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An interview with Amer Samaneh, ACTEON Group

ACTEON General Manager for the Middle East Amer Samaneh has been active in the dental industry for more than five years now. Samaneh has a degree in biomedical engineering and an MBA and previously worked in the medical business, a background he says has helped further his understanding of the dental market, promoting products and helping customers.

In an interview at AEEDC Dubai, Dental Tribune International spoke to Samaneh about how ACTEON aims to provide the best care and services to the Middle East and why the event is so important to the company’s success.

Based on your previous experiences at AEEDC, how important is the Middle East and Africa region for ACTEON regionally and internationally?

AEEDC is the biggest dental show in the Middle East and Africa, with attendees from all over the world. As a company, ACTEON has always been keen on exhibiting and demonstrating its innovative products while sharing clinical knowledge with visitors. Over the years, we have seen huge growth in the international importance of this show. Hence, for 2019, we have changed the way we deliver clinical messages. This year, we have well-known key opinion leaders conducting scientific lectures at the stand for three days straight.

As always, visitors can test our products onsite to get a feel for the important technology we are providing for them and their patients. ACTEON in the Middle East represents 8 per cent of the total sales of ACTEON globally; and as this market is growing rapidly, I am confident in predicting that we will achieve the biggest market share in the future.

Personally, what do you look forward to the most and why?

For me, it is definitely the interaction with the clients—that is the beauty of our business. Business growth is not easily achieved, and the true effort is to be in the field with my colleagues and to secure business progress and customers’ satisfaction. I find that having frequent meetings with clients always yields new strategies or ideas, as well as feedback on the quality that we provide in this highly competitive market. At ACTEON, our priority is to deliver more inventive and less invasive solutions to meet users’ and patients’ satisfaction.

IDS 2019 is only a few weeks away. What products will ACTEON be specifically highlighting at the event? Do you have any new product launches planned or other exciting news you would like to share?

I call IDS a “surprise show”, ACTEON will use the opportunity to highlight priority products such as imaging, specifically X-Mind i-trium, our piece of art, Phantom Cube, and our top-quality manual instruments. Of course, the whole ACTEON portfolio will be exhibited, in an area of 500 m². Certainly, ACTEON will have many new innovative products to show. I cannot disclose any of them just yet, but we are confident that they will be a big hit in the dental market and will emphasize ACTEON’s commitment to providing high-quality, innovative and minimally invasive solutions. Also, I invite all dentists and dealers at AEEDC to our booth to try our products and meet with ACTEON experts.

Thank you very much for the interview.

ACTEON, France
Booth 607–700

PATIENT-FRIENDLY IMAGING WITH PLANMeca CBCT UNITS

All Planmeca’s CBCT units support three different types of 3D imaging, as well as extraoral bitewing, cephalometric and digital panoramic imaging. This flexibility to switch between 2D and 3D allows clinicians to optimize their imaging and select the techniques that work best with each case. With proprietary features for imaging with ultra-low radiation doses and patient movement correction also available, Planmeca provides a completely unique dental imaging experience.

The Planmeca Ultra Low Dose protocol is the best method for acquiring CBCT images at low doses. It can be used with all voxel sizes and in all imaging modes and allows clinicians to gather more information than from standard 2D panoramic images at an equivalent radiation dose. All this is possible without a statistical reduction in image quality.

What the Planmeca Ultra Low Dose protects patients from unnecessarily high doses, the new Planmeca CALM imaging protocol helps avoid retakes by compensating for movement. According to studies, patient movement may occur in up to 40 per cent of cases, meaning that image quality is not optimal in a significant portion of CBCT scans. Planmeca CALM corrects artefacts caused by movement, resulting in sharper final images. The algorithm can be applied before the image is captured, as well as after the scan has been completed. When purchasing a new CBCT unit, clinicians should ensure they request all the necessary information on the product. This would include accurate information on patient radiation doses and comparison of the differences in image quality between standard and low-dose images, as well as images with and without artefact correction. Choosing the right product can lead to improved diagnostics, saved time, reduced costs and lower radiation exposure for patients for an overall improved treatment experience.

Editorial note: A list of references can be obtained from the publisher.

Planmeca, Finland
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