical excellence” features 30 internationally prominent speakers who will be focusing on key trends, such as teeth and implants for life, oral health in the growing elderly population in Asia, digital workflows within the team and the caries prevention plan.

In addition, IDEM 2018 will once again feature a forum focused on the learning needs of the oral health therapist at the Dental Hygienist and Therapist Forum.

The dental market in the region has seen steady growth and according to predictions will continue to expand. This growth can generally be attributed to the rising middle class that is increasingly demanding more and better quality dental treatment. Our team works closely with our partners at IDEM to identify the latest products and trends that will enhance the knowledge of dental practitioners to drive the industry forward.

On Levels 4 and 6 at the Suntec Singapore Convention and Exhibition Centre, attendees will be able to meet and engage with 500 exhibitors that are showcasing the latest innovations in dental technology. Visitors can also head to the IDEM café, where they can sit down over a cup of coffee to discuss learning outcomes from the conference and network with friends and peers from the region. There is also a VIP lounge for key buyers and clients to hold meetings during show days.

To commemorate the tenth anniversary celebrations, IDEM is featuring a memory lane of past events, including photographs, statistics and quotes from participants across all previous editions. Watch the IDEM story unfold over the three days of exhibition as sketch artists piece a 9 m artwork together in the exhibition hall on Level 4. We will also be handing out a round of celebratory drinks for having reached the milestone of ten editions of IDEM.

We hope that all participants will enjoy their time at IDEM and have a successful time at the show.
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Visit us at booth 4D-01
New W&H image campaign
to support everyday heroes

With its new image campaign “From a patient to a fan”, W&H is directing the spotlight on dentists and dental professionals. These everyday heroes ensure their patients are in safe and reliable hands in every treatment situation. They always show great dedication to their work and continuously manage to put a smile on their patients’ faces, simply because they care. Even the smallest of their patients’ difficulties is a major concern. That is why they are always gaining new “fans” and succeed again in making their patients happy.

The new W&H image campaign gives these heroes the recognition they deserve. With a perfect balance of know-how, empathy and technology, they can achieve optimal results. W&H supports the practice team with its daily tasks and is a cornerstone of its success with its innovative product portfolio.

“For the daily challenges faced by the practice team are our motivation. As a solutions provider, our products help ensure that the workflow in the dental practice is as smooth as possible,” states W&H Managing Director Peter Malata. “With innovative dental technology that is ideally suited to the users’ needs, the team can give their full and undivided attention to what really matters: the patient. We play an important role in our customers’ success and assist them in turning patients into fans.”

The new campaign aims to portray W&H in an eye-catching manner and differentiate it from the competition, all with the customary twinkle in the eye. In the eyes of their patients, dentists become Dr Phil Good, Dr X. Pert or Dr Sue Perstar, and thus the living embodiment of wellbeing, expertise, innovative spirit and trust. The result is a modern, internationally adaptable campaign format with emotive images from dental practice. A striking nameplate has been developed as an overarching key visual, clearly communicating the respective names such as Dr Phil Good or Dr X. Pert.

The new W&H image campaign was launched across all W&H media channels beginning March 2018.

Hundreds of complaints against Singapore dentists

Despite the high quality of dental work being performed throughout Singapore, there are still occasions when standards are not met. According to the Singapore Dental Association, 270 complaints were lodged against dental practitioners in 2017, including performing of procedures outside of the dentist’s scope, long waiting times, overcharging and dissatisfaction with treatment outcomes.

In a recent report with Channel NewsAsia, Singapore Dental Association President Dr Lim Li Li said: “The complaints were mainly due to misunderstandings on both the part of the patient and dentist about the treatment rendered.”

“Due to a lack of proper communication, patients may not fully comprehend the advice like the limitations of treatment procedures given by the dentists. Similarly, the patients may not have adequately expressed their expectations to the dentists, resulting in apparent unmet expectations from the treatment,” she continued.

With misunderstandings often leading to lodging of complaints, some Singapore-based dental professionals believe the problem concerns the lack of awareness of the general public regarding dentistry and dental services provided by various types of dentists. Dr Elaine Tan, a consultant in clinical orthodontics at the National Dental Centre of Singapore, told Channel NewsAsia: “I think people have been thinking that all dentists are the same and that their job is just to extract or fill teeth. But in dentistry, we have different specializations.”

There are no current restrictions in Singapore on the treatments dentists are allowed to provide, but dentists are expected to practice within these competencies and encouraged by the Singapore Dental Council to refer patients appropriately according to the body’s ethical guidelines. It is also illegal for a dentist to state that he or she is a specialist in a particular field if not registered in that field with the Singapore Dental Council.

In a move to help combat misunderstandings between patients and dentists and to minimize complaints lodged, the National Dental Centre of Singapore will be initiating a new awareness campaign. Aimed at informing the wider public about oral health and dentistry in general as well as the provision of dental services, the campaign was launched in March.
Learn more about the Trefoil system with Dr. James Chow

Meet the expert in-booth session
When: Saturday, April 14
10:30 – 11:00 (coffee break)
13:00 – 13:30 (lunch break)
15:30 – 16:00 (coffee break)
Where: Nobel Biocare booth 4Q-01, Hall 406

Don’t miss this opportunity to meet the expert live in our booth

nobelbiocare.com/trefoil

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The next full-arch revolution
With Trefoil, Nobel Biocare presents a definitive fixed solution to treat more patients better

Nobel Biocare (Booth 4Q–01) has continually led innovation in full-arch solutions for over 50 years. Now, the company has achieved another breakthrough in the efficient treatment of the edentulous mandible. The launch of the new Trefoil system has made the passive fit of a pre-manufactured bar possible for the very first time, using a revolutionary, self-adjusting fixation mechanism and just three implants. An innovation that drives efficiency at every step, from manufacture to definitive restoration, the Trefoil system makes a fixed full-arch implant solution a real possibility for more patients.

More patients benefit from a fixed solution
The benefits of fixed solutions far outweigh the costs of fixed/removable solutions for many patients when considering implant-supported solutions. While a removable implant rehabilitation may offer a lower price and faster treatment than typical fixed alternatives, many patients desire the comfort and ease of a fixed prosthesis, which has been proven to significantly improve quality of life. Fixed solutions also offer enhanced function with a higher bite force and better retention and stability and avoid some of the disadvantages of removable solutions, such as more mucosal problems and the wear of components.

Developed with the needs of the many in mind, the efficiency of the Trefoil system empowers clinicians to provide many patients who are held back by time or finances with the premium quality fixed solution they deserve. Definitive teeth in a day
Dental implant patients are increasingly requesting immediate restorations and reduced treatment time. Meeting this need and avoiding an edentulous state during treatment encouraged the introduction of an immediate loading protocol. Dental professionals seek solutions with fewer surgical steps, but with high success rates, high patient satisfaction and function on the day of surgery. The Trefoil system, combining a pre-manufactured titanium bar, three implants, a simplified restorative workflow, acrylic prosthesis and minimised restorative components, enables shorter time to teeth and reduced chair time compared with conventional treatments. With no need for CAD/CAM or temporary prostheses, the ability to place definitive teeth on the day of surgery using a prefabricated bar and wrapping acrylic technique for the prosthesis saves substantial time for the restorative clinician, the laboratory and ultimately the patient.

First pre-manufactured bar with a passive fit
Before the Trefoil system, premanufactured bars could be cost-efficient, but none could enable the passive fit that is so crucial to long-term treatment success. In challenging this limitation, Nobel Biocare engineers developed the first pre-manufactured bar with a passive fit, enabled by a unique fixation mechanism with self-adjusting joints. This mechanism provides passive fit by compensating for horizontal, vertical and angular deviations from the ideal implant's ideal height, angulation and position.

Treatment success
Results from an ongoing five-year multicentre study across four continents are already being reported for implant and prosthetic survival rates. This important study has been expanded to include 1100 patients at the request of clinicians, to meet the needs of their patients.

Treating a whole new patient population with a fixed solution
The decline in edentulism has been predicted to slow and to be partially offset by a growing and ageing population. High-quality and cost-efficient solutions are crucial for serving the needs of edentulous patients and patients with a failing dentition. In essence, the Trefoil system embodies the Nobel Biocare mission to treat more patients better. With this improved efficiency comes the opportunity to continue with the vision of Per-Ingar Brånemark and bring the benefits of osseointegration to a whole new patient population.

Demonstrations of the Trefoil system will be given during IDEM Singapore at Nobel Biocare’s booth on level 4. Editorial note: A list of references is available from the publisher.