Celebrating 50 years of dental excellence
Bella Center in Copenhagen hosts anniversary edition of SCANDEFA

When SCANDEFA was held for the first time in 1968, Denmark was not part of the European Union yet, no human footprint had been left on the moon and daily groceries only cost a few øre. This year, this important trade event for the dental industry in Scandinavia and Finland opens for the 50th time to dental professionals from the region, who attend to see and experience the latest innovations in the field.

According to the organiser, over 8,000 visitors are expected for the anniversary event, which will run over the next two days in the Bella Center, Copenhagen's premier exhibition and congress venue. Official celebrations are being held on Thursday afternoon between 15:00 and 16:00 and refreshments for exhibitors and visitors will be served, it also announced.

At the exhibition, the latest local and international dental industry has to offer will be on display. More than 150 dental manufacturers and distributors from the region and beyond are participating in this year's event. In addition to the newest materials and equipment, state-of-the-art devices for the growing field of digital dentistry will be available for visitors to experience for themselves. For example, Roland DG (Booth C2-028) is presenting its recently launched DWX-52DC 4D dental printer and the DWX-52DC, a new addition to its popular line of dental mills. Both are aimed at improving the workflow of dentists and dental technicians significantly. With its Planmeca PlanMill 40 S, Planmeca (Booth C2-008) is presenting another device for dental clinics that, according to the Finnish company, is the most powerful unit for chairside milling the dental market has ever seen, combining superior usability with accurate high-speed milling.

In the restorative field, Japanese company GC is demonstrating a paradigm shift in dental materials with Essentia, which was developed together with a group of experts in aesthetic dentistry and no longer relies on the classic VITA colours, but on a very simple assortment of seven shades, created to mimic natural teeth in a patient of any age and offering dentists the maximum creative freedom.

Alongside the exhibition, the Danish Dental Association is holding its annual educational programme, which will feature interesting lectures and hands-on courses focusing on clinical issues and the latest developments in various surgical fields, including implantology. Furthermore, helpful information and guidance will be provided on areas like practice management and financial planning. Although primarily in Danish, the programme will also feature a few English sessions with dental experts from abroad.

More information about the show in Danish and English is available on the event's website, www.scandefa.dk. SCANDEFA 2017 will be open to visitors from Thursday to Friday, 9:00 to 18:00. Those who have not registered in advance can still do so on site.
Roland DG Corporation (Booth C2-268) has announced the release of its first dental 3-D printer, the DWX-80S, to assist in the production of dentures. Launched at the same time, the DWX-52DC is the newest addition to the popular DWX series dental mills and includes several new automated functions for the untended production of precision dental restorations. With the announcement, the company now offers the dental industry both additive (3-D printing) and subtractive (milling) manufacturing processes to improve the workflow of dental technicians, representatives said.

With the goal to shorten production timeframes and lower costs whilst maintaining the quality and consistency of dental restorations, an increasing number of dental laboratories are installing digital systems consisting of CAD/CAM software, digital scanners and milling machines to replace conventional casting methods. Since its launch in 2010, Roland DG’s DWX series dental mills have gained industry recognition for their desktop performance, robust reliability and open architecture, which has contributed to the widespread digitalisation of dental restorations such as crowns and bridges. Now, the DWX-52DC adds exciting new features to further automate and expand the formerly laborious process. With a newly developed Automatic Disc Changer (ADC) capable of storing up to six discs, it is fully equipped to mill a variety of precision dental restorations overnight to increase lab productivity. The included pin-type material adapter enables the setting up and milling of seven pin-type blocks consecutively. With the DWX-52DC’s expanded production capacity, a variety of dental restorations, including copings, crowns, full bridges, abutments, surgical guides and models can be produced. The 15-station Automatic Tool Changer (ATC) automatically replaces milling burrs without interruption for the efficient milling of a wide range of materials, including zirconia, wax, PMMA, composite resin, PEEK, gypsum, CoCr sinter metal and fibre-reinforced resin. The mill is capable of simultaneous 5-axis machining which supports complex restorations with undercuts. Rather than being locked into one manufacturer, open architecture allows users to integrate the unit into their existing workflow with popular scanners, software and the latest materials. For continuous, reliable production, an air pressure system automatically changes the volume of air for the type of material being milled. The Virtual Machine Panel (VPanel) allows users to quickly configure settings for up to four machines from a single computer for high-volume production.

Roland has also recently launched its first 3-D dental printer, the DWX-80S, to assist in the production of dentures. According to Kohei Tanabe, Roland DG’s general manager of medical market development, denture production is still mostly carried out manually and requires an advanced level of skill. “Dental labs are seeking a more efficient, flexible digital solution to expedite the production of denture applications to accommodate the increasing demand from patients and clinicians,” he said. “To meet those demands, Roland DG developed the DWX-80S 3-D printer to streamline the denture fabrication process. The DWX-80S uses a proprietary projector lens to cure resin materials with UV-LED light. Bundled with the DWX-80S, new Quick Denta software provides a remarkably simple solution for the 3-D printing of custom trays, base plates and frameworks. Using the easy-to-fallow workflow wizard with pre-configured parameters, applications required for dentures can be printed in three simple steps, eliminating the need for time-consuming learning or editing time. The DWX-80S analyses the precision and fit required to choose the ideal number and layout of support points while adjusting for material shrinkage factors. The 80 mm square work area is ideal for simultaneous printing of multiple units.”

“The DWX-80S 3-D printer expands the field of digital dentistry with advanced 3-D printing technology, while the DWX-52DC mill introduces a new level of automation for the production of dental restorations,” Tanabe explained. “Together, the machines share the common mission of DGSHAPE, our new 3-D business brand, to make life better through innovation with digital technologies that bring ideas to life, revolutionise business processes and shape a better future.”

“We believe that our products combined with our extensive customer support will continue to revolutionise fabrication processes in the dental market, while creating a more comfortable working environment,” he added.

DGSHAPE Corporation was formed in 2017 by Roland DG Corporation as a wholly-owned subsidiary to develop and market the company’s innovative 3-D products, including DWX mills and DWX 3-D printer for the dental industry. MPX photo impact printers for the medical device, industrial labelling and personalisation industries and MDO and mono-Fab series of desktop 3-D printers and milling machines for the rapid prototyping, manufacturing and hobby industries. For more information, please visit www.dgshape.com. The company’s products are distributed worldwide.

* Kohei Tanabe
En god tandsundhed er essentiel for vores velbefindende. Restaureringer skabt med Planmeca FIT™ er individuelt fremstillet til at opfylde den enkelte patients behov - og giver et holdbart og fremtidssikret behandlingsresultat.
Shifting consumer preferences and positive uptake of CAD/CAM technology

Artur Kim and Dr Kamran Zamanian, iData Research, discuss current developments in the European dental implant market

Europe has some of the most highly penetrated markets for dental implants in the world, including Italy, Germany and Spain, but it also contains regions with considerably underdeveloped markets, such as France and the UK. A shift in consumer preferences will be a key characteristic of the European market in the future, in both the dental implant fixture market and final abutment market. Although the shifts will contrast one another, they will both have a significant impact on the market in terms of overall pricing, the competitive landscape and technological innovation.

Historically, premium dental implant companies have dominated in Europe, but have recently faced increased competition from the value and discount brands. A growing prevalence of local manufacturers and an increasingly cost-sensitive consumer demographic will contribute to overall price depreciation and the declining presence of premium implants in the future.

Region-specific growth of the premium segment is highly reliant on the prevalence of domestic, lower-cost dental implant brands. In countries such as Italy, Germany and Spain, there is a plethora of local value and discount dental implant companies that have emerged to cater to the growing cost sensitivity expressed by dentists. Within these regions, the premium segment of the market has lost significant market share and is exhibiting far lower growth relative to the past. It is expected that this trend will continue to spread throughout Europe, as consumer preferences shift towards lower cost products. Several competitors in the German and Italian implant markets have been particularly successful at capitalising on the shift in consumer preferences and now represent the top leading implant brands in those regions, both in terms of volume and revenue.

Premium implant companies have acknowledged the impact of value and discount brands on the market, not only through discount pricing, but also through acquisitions and strategic investments. In April 2015, Straumann increased its ownership of Neodent, a leading value implant manufacturer from Latin America, to 100 per cent in order to strengthen its product portfolio and maintain a competitive position in both the premium and value segments. Straumann has also invested in a number of value and discount brands that cater to the European market, including Biometa, Medentika, Megagen and Anthogyr. These investments are supplemented by Instradent, Straumann’s business platform established in 2014, which currently provides distribution and services to dental practices in over 20 countries.

Recent improvements in production capability and technological innovation have made CAD/CAM abutments significantly more affordable than in the past. CAD/CAM abutments are now relatively comparable in price to custom cast abutments and are more easily accessible, especially in regions where the market share of the stock abutment market has been controlled by the stock abutment segment in the implant market, the market for custom abutments has grown rapidly across most regions in Europe, but this share is expected to become the predominant stock abutment type in the future. The cost-effective nature and flexibility of options offered with TiBase abutments will help maintain the position of the total stock abutment segment in the overall market. Stock abutments currently represent over 50 per cent of the total final abutment volume in the majority of markets across Europe, but this share is expected to steadily decrease.

Although the premium implant companies still collectively maintain over 60 per cent of the European dental implant market, since they are intended for in-house or independent milling machine use. Examples include Straumann’s Variabase and Nobel Biocare’s Universal Base, which give dentists the option of placing a cement-retained or screw-retained restoration. TiBases also allow dentists to choose between a hybrid abutment and a hybrid abutment crown (a combination of an abutment and a monolithic crown). The presence of TiBase abutments has grown rapidly across most regions in Europe and it is expected to become the predominant stock abutment type in the near future. The cost-effective nature and flexibility of options offered with TiBase abutments will help maintain the position of the total stock abutment segment in the overall market. Stock abutments currently represent over 50 per cent of the total final abutment volume in the majority of markets across Europe, but this share is expected to steadily decrease.

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In addition to investments in value and discount companies, the market for dental implants has been distinguished by consolidation among the top competitors. Most recently, Dentispyria established after the merger of Dentispyria International and Sirona Dental Systems in February 2016, combining the strengths of each company in dental consumables and innovative technology, respectively. The premium implant company acquired Astra Tech in 2011 and announced the acquisition of MIS in June 2016. In June 2015, Zimmer Biomet was formed through the merger of Zimmer and Biomet, combining the dental divisions of each company, Zimmer Dental and Biomet 3i.

Although the premium implant companies still collectively maintain over 60 per cent of the European dental implant market, they are expected to face competitive challenges from emerging players in the value and discount segments. Competitors that have been able to secure a table market share from the premium companies include BioHorizons, CAMLOG, Global D, medentia medical, Sweden & Martina and regional manufacturers. Other notable developments in the European market for dental implants include the increased uptake of ceramic materials, growing presence of implant companies in the biomaterials space and rising demand for modern surgical protocols, such as immediate loading and full-arch restorations. Overall, growth within each segment will be highly dependent on the aforementioned factors and region-specific characteristics.

Editorial note: A list of references is available from the publisher.

### Rapidly growing CAD/CAM segment in the final abutment market

Similar to the historical dominance of the premium segment in the implant market, the market for final abutments has traditionally been controlled by the stock abutment or prefabricated abutment segment. Although the majority of stock abutments lack many benefits associated with patient-individualised solutions found within the custom cast abutment and CAD/CAM abutment segments, they still provide a relatively simple and cost-efficient solution in most implant procedures. The segment is expected to continue experiencing price erosion owing to increasing competition from local, low-cost and generic manufacturers. Another recent development within the stock abutment segment also contributing to price depreciation is the introduction of TiBase abutments. TiBase abutments, also known as titanium bases or titanium interfaces, are a recent innovation within the stock abutment market that are a cost-effective alternative to traditional CAD/CAM abutments, since they are intended for in-house or independent milling machine use. Examples include Straumann’s Variabase and Nobel Biocare’s Universal Base, which give dentists the option of placing a cement-retained or screw-retained restoration. TiBases also allow dentists to choose between a hybrid abutment and a hybrid abutment crown (a combination of an abutment and a monolithic crown). The presence of TiBase abutments has grown rapidly across most regions in Europe and it is expected to become the predominant stock abutment type in the near future. The cost-effective nature and flexibility of options offered with TiBase abutments will help maintain the position of the total stock abutment segment in the overall market. Stock abutments currently represent over 50 per cent of the total final abutment volume in the majority of markets across Europe, but this share is expected to steadily decrease.

### Consolidation and emerging players in the competitive landscape

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Just as in dentistry in general, where aesthetic aspects are becoming ever more important, dentists today are pursuing intentional design of their dental practices. With the launch of four new design lines, Dentsply Sirona Treatment Centers presents dentists with the opportunity to enhance workflows and treatment efficacy through clever and cutting-edge solutions while conveying their individual style.

“Good design will pay off”
An interview with Drs Mona Patel and Marcus Riedl

Today international: Design can convey emotions and distinguish a dental practice from others. In your opinion, what relevance does design have in this regard?

Dr Mona Patel: In the US market, it has not played an important role for a long time. Now, with the new generation of dentists, design is increasingly significant. I think it is just as important as the type of equipment that one purchases or the insurance one carries, because image is everything. In my opinion, the design of the practice is a direct reflection of how one provides care as a dentist. This correlation was not present in previous generations, but it is now.

Dr Marcus Riedl: I can speak for Germany and I think design aspects were mostly neglected in the past. Now, the influence of design in our practices is increasing. One has to consider that we spend almost half of our lives in our practice, so we should feel comfortable. For example, I love the mountains, skiing and the atmosphere of the Alps. Incorporating this love for nature into the design of my practice gives me a holiday feel at work.

When deciding on a particular design or the overall look of your practice, what did you put special emphasis on?

Patel: Dental anxiety is a huge component of what we have to manage, so we need to create an environment that first and foremost has a calming, spa-like feel and reduces our patients’ anxiety when they walk through the door. Secondly, in my practice, I wanted the design to be evidently smart, because that reflects my meticulous personality. I equipped the whole office with Dentsply Sirona products—in fact, it was the first all-Dentsply Sirona office in the US. I wanted to showcase the high-tech equipment and design a nice, simple office around that—not to compete with the equipment, but to enhance it.

Riedl: For many of our patients, the design aspect is just an outer shell, since they come to us for the content. We designed our practice for patients to feel at home. When they come into the office, they do not see any units at first. As for dental phobia, in my opinion, reducing anxiety mainly is the responsibility of the staff. However, a calming atmosphere is a great support, of course.

Patel: In health care, whole-body awareness and preventative health are becoming ever more important. A practice today is not just about treating tooth pain, but about establishing a dental home, creating a place where patients can establish a relationship with their dentist and their hygiene team.

Dentsply Sirona has developed four different design worlds: Embellished Elegance, Cheerful Patterns, Honest Materials and Pure Shapes. Which one did you decide on and why?

Patel: We chose Honest Materials because our practice has all this enhanced digital technology, which can be intimidating. I wanted to balance this digital aspect of our practice with natural and organic materials. We have a lot of birch and wood—clean, sleek, simple and balanced materials that hopefully move the focus from the equipment. My design in

* Impression from Dr Patel’s practice in Milwaukee in the US.

* Dr Mona Patel and Marcus Riedl in talks with Today International.

* Impressions from Dr Riedl’s practice in the rural town of Stein in Germany.

* Susanne Schmidinger, Director Product Management Treatment Centers, Dr Marcus Riedl and Dr Mona Patel.
general is very monochromatic, nothing too messy or cluttered.

Riedl: We too choose Honest Materials, mainly because I like nature. In our previous office design, we used the colours white, grey and green. In order to preserve our corporate identity, we wanted to keep these and combined them with a lot of wood and glass, because we wanted to convey the nature aspect to our patients. Technology is cold and patients do not want to be confronted with it directly, so we created the look of a mountain lodge. Our floors are even called “valley station,” “middle station” and “mountain station”, for example.

Do you feel that patients appreciate the effort?

Riedl: Some do, some do not. Patients who share the same values as we do feel more comfortable than those who think the design is unnecessary for dentistry or think it makes the cost of their care more expensive.

Patel: Good design does not have to be expensive. Nevertheless, for some reason, if one puts a great deal of effort into the design of one’s practice, it is perceived as though one put a lot of money into it, which is not always the case.

Would you say that the investment in the design is also reflected in the success of the practice?

Patel: In the US, many things are based on return on investment. It is easier to convince oneself to invest in a CEREC or CBCT device, because one sees an immediate return on investment. However, trying to convince oneself to invest in the design with nicer cabinetry or floor plans, where there is not a direct return on investment, is more difficult. But, I am a firm believer that if one works in a beautiful and happy place, it reflects one’s standards and that is the greatest return on investment. Patients see that. If one sees that love is in every detail, the financial aspect fades in importance; the design fulfills one as a person and one’s patients appreciate the resulting work.

Riedl: Sometimes, it is about the little things. For example, my wife puts fresh flowers in every corner of the practice, which I love. However, design polarises. It divides our patients into at least two groups. Those who are interested in and impressed by our design appreciate it, of course. Others do not. I believe that treatment units and high-end equipment establish a sense of professionalism, quality and exclusivity. No patient can judge a dentist’s quality and knowledge at first sight, but, in the eyes of the patient, design and technology often are equivalents for quality, so good design will pay off.

There are countless treatment units on the market and they differ a great deal. What did you consider when deciding on a system?

Riedl: The treatment units are our workbenches—very expensive ones (laughs), but workbenches nonetheless. It has to be stable, easy to use, intuitive, ergonomic and comfortable for the patient, as well as for the dentist and the assistant—and, of course, easy to clean. It has to aid our treatment and therefore our daily work as a dentist. It is like the assistance systems in one’s car or a smartphone. A good design, of course, is welcome too. That is why the Teneo was our system of choice. You both used Teneo. What sets the unit apart from those you have used before?

Riedl: As a dentist, I have always worked with Sirona, now Dentply Sirona. Therefore, there was no question of the brand I would choose. In our previous office, we used the M1 for almost 30 years—I, of course, used it only for about ten years—and I did not want to change my habits and movements during treatment. Comparing the M1 with the Teneo is like comparing an old Mercedes-Benz with a new one. It is the same quality. The Teneo might be not as solid as the good old M1, but has more features that are useful.

Patel: I was designing a new office, so I had a clean slate to work with. I did a great deal of research and comparisons. For me, the look and the design were important, as were functionality, integration, longevity and being able to sanitise it easily. I was instantly drawn to Teneo, because, as I said, I do not like clutter. The fact that everything was integrated was an instant attraction to me. I found solutions to all my wishes in the Teneo. It was an easy decision to make and we designed the office around the units.

Thank you very much for the interview.

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Planmeca PlanMill 40
Frøresystemen er trådløst forbundet til designenheden og frøres på få minutter indtil klinikken er som gerne vil have det. Plante med tilbehør og dine designenhed er tilgængeligt.

Planmeca Romexis
Planmeca PlanMill 40 S har et kvalitetsniveau, en precision og en ydeevne, der er u超越 i brugervenligheden.

Strøm i produktområdet står for "smart" – vilkoret det hele. Produktet er "ligge fra brugergrunden til ydeevne" den smarteste og største frøser på området.

Planmeca PlanMill 40 S frøser erstatter sin forgænger; Planmeca PlanMill 40. Sammen med Planmeca PlanScan scanner og Planmeca PlanCAD Easy design software danner den Planmeca Fit chairside CAD/CAM system.

Essentia from GC: More Creativity, Less Complexity

As a family-owned Japanese company continuously improving its core competences and technologies, GC strives to develop smart solutions for dentists’ daily challenges, which sometimes requires going against traditional concepts. In this respect, GC has taken a daring new approach to aesthetic dental restorations: Essentia, developed together with a group of experts in aesthetic dentistry, no longer relies on the classic VITA colours, but on a very simple assortment of seven shades, created to mimic natural teeth in a patient of any age and offering dentists the maximum creative freedom.

At last year’s International Dental Show, GC presented Essentia to a professional audience for the first time.

In developing Essentia, GC pursued a long process of creating a very lean and simple colour scheme of only seven shades. This material offers more than a true alternative to conventional shade systems; it marks a paradigm shift in restorative dentistry. Shades are no longer based on the traditional hues (A, B, C, D) of commonly used systems, but instead follow the chroma (intensity) and value (lightness) of teeth, in order to best mimick the natural enamel and dentine. Therefore, the two enamel and three dentine shades are characterised as light, medium or dark.

Four main combinations of enamel and dentine colours suitable for the patient’s age (Young, Junior, Adult and Senior) make shade selection easier and are sufficient to form the basis of any restoration—enabling dentists to just follow the chart and can easily by modelled.

The Universal Shade provides the best chameleon effect for monolithic resinator restorations, and the Masking Liner, with high opacity, is easy to place owing to its injectable consistency. This makes Essentia a simple and reliable solution for all aesthetic restorations, as well as the perfect partner for dentists looking for a simplified, yet highly aesthetic system.

Certainly, this straightforward approach offers many advantages: practitioners primarily benefit from a simplified build-up process, allowing highly aesthetic restorations to be created in significantly less time, while patients profit from a long-lasting gloss, as well as a reduced risk of plaque accumulation and staining, owing to the optimised composition of the enamel shades.

In addition, even dentists desiring more detailed characterisation of their restorations gain from Essentia: four dedicated modifiers have been developed to satisfy various demands, such as the desire for an opalescent halo on the incisal edge, fissure staining or mimicking white spots.

By boldly reducing the complexity of conventional shade systems, Essentia brings restorative dentistry to its essence and opens up the way to maximal creativity.

Once more, GC has conquered new frontiers to develop an innovative solution for daily challenges that perfectly blends versatility, simplicity and aesthetics in a smart solution—enabling dentists to just follow their intuition.
All systems are Go

Align Technology launches dedicated product for general dentists keen to offer patients more than just healthy teeth in the Nordic countries

**Simplifying the system**

With the new Invisalign Go system, patients can be treated more efficiently and effectively. Invisalign Go is a simplified approach to teeth straightening that guides GDPs new to the system through identifying, planning and monitoring aesthetic cases, enabling them to use this innovative clear aligner technology to treat patients confidently and by doing so extend their practice offering.

Invisalign Go can be used as a stand-alone treatment for teeth straightening or in combination with other aesthetic or restorative approaches to enable more effective outcomes that support a minimally invasive approach to dentistry. Invisalign Go can treat mild crowding, spacing, orthodontic relapse and other aesthetic tooth misalignment cases. It is suitable for smile improvements in the anterior space (first premolar to first premolar). Invisalign Go is available for single-arch or dual-arch treatments and can provide patients with Invisalign smiles in as little as three months.

**Invisalign Go**

Invisalign Go is a new aesthetic teeth straightening product designed specifically for general dental practitioners (GDPs). It allows GDPs easily identify suitable patients for treatment. After uploading just five intra-oral photographs of the patient to Align Technology’s proprietary system, the dentist receives an assessment of the case’s difficulty level—based on the parameters of Invisalign Go—to help determine whether to treat the patient or refer the case to an Invisalign specialist. This case assessment can be done either using the Invisalign Photo Uploader app for iPads and iPhones or via computer on the Invisalign Doctor Site.

If the case is deemed too complex for Invisalign Go, a digitally aided referral process allows the GDP to transfer patient files to an Invisalign-trained specialist with just a few clicks directly within the Invisalign system. In addition to ensuring every patient receives the right treatment, this means the dentist is able to build stronger partnerships with specialists.

Once the patient has been deemed suitable for treatment with Invisalign Go, the GDP fills out a simple prescription form outlining treatment goals and submits it with polyvinyl siloxane impressions and an intra-oral scan. The new system can be integrated into an existing digital dental workflow, as Invisalign Go works with both polyvinyl siloxane impressions and Align Technology’s iTero Element intra-oral scanner, as well as the True Definition (3M), TRIOS (SiSap) and CEREC Omnisys (Dentsply Sirona) scanners.

From this, a personalised treatment plan is created using ClinCheck software. Align’s 3D treatment planning tool. This provides each patient with a clear view of the upcoming treatment journey and gives the treating dentist clinical control over the case. Once the treatment plan has been approved, a series of customised clear aligners will be manufactured and shipped directly to the practice.

Patients are fitted with their first aligners in the practice and advised to change them approximately every week. By moving to weekly aligner changes, treatment time can be shortened by 50%, giving Invisalign Go patients a new smile in as little as 3 months. Check-up appointments are typically arranged every month to ensure the treatment is progressing as intended. Monitoring is key, and as part of the new Invisalign Go system, dentists are provided with an appointment plan to provide task-level guidance with specific and detailed processes to be performed at each appointment. In addition, the Progress Assessment Tool means that, at any time during treatment, Invisalign Go’s technology allows clinicians to upload new intra-oral photographs and, within minutes, receive confirmation of whether the case is on track. If not, additional aligners can be ordered at any point during treatment free of charge.

**Simplified pricing and training**

Like the aligners, the price structure and training are clear and make Invisalign Go a realistic treatment option for GDPs. Single-arch treatment costs €745 and dual-arch treatment €975. With this fixed laboratory fee, there are no hidden surprises and any additional aligners required to achieve the original treatment goal are included.

The Invisalign Go Training Programme, available to every GDP who signs up to the system, consists of an online training session, followed by an in-person training day with hands-on sessions to provide a thorough understanding of how Invisalign Go works. The sessions offer practical tips and techniques on Invisalign Go digital photography, impressions, interproximal reduction and attachments. This content focuses purely on the use of Invisalign Go in the treatment of patients with minor orthodontic or cosmetic concerns. The training is open to all GDPs at a total cost of €550. However, Align Technology does not just leave newly certified doctors there. The company has an extensive continuing education programme to ensure that each has sustained support throughout their Invisalign Go treatments.

**Unident**

Align Technology is happy to announce the partnership of Invisalign Go with Unident for Nordic countries. Unident has been providing dental products and services in Sweden, Norway, Denmark and Finland since 1992. Training will be held in all GDPs at a total cost of €550.

**Local contacts**

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**All systems are Go**

Align Technology launches dedicated product for general dentists keen to offer patients more than just healthy teeth in the Nordic countries.

**Simplifying the system**

With the new Invisalign Go system, GDPs can easily identify suitable patients for treatment. After uploading just five intra-oral photographs of the patient to Align Technology’s proprietary system, the dentist receives an assessment of the case’s difficulty level—based on the parameters of Invisalign Go—to help determine whether to treat the patient or refer the case to an Invisalign specialist.

This case assessment can be done either using the Invisalign Photo Uploader app for iPads and iPhones or via computer on the Invisalign Doctor Site.

If the case is deemed too complex for Invisalign Go, a digitally aided referral process allows the GDP to transfer patient files to an Invisalign-trained specialist with just a few clicks directly within the Invisalign system. In addition to ensuring every patient receives the right treatment, this means the dentist is able to build stronger partnerships with specialists.

Once the patient has been deemed suitable for treatment with Invisalign Go, the GDP fills out a simple prescription form outlining treatment goals and submits it with polyvinyl siloxane impressions and Align Technology’s iTero Element intra-oral scanner, as well as the True Definition (3M), TRIOS (SiSap) and CEREC Omnisys (Dentsply Sirona) scanners.

From this, a personalised treatment plan is created using ClinCheck software. Align’s 3D treatment planning tool. This provides each patient with a clear view of the upcoming treatment journey and gives the treating dentist clinical control over the case. Once the treatment plan has been approved, a series of customised clear aligners will be manufactured and shipped directly to the practice.

Patients are fitted with their first aligners in the practice and advised to change them approximately every week. By moving to weekly aligner changes, treatment time can be shortened by 50%, giving Invisalign Go patients a new smile in as little as 3 months. Check-up appointments are typically arranged every month to ensure the treatment is progressing as intended. Monitoring is key, and as part of the new Invisalign Go system, dentists are provided with an appointment plan to provide task-level guidance with specific and detailed processes to be performed at each appointment. In addition, the Progress Assessment Tool means that, at any time during treatment, Invisalign Go’s technology allows clinicians to upload new intra-oral photographs and, within minutes, receive confirmation of whether the case is on track. If not, additional aligners can be ordered at any point during treatment free of charge.

**Simplified pricing and training**

Like the aligners, the price structure and training are clear and make Invisalign Go a realistic treatment option for GDPs. Single-arch treatment costs €745 and dual-arch treatment €975. With this fixed laboratory fee, there are no hidden surprises and any additional aligners required to achieve the original treatment goal are included.

The Invisalign Go Training Programme, available to every GDP who signs up to the system, consists of an online training session, followed by an in-person training day with hands-on sessions to provide a thorough understanding of how Invisalign Go works. The sessions offer practical tips and techniques on Invisalign Go digital photography, impressions, interproximal reduction and attachments. This content focuses purely on the use of Invisalign Go in the treatment of patients with minor orthodontic or cosmetic concerns. The training is open to all GDPs at a total cost of €550. However, Align Technology does not just leave newly certified doctors there. The company has an extensive continuing education programme to ensure that each has sustained support throughout their Invisalign Go treatments.

**Unident**

Align Technology is happy to announce the partnership of Invisalign Go with Unident for Nordic countries. Unident has been providing dental products and services in Sweden, Norway, Denmark and Finland since 1992. Training will be held in all GDPs at a total cost of €550.

**Local contacts**

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  www.unident.se/invisalign
- Norway info@unident.no
  www.unident.no/invisalign
- Denmark info@unident danmark.dk
  www.unident danmark.dk/invisalign
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Established in 1970, Tandlægerne Kold in Herning is a nationally renowned dental clinic owned by Simon and Louise Kold. Currently, the clinic team consists of 26 dentists, dental assistants and technicians. Over the last few years, the clinic has seen a rapid increase in new clients. As a direct consequence of their success, the dentist couple expanded the clinic size to 800 sqms and ventured into a new era by investing in CAD/CAM equipment and a Roland DWX-4W dental mill.

“We were fortunate to be able to beta-test 3Shape’s new TRIOS 3 scanner and based on that experience we decided to take it one step further and add a dental milling machine in order to complete the circle and manage the full production in-house,” Kold said. “Roland’s DWX-4W came highly recommended by 3Shape and it has not let us down.”

He continued: “The DWX-4W has already proved its worth and having a CAD/CAM solution in-house has made a world of difference to the service we are able to provide our customers. The best example lies a few months back when we had a patient residing in Paris, France home for a brief visit. He was only home for one day and we actually managed to do a complete treatment with scanning, designing, milling and implementing a new crown in one day.”

What has actually impressed Kold the most is the quality and finish of the dental prosthetics milled on the DWX-4W.

“We have nothing bad to say about the DWX-4W, but if I should highlight just one thing about this amazing milling machine it will have to be the quality of the completed product. The quality of the crowns we do on the DWX-4W is superb and absolutely live up to the high quality we demand on behalf of our customers,” he explained.

Advantages of having a DWX-4W combined with a scanner in the dental clinic are many, according to Kold, including faster treatment of patients and the fact that they can spare them the extra cost and trip to the dentist because they need temporary implants. With this new set-up, he said, they can actually test and adjust the implant on site.

“Just as we can do overlays to replace large plastic fillings and create a much nicer and more durable tooth,” Kold added.

Simon Kold emphasizes that while he is very pleased with their decision to expand and take on CAD/CAM and in-house production of dental prosthetics, he has every intention of leaving the more complicated jobs to the dental labs.

“This new set-up has made a world of difference already and we see so many opportunities with this equipment in the sense that we can provide an even better service, create more durable solutions and not least provide our patients with better looking teeth. But there is only so much we can do ourselves,” he concluded with a smile.

As an extra plus to the investment, having the full CAD/CAM solution in-house has been a source to daily teamwork in the clinic and the result is clearly more motivation employees. “Perhaps it shouldn’t be a big surprise but I have to admit that the investment has led to more motivated employees who thrive tremendously seeing their work from start to finish. I honestly believe that it is a matter of professional pride and the fact that we can now control the quality of our work even better is a huge satisfaction to everybody in the clinic.

More information are available at www.go.rolanddg.eu/dgshape or at booth C2-028.
What's on in and around Copenhagen

Gosh! Is it Alive? (exhibition)
Time: 10:00–17:00
Location: ARKEN – Museum of Modern Art, Skovvej 100, 2635 Ishøj
www.arken.dk

Held in the ARKEN – Museum of Modern Art, a few kilometres outside of Copenhagen, this extraordinary showcase wants to challenge our perception of the human body with 39 human “hyperrealistic” body sculptures by internationally acclaimed artists like Maurizio Cattelan, Tony Matelli or Ron Mueck, whose five-metre-long sculpture “A Girl” can be considered one of the highlights. The exhibition has been designed with atmospheric lighting and can be visited from 4 February until 6 August 2017.

48 HOURS (festival)
Date & time: 28–30 April, all-day
Location: Nørrebro district, Copenhagen
www.48timer.com

Primarily a working class district, Nørrebro has developed into one of Copenhagen’s hippest quarters that now boasts a young and multicultural mix of people. There is probably no better way to experience its unique charm than during the annual “48 HOURS” festival which was founded in 2012. This year, it is held over the last weekend in April. From open-air movie screenings to fashion shows, concerts and burlesque performances, this three-day cultural extravaganza has something for everyone to enjoy during his or her stay in the Danish capital.

For more information
on sights and events please go to www.visitcopenhagen.com or visit the Copenhagen Visitor Service in Vesterbrogade 48 near the train station.

Status Quo (concert)
Date & time: 28 April, 20:00
Location: Arena Næstved, Ved Stadion 11, Næstved
arenanaestved.dk

If you lived through the 1970s or 1980s, there is a high chance that you sang along to at least one song of these British rock legends. With hits like “Down Down”, “In the Army Now” or “Whatever You Want” they are still rocking concert stages worldwide, if not in their original formation. As part of a larger tour in the region, they are visiting the Arena Næstved.

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