Welcome to buzzing Macau

“Iss this congress will be the perfect bridge”
An interview with Dr Carlos Manuel Brito Augusto, chairman of the APDC organising committee

After the Hong Kong event in 2016, this year’s 39th Asia Pacific Dental Congress (APDC) takes place only a ferry ride away in fascinating Macau. While there is certainly a great deal to see and do in Asia’s well-known gambling Mecca, the scientific programme is equally full of highlights. Today international had the opportunity to speak with organising committee chairperson Dr Carlos Manuel Brito Augusto about specialties in focus and local opportunities in the region’s dental market.

This year’s theme is “Breakthrough for excellence in dentistry”. How is the topic reflected in the congress programme?

This year, the scientific programme is different from that of other years. We have provided longer time slots in some cases for full morning or afternoon sessions, allowing the speakers to fully cover each topic. In addition, the scientific programme addresses practical issues and the workshops will give attendees the opportunity to practice and improve their skills.

What topics or specialties are in focus this year?

Orthodontic treatment is becoming more popular. Usually at this kind of congress, one would see a maximum of two orthodontic speakers, but this year, a number of presenters will be addressing orthodontic treatment. We requested of all of them that their topic be useful in daily practice.

Are there any firsts being introduced at this year’s event?

It is not very common that a speaker will have a full-day lecture as is the case for Prof. Joko Carmelo presentation. I also believe this is the first time that two speakers will be discussing interdisciplinary treatment on the same day. (Editorial note: On Tuesday, Dr Shin-jung Lin will hold the lecture “The beauty of interdisciplinary treatment”, Dr Johnny Liew Juang-Lin will talk about “Interdisciplinary approaches to optimize orthodontic excellence”). Another first is the Chinese room, where lectures will be held in Mandarin.

From a regional perspective, what trends are dominating Asia-Pacific right now?

Asia-Pacific is a growing market. Every day patients are demanding more from us! I believe aesthetics and orthodontic treatment—especially in visible areas—and immediate implant courses will be dominating dentistry in the coming years.

Could you tell us something about the Laser Open Forum? What can attendees expect?

By definition, “open forum” implies an open exchange of ideas and information on a topic in a public gathering hosted by a chairperson. In the APDC Laser Open Forum, a panel of international and local laser experts and congress attendees will engage in an open exchange of knowledge and experience regarding the use of lasers in clinical dental procedures. The forum, to be held in both Mandarin and English, will take the form of questions and answers and be moderated by a chairperson.

This is an excellent opportunity for attendees to enrich their understanding and knowledge of the use of lasers in dentistry through direct face-to-face or voice-to-voice interactive learning and discussion. Laser as a treatment modality is indicated in all dental disciplines, from diagnosis to treatment, including caries prevention; periodontal management; paedodontics; orthodontics; and implantology treatment, in the case of restorative procedures.

Visitors can experience the two faces of Macau—the UNESCO-listed historical centre, where Mediterranean architecture meets Chinese heritage, vs. the party destination, with myriad luxury hotels and opulent casinos offering entertainment around the clock— in the after hours of the congress, and even during the event. The congress venue, the Venetian Macao hotel and casino resort, opened in 2007 and owned by the American Las Vegas Sands company, the Venetian Macao is the largest casino in the world and the largest single-structure hotel building in Asia. This resort has been designed exclusively for the requirements of events and conferences and provides more than 75,000 m² of exhibition space—most definitely the perfect backdrop for a very memorable edition of APDC.

What is important when planning an event in such a special location as Macau?

We only have around 200 dentists for half a million citizens in Macau! We worked very hard this year, trying to attract ten times more dentists to Macau, as well as top speakers from around the world and prominent dental companies. Without the help of everyone, especially the government of Macau and the Venetian Macao, we never could have brought this event to Macau. We certainly hope this will not be the last one and more dental events will be coming soon.

What networking opportunities are not to be missed this year?

China is a large and new market. Many products from China are trying to gain access to international markets, while many international products are seeking to enter into the great Chinese market. I believe this congress will be the perfect bridge.

Thank you very much for the interview.
Flossy Brush: Toothbrush and flossing aid in one

The Flossy Brush features a long, curved handle that enables the user to reach the posterior teeth with ease. The integrated floss-holding device simplifies and quick placement and replacement of any kind of floss on the market. The brush is available in different colours and two bristle types: ultra-soft bristles (tapered 0.01 tip) or Tynex soft-rounded bristles.

“Flossy Brush is not just another toothbrush. It is far more effective at removing plaque and simple and convenient to use,” said Dr Zoltan Rusnak, CEO of Flossy Brush. “Our aim is to sell this widely in the US market, and as we grow, expand into European and Japanese markets. Right now, we are looking for investors who have an interest in helping launch the product into the next phase.”

Investors who want to learn more about the company and the product may visit the dedicated page on the Fundabot crowdfunding website for more information. The brush can be ordered at www.flossybrush.com for US$7.99, with ten yards of floss included in the package.

Indian walnut fruit beneficial in preventing periodontitis

After a development phase of two years, a US start-up company has launched Flossy Brush, a new 2-in-1 dental cleaning tool that combines a manual toothbrush on one end and a flossing aid on the other. Owing to its double functionality, the manufacturer claims that it removes significantly more plaque than a regular manual brush does. It is currently the only product of its kind available on the market.

Flossy Brush aims to simplify daily oral hygiene. The brush can be ordered at www.flossybrush.com for US$7.99, with ten yards of floss included in the package.

■ Ethanol extracts of the fruit of the Terminalia chebula tree, commonly known as Indian walnut, may be an effective means to prevent oral inflammation and bone resorption, new findings of a South Korean study have suggested. T. chebula is a plant found throughout Southeast Asia. The properties of various extracts of its fruit have been widely studied and include antioxidant, antibacterial, antifungal and antiviral effects. Consequently, T. chebula is one of the most commonly used plants in traditional medicines in the Indian subcontinent.

In the study, the researchers investigated the effect of an ethanol extract of T. chebula in the treatment and prevention of periodontal disease. The antibacterial effect was analyzed using the disc diffusion method, and the anti-inflammatory effect was determined by molecular biological analysis of cultured cells mediated by bacteria associated with dental plaque formation. In addition, the prevention of osteoclastic bone resorption by the plant extract was explored using osteoclast formation and pit formation assays.

The findings showed that the plant extract suppressed the growth of harmful oral bacteria and reduced the induction of inflammatory cytokines and proteases while not showing cytotoxic effects. Moreover, it inhibited osteoclast formation in osteoclast precursors, thereby contributing to the prevention of bone resorption, the researchers found.

In light of the findings, ethanol extracts of T. chebula may be an effective botanical chemopreventive agent that can modulate bacteria-induced inflammatory factors involved in gingivitis and periodontitis, the researchers concluded. Further studies are needed to isolate and identify the beneficial chemical constituents in the extract that could be exploited for pharmaceutical use, such as in mouthwash and other oral hygiene products.

The study, titled “Use of ethanol extracts of Terminalia chebula to prevent periodontal disease induced by dental plaque bacteria”, was published on 16 February in the BMC Complementary and Alternative Medicine journal.

Kiwi researcher aims to regrow teeth

The ability to grow new teeth has long been a pipe dream in dentistry. Recent breakthroughs, however, have shown that it is possible to promote regeneration of dental tissue with the aim of reducing the use of filling material and helping teeth to self-repair. Dr Anas Ali from the University of Otago in New Zealand has now launched a research project that seeks to develop a biomaterials system that would allow regrowth of entire teeth.

Ali’s “No drill, no fill” project was initially intended to create a suitable biocompatible alternative to traditional filling materials used to treat dental caries. The study’s parameters soon expanded to producing new dental tissue as the potential of the materials to be used became apparent during preliminary testing.

In recognition of their innovation, Ali and his team have been awarded an explorer grant of A$150,000 (US$113,171) from the Health Research Council of New Zealand. This grant is intended to provide financial support for the study for up to 24 months.

“Developing a technique to regrow teeth, for example, is an extraordinary concept and offers huge potential for people suffering dental health problems,” said Health Minister Dr Jonathan Coleman upon awarding the grant to Ali.

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The new W&H Implantmed

Needs and requirements can change. So can the W&H Implantmed: The wireless foot control, LED+ motor and W&H Osstell ISQ module are all available as optional accessories. Upgrade at any time — for today and tomorrow!

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Respects your needs.
Today and tomorrow.
DAMA: New dental aesthetics meeting to be introduced in Singapore

The Aesthetic Dentistry Society Singapore (ADSS) has announced the launch of a new event focused on the disciplines for the Asia-Pacific region. Making its debut in autumn 2018, the Dental Aesthetics Meeting in Asia (DAMA) will be held on 28 and 29 September and feature a conference with papers by leading international practitioners and researchers, as well as an industry exhibition.

“To improve patient care and aesthetic outcomes, it is imperative that dentists continually hone their skills by learning from the best within the field and by staying up to date with the latest developments in dental technology,” ADSS President Dr Asha Yap said. “With DAMA, the latest developments in dental aesthetics, as well as an industry exhibition, researchers, as well as an industry exhibition.

“In its premiere edition, DAMA will differentiate itself from other events in the region. It will not only focus on the science, but also take a closer look at the dentist’s role in the patient’s journey to achieving the perfect smile,” elaborated Dr Jeffrey Seow, organising chairperson for the 2018 event.

“You’re excited to return to Singapore for our biennial event ACAD. Having it coincide with the first edition of DAMA is a great development for the dental aesthetics industry in Asia. Singapore is a modern and vibrant city and, as a central business hub in the region, it is easily accessible for all our regional members. It is an ideal city to hold one of our congresses in,” AAAD President Dr Ronnie Yap said.

According to event manager Koelnmesse, the event will be held at the Marina Bay Sands hotel. More information about DAMA can be found at www.dama.sg.

FDI prepares for congress in Madrid

From 29 August to 1 September, the FDI World Dental Federation is hosting its Annual World Dental Congress (AWDC) in Madrid. Visitors will be able to attend lectures given by prominent international speakers on the latest advances related to dentistry and oral health. In addition, they will have the opportunity to attend the accompanying exhibition and hands-on sessions according to their preferences. With over 1,000 abstracts from 46 countries submitted—more than ever before—a new record has been set even before the event has begun.

The abstracts received for 46 posters and 534 oral presentations exceeded by far the number submitted for all previous AWDCs. The abstracts were submitted by dental professionals from 46 countries for the various categories according to their topic: 151 on general dentistry, 170 addressing orthodontics, 462 concerning dental treatment and restorative dentistry, and 237 about oral surgery, medicine and cancer. All of the accepted abstracts will be published in a special issue of the International Dental Journal, the official journal of the FDI World Dental Federation.

According to Dr Oscar Castro, President of Consejo General de Colegios de Odontólogos y Estomatólogos de España (the Spanish dental association) and chairperson of the 2017 AWDC organising committee, “the number of abstracts received reflects the magnitude of the forthcoming FDI congress, which will be the largest dental event of the year.”

With the participation of distinguished dental professionals from all over the world, the event will be an international showcase of the research and clinical work of leading experts and will give attendees the opportunity to exchange opinions with more than 10,000 other visitors.

The congress in Madrid will offer the opportunity to interact with well-known international speakers during the Meet the Experts session. The scheduled eight subject areas to be covered are periodontics and implantology (Dr Karl Ludwig Ackermann and Stefan Pickl, Germany); prosthodontics (Prof. Matthias Kern, Germany); endodontics (Dr Amir Ismail, USA); anaesthesia (Prof. Stanley F. Malamed, USA); treatment planning and patient assessment (Dr Nikos Mattheos, China); dental materials (Prof. Junji Tagami, Japan); temporomandibular joint dysfunction syndrome, the temporomandibular joint and occlusion (Prof. Jean Christoph Turp, Switzerland); and orthodontics (Dr Javier de la Cruz Pérez, Spain).

The scientific programme will feature 47 expert speakers from 24 countries and cover nearly 30 major areas and topics of concern to today’s dental and oral health practitioners. The parallel Spanish programme will cover 28 lectures in 12 fields of dentistry, including public health, dental materials, periodontics and restorative dentistry, by 26 speakers.

In addition, the event will offer a social programme, including Spanish Night, which will be held on 30 August at the Plaza de Toros de Las Ventas, one of the architectural highlights of the city of Madrid. On the following evening, the gala dinner will be hosted in the historic Galería de Cristal, a prestigious venue for international banquets and events.

The FDI Madrid 2017 App, with a detailed congress programme and exhibitor list, will be available soon. Registration for the AWDC www.world-dental-congress.org. An early bird discount is being offered until 31 May 2017.
Measuring implant stability with the W&H Osstell ISQ module

With the exclusive integration of the Osstell ISQ (Implant Stability Quotient) module, W&H is offering users a unique system for the measuring of implant stability. In combination with the company’s improved Implantmed functionalities, the Osstell ISQ module ensures added certainty and reliability in the evaluation of the treatment success by offering the surgeon the ability to monitor the status of osseointegration continuously and document it, along with the torque.

Determining the optimal time to load an implant is complex, since one must take into account all key parameters and the patient’s risk factors. The retrofittable Osstell ISQ module allows the surgeon to benefit from a unique system for measuring implant stability. While Implantmed’s integrated automatic thread-cutter function and the torque control help the dentist during placement of implants, the ISQ module makes it easier to determine the optimal loading time.

According to the company, the stability value measured by the device helps improve the success rate and is a form of quality assurance. With this non-invasive measuring system, it is not only possible to determine the primary stability of implants, but also to monitor the osseointegration using secondary measurements and determine the optimal point in time for loading the implant. The ISQ value (scale of 1 to 100) is shown on the display after the measurement has been taken and is easy to interpret. Implantmed’s documentation function allows convenient saving of all values of the implant placement to a USB stick. The W&H Osstell ISQ module is optional and can be retrofitted by simply connecting it to the new Implantmed at a later point in time.

According to the Austrian dental manufacturer, the unique fusion of state-of-the-art technologies from both companies, W&H and Osstell, has made it possible to set new benchmarks in the international dental market and offer users a decisive bonus in terms of functionalities and optimal treatment efficiency.
Creating a five-star dental practice

The various skill sets needed to deliver clinical services at the highest level

By Dr William Cheung, Hong Kong

Introduction

Dentists are not only health care professionals but also health care professional service providers. The word “service” is important to remember because it changes our perspective to focus on the needs of our patients as we treat them. Our education at dental school teaches us to take care of our patients’ oral health needs; however, patients have other psychological needs too that we cannot overlook. Most patients are scared to see the dentist, and it is our responsibility to help them overcome their fear. This is an important way to build rapport with our patients. When they are comfortable coming to see us and happy with our service, they will gladly refer their family and friends to us. Fostering rapport is an important practice builder. This is why it is important to look after the overall well-being of our patients and not just their oral health needs. Traditional dental education places great emphasis on teaching us how to develop our clinical skills, but neglects to teach us how to look after our patients’ psychological needs. Furthermore, we need another skill set to run a successful dental practice. A dental office is a business entity and so we need to learn certain business skills to run a successful practice. Therefore, in addition to acquiring good clinical management skills, we need to develop good patient management skills and business management skills to create a five-star dental practice. Patient management is customer service in the business world. Since we are service professionals, there is much we can learn from the typical service industry, such as hotels and restaurants.

How hotels are rated

The word “hospitality” comes from the word “hospital”, which means welcoming guests with warmth and generosity. Hotels are rated according to their facilities and service. In technology terms, this means hardware and software. Facilities, such as the types of rooms and suites, variety of restaurants and recreational facilities, fitness centers, swimming pools and spas, all represent the hardware. The software component is represented by guest services. Five-star service is executed and presented in a flawless manner so that the guest is pampered by a professional, attentive team of staff. When we translate these into the dental practice that means up-to-date treatment facilities, equipment and instruments, as well as how we treat our patients as a team, including front-office staff, back-office support staff, chairside assistants and dentists. The entire team should share the common objective of making the experience of the patients a positive one every time.

The hardware

The hardware of a dental practice is the office setup, which includes basic renovation, office decor, equipment, instruments and materials. With the advancement of technology, we need to consider how we should integrate technology into our practices, keeping in mind that technology is constantly evolving with new innovations. For instance, in addition to conventional equipment, such as dental units, we now have available to us advanced technology, such as operating microscopes, digital intra-oral cameras, digital radiographic imaging (including intra-oral radiographs, dental panoramic tomograms and CBCT), soft- and hard-tissue lasers, and intra-oral scanners with CAD/CAM milling devices. It is also important to understand that not every office needs all the latest equipment; it depends on what type of treatment we perform the most and how technology can be beneficial to the overall production. It is also important to calculate the cost and benefits before deciding to purchase any piece of high-tech equipment because some are expensive not only to purchase but also to maintain. Therefore, we need to decide whether to buy and when to do so. One thing to keep in mind is that the office should be set up to integrate any technologically advanced equipment when we decide to buy. That means having the necessary space, computer hardware and software, and wiring network to support such equipment. In other words, we need to plan ahead during the stage of office design and renovation. It is also important to pay attention to details when it comes to office design and decor. It is necessary to plan carefully regarding the size and location of each room to maximize workflow efficiency. Last but not least, the reception area should be designed with patients’ comfort in mind; this is the area where patients first encounter the practice. Therefore, it is important to impress them when they first arrive.

The software

The software of a dental practice refers to how we treat our customers. This is not only the responsibility of the service providers, such as the dentists and the hygienists; it is very much a team effort of the entire staff. Patients’ experience of the dental practice starts when they make their first contact with the practice, usually when they call for their initial appointment as a new patient. Therefore,
the person who answers the call is important. This leads us to important management advice regarding staff. There should be a job description for every position in the practice and the type of personality that fits the respective job description must be determined. There are plenty of tools available to establish an individual’s personality type. We use the DISC (dominance, influence, steadiness, conscientiousness) assessment tool in our practice to assess the personality type of applicants before we interview them to confirm. We need a different personality type to fill the position at the front office than that for a laboratory technician or an accountant. Hiring the wrong person for a position only brings frustrations; we can train a person to perform a certain task, but we cannot change his or her personality. One essential common characteristic is being a team player; since it only takes one self-centred individual to destroy the hard work of the entire team. It is necessary to pay attention to the appearance of staff, such as uniform and hairstyle. They should be taught the proper manner to adopt in their interactions with patients. This is an area in which we can learn from top-rated five-star hotels; they know how to train their staff regarding proper manner and behaviour to make their guests feel comfortable, important and relaxed.

Finally, it is necessary to handle complaints properly. Complaints are inevitable in any service industry. It is important to prevent complaints, resolve any complaint to the customer’s satisfaction and learn from complaints. It is essential to adopt a routine of regular staff training sessions to cover different areas of customer service. Establish what we expect of our staff and communicate this so that they understand what they are expected to do.

**Conclusion**
Creating a five-star dental practice takes a great deal of planning and training. Office design and proper equipment so that we can deliver high-quality treatment are important. Leadership comes from the practice owner. Success requires a team effort. Expectations should be communicated clearly to all of the staff, encouraging them to work together as a team with the common objective of serving patients so that they have a positive experience every time they come to the practice. Needless to say, we dentists have to do our part to ensure clinical services are of high quality and catered to our patients’ satisfaction. That is why they come to us in the first place.

**Editorial note:** During APDC 2017, Dr Cheung will be holding a lecture titled “Creating a 5-star dental practice” on 24 May from 11:00 to 12:30 in Hall B.

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Dr William Cheung

Dr William Cheung maintains a multi-specialty practice in the central business district of Hong Kong. He served as the Continuing Education Programme Director for Asia Pacific of the FDI World Dental Federation from 2007 to 2016 and is now an elected member of the FDI Education Committee. In his work, his goal is to practise high-quality preventive dentistry based on sound evidence gained through lifelong learning. He can be contacted at wcheung@dentalmirror.com.hk.

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