THE MENA SUMMIT: INNOVATIVE AND DIGITAL SOLUTIONS IN DENTISTRY

INTERVIEW WITH DR. MOHAMED HASSANIEN ON CEREC AND SINGLE VISIT DENTISTRY

INTRODUCING AQUASIL® ULTRA+
After the long and scorching summer months the Dentsply Sirona team were eager to reconvene after taking some well earned holidays. We opened the season with our first ever MENA Summit which took place in Egypt. The aim of the MENA Summit was to provide a high quality and interactive clinical education program that focused on digital and innovative dentistry. We welcomed a variety of global speakers that took our participants through a diverse three day theoretical and practical program that included CAD/CAM, digital endodontics, digital implant planning and laser therapy. We were also privileged to be able perform a live CEREC patient case that focused on veneer work in the aesthetic zone from start to finish. In addition to the education, we were pleased to have plenty of time to socialise at our official MENA Summit evening events. It’s always a pleasure to not only meet our loyal customers but to also hear their feedback and ideas. We took a lot of information back to Dubai which will be shared across the business in order to help us to continue to improve and offer unique and clinically meaningful solutions to ultimately help you offer the best possible patient experience. You can read more about the MENA Summit on pages 22-23.

In addition to the MENA Summit coverage, the fifth edition of INSIGHT is packed with new information including an introduction to our newly formed Lab Strategic Business Unit (SBU) that combines our original Laboratory CAD/CAM and Prosthetics business units. The merger of these business units opens up exciting possibilities for our laboratory customers as we share and augment expertise and ideas to ultimately develop and drive further innovations (page 4-5). In this edition you can also read about our exciting product launch of Aquasil Ultra+ (page 10-11), enjoy our various practice management articles and meet Dr. Mohamed Hassanien from the Computerized Dental Center in Egypt who describes how he has incorporated a full digitalised approach into his practice (page 16-17).

I hope you enjoy reading the fifth issue of INSIGHT and thank you for your continued support to Dentsply Sirona.

Dr. Amro Adel
General Manager
In the Spotlight

The New Lab Strategic Business Unit from Dentsply Sirona

As the world’s largest and most diversified manufacturer of professional dental products and technologies, Dentsply Sirona has established a new Lab Strategic Business Unit (SBU) incorporating the successful Laboratory CAD/CAM business with the renowned Dentsply Sirona Prosthetics material business.

The new SBU combines the strengths of Prosthetics and Laboratory CAD/CAM businesses offering dental lab solutions as a one-stop shop. By combining all Lab elements, Dentsply Sirona creates three strategic platforms: Equipment, Fixed and Removable Materials, each continuing to remain in their respective locations. With its focus on integrated solutions, Dentsply Sirona will further connect labs with digitally equipped dentists through the inLab technology.

Offering solutions as a one-stop shop

After the successful merger of Dentsply and Sirona, this is a consequential next step to further develop the combined offering of dental solutions in the field of dental labs. Dentsply Sirona’s goal is to combine the best procedures to better serve customers. By announcing the new Lab SBU, Dentsply Sirona once again strengthens its reputation as The Dental Solutions Company™ and further evolves into the Lab competence center of the industry.

Increased collaboration for better, safer and faster dental care

The new Lab SBU concentrates the entire portfolio for laboratories and enables technicians to handle the entire laboratory workflow with Dentsply Sirona products and solutions. “By bringing our organisation closer together, we will encourage more collaboration and the development of better, safer and faster solutions which will truly add value for our lab partners, their dentist customers and ultimately the patient”, Thomas Leonardi added.

With Dentsply Sirona Lab as a one-stop-shop, dental labs and technicians can rely on one strong partner offering all the equipment and materials they need for their daily work, from technologies and equipment to CAD/CAM materials as well as traditional materials.

For more information about our Lab portfolio please contact your local Dentsply Sirona representative.
Acuris™

The conometric concept

Acuris™ is a game-changer in fixed retention. Instead of cement or screws, it uses friction retention. This saves time, simplifies the procedure and all it takes to secure the final crown is a single click using our unique and newly-designed Fixation Tool.

The conometric concept was invented by Dr. Marco Degidi, one of the world’s most acknowledged implantologists. The conometric concept has been evaluated by Dr. Degidi in a number of clinical studies with excellent clinical results up to five years. He and a select R&D team from Dentsply Sirona Implants have then worked closely together to evolve the original invention into Acuris™. The original innovation has been refined, changed, improved and updated to meet the rigid quality requirements of Dentsply Sirona Implants.

inEos X5 - 5 Year Anniversary

Celebrating success

The Dentsply Sirona inEos X5 is a highly specialised extraoral scanner that has established itself in thousands of laboratories around the world. Since its launch, it has constantly been in high demand. This year, Dentsply Sirona is celebrating the fifth anniversary of the inEos X5 precision scanners’ success.

"Since the launch of the inEos X5 five years ago, the demand for precise digital processes has remained very high," says Jörg Haselbauer, Global Product Manager at Dentsply Sirona. "The positive feedback from our customers in labs confirms this over and over again. I am certain that in the future, even more dental technicians will benefit from the advantages of the inEos X5!"

CEREC Guide 3

Fully guided implantology

CEREC Guide 3 is a surgical guide that can be produced in the practice easily, quickly and cost efficiently using the CEREC software 4.6.1 based on a digital impression made with the CEREC Omnicam and a 3D X-ray image. This allows fully-guided surgery for Dentsply Sirona implants. CEREC Guide 3 is a further development of CEREC Guide 2, the surgical guide for preparing the implant site.

The major innovation in the CEREC Guide 3 workflow is that, after it is milled, sleeves are placed with a special adhesive cement (Calibra®) - no additional drill key is needed! This enables the guided insertion of the implant through the surgical guide. The Original Guided Surgery Kits are available for this. The pre-assembled guide sleeves ensure the precise transfer of the implant planning to surgery. The integrated depth stop makes this process safer and more predictable. This applies to all Dentsply Sirona implant systems (Astra Tech Implant System® EV, Xive®, Ankylos®).

For more information on the products featured, please contact your local Dentsply Sirona representative.

Click and you’re done. That’s what the final restoration is like with Acuris—our new conometric concept. Instead of cement and screws, it relies on friction retention to secure the crown onto the abutment. Just click once on the crown with our unique Fixation Tool, and that’s it. Placement takes seconds rather than minutes and the procedure couldn’t be easier.

Without cement there is less risk of biological complications and without screws there are no visible screw access holes to cover. In short, Acuris is a time-saving and easy-to-use alternative that ensures predictable end-results and excellent aesthetics.

Retention redefined.
Acuris by Dentsply Sirona Implants.
Practice Profitability (including ROI)

Among the group surveyed, those that attested to the positive profitability of adopting advanced technologies attributed it to intraoral cameras, CAD/CAM and 3D digital imaging. However, the investment in such technologies is always of primary concern.

Will they pay for themselves? How long before I will recoup my investment?

Those survey respondents who gave cost as their primary reason for not using a technology may be hampered by short-term thinking. We presume the rationale for their decision is due to concerns over attaining a return-on-investment (ROI) for their initial outlay. However, research gives us overwhelming evidence that there are calculable reasons to add technology to your practice. Regarding costs, there are even cases in which practices started seeing ROI on their CAD/CAM technology in as little as one month.

Industry Impact

Aside from a few who still remain fixed in their traditional habits and apprehension about moving into new technological territories, the majority of dentists surveyed gave us strong reasons in favour of the future in dentistry.

"CAD/CAM, specifically CEREC, is not only great for the patient, but has (also) made me a better dentist after 33 years in practice."

"Advanced technology not only improves the efficiency and quality of care, it sets you apart from the practices that have not fully invested in these advances. This is increasing(ly) important as patients become more educated on what is available. Patients want their dentist to be ahead of the curve, not behind it."

"It (technology) is awesome! Better diagnoses equal a better experience for the patient and the dentist!"

Dentists across the board are finding new levels of patient loyalty and trust along with increased productivity and satisfaction with the eventual adoption of more advanced technologies. These are trends affecting every branch of dentistry and are being well-received by both practitioners and patients alike. Echoing one dentist’s remark, it has created a higher appreciation of the entire industry and those who dedicate themselves to delivering improved care, comfort and convenience to a more discerning consumer base.

Conclusions

Dentistry is going through a major transformation that is being driven by technology which makes the dental profession more efficient, fun and profitable. Practices that embrace this technological revolution see the positive results on a daily basis. Their utilisation has reinvigorated the dynamic between dentist and team, and certainly, between dental office and patients.

Consider the Patient’s Perspective. As consumer demand continues to evolve towards “easier, faster, better” in all service professions, dentistry cannot survive in its own realm of “doing things the same way.” Those in our industry simply should not, as one dentist put it, “impress your patients in a decades-old model of slower, less comfortable and probably less effective dental care.” The keys to success are clearly spelled out in embracing technology as a prescription for increasing patient satisfaction and business profitability.

Adopting groundbreaking procedures in diagnosis (imaging) and treatment (CAD/CAM, lasers) upgrades your ability to execute more precise work and deliver better patient issue resolution.

The Future Is No Place for those Opposed to Technology. Skilled technicians have nothing to fear from the technology revolution. Machines will not replace, but will greatly enhance their accumulated skills. And they will, in turn, stay current with the next generation of dentists who are already comfortable with digital technology. Those who lead the industry are taking the necessary steps to stay ahead with the exciting innovations that are being developed to make a dental impression more immediate, a tooth image more exact, a perio treatment less invasive and give an implant a longer lifespan.

Smart Marketing Is a Must. Your practice’s use of advanced technology should be talked about. Discover the various ways to successfully market your practice’s remarkable patient experience. Use all channels — traditional, digital and social — to educate and motivate patients to seek out your quality of care.
No Compromise
Introducing Aquasil® Ultra+
Experience the next evolution of Smart Wetting® Impression Material

This is no ordinary impression material. Experience better-than-ever performance with Aquasil® Ultra+, the upgrade to the well-established Aquasil® Ultra.

The ‘+’ means you can now count on revolutionary intraoral hydrophilicity and intraoral tear strength to optimise clinical performance across all areas. You deserve an impression material that meets your expectations in every case not just textbook cases, and Aquasil® Ultra+ works impressively on each and every one.

Performance where it counts – intraorally.
Aquasil® Ultra+ has been specially re-engineered to help clinicians in 3 key areas.

Intraoral Hydrophilicity
To provide hydrophilicity where it’s needed most, in the mouth, Aquasil® Ultra+ features a market-leading low contact angle as tested on uncured samples at intraoral relative humidity¹. This translates to improved accuracy of impressions that require less chairside adjustments.

Leading Intraoral Hydrophilicity
The material is designed to avoid trapping fluid from the moment it is syringed in a moist, humid environment, helping alleviate voids and bubbles at or near the margin.

Leading Hydrophilicity at 24 Hours
The material continues to work well with moisture after it leaves your office, delivering accuracy at the lab to achieve properly fitting final restorations.

74% of dentists want a material that is better suited for all the cases they see - not just the ideal ones.¹

Intraoral Tear Strength
Tears and voids at the margin are the most common errors in impressions². Our advanced formula accommodates a wider set of cases, including those using retraction paste and other techniques where minimal retraction occurs.

Highest Intraoral Tear Strength
Patented technology delivers polyfunctional bonds, for the highest intraoral tear strength on the market. This ensures margins stay intact and material is not left in the sulcus.

Highest Tear Strength at 24 Hours
Labs need your impression to remain intact. Aquasil® Ultra+ is designed to be strong even after it leaves your office, ensuring better model and final restoration accuracy.

Why is it Stronger?
Impression materials that rely on polyether, traditional α-silicone and β-silicone chemistries rely on linear bonds. This limits their ability to produce high tear strength.

Our patented chemistry ensures chemical connections occur through polyfunctional bonds, or branching. This allows the material to be strong, even at the thinnest cross-sections.

Ideal viscosities and work/set times
Aquasil Ultra+ offers 4 viscosities (extra-light, light, medium and heavy), 2 setting times (fast and regular), and 2 delivery options (50ml cartridges and DECA cartridges). With all these variations, clinicians can match the most appropriate viscosity, timing, and delivery for each specific clinical situation.

Single-Unit
Fast Set allows for speed without sacrificing tear strength. The mouth removal time for the Aquasil® Ultra Fast Set versions have been shortened by 30 seconds compared to Aquasil® Ultra (now 2 minutes 30 seconds instead of 3 minutes).

Multi-Unit
Regular Set allows for additional time in more complicated cases.

for more information about Aquasil® Ultra+ Smart Wetting® Impression Material please contact your local Dentsply Sirona representative or visit www.AquasilUltraPlus.com.

Contact angle measured on uncured film at 2 seconds with 80% relative humidity.
¹Data on file.
²Data on file.
³Take 1 Advanced, Exafast NDS, Flexitime, Imprint 3, Imprint 4, V-Posil and Impregum are not registered trademarks of Dentsply Sirona.
Customised CEREC Solutions to match your personal style and practice needs

Which will you choose?

Be free to choose just what you need and discover your way of using CEREC. For more than 30 years, CEREC has been synonymous with the creation of restorations in a single visit. We have continuously developed and improved CEREC to meet your requirements and satisfy your patients’ demands. Today its capabilities extend far beyond single restorations.

The CEREC solution spectrum covers three key areas: 
- restorative
- implantology
- orthodontics
both for chairside and clinic-to-laboratory workflows - giving you the ideal set-up for the future.

With CEREC you are free to discover the digital solution that best matches your personal taste, style and practice needs.

CEREC is just what you need it to be. From the initial scan to a full CAD/CAM system providing single-visit solutions – CEREC is your partner every step of the way. Be free to start your digital workflow just the way you want.

Do it your way - with CEREC

Conquer your future now at dentsplysirona.com/CEREC
The Pathway to Perfect Endodontics

Julian Webber introduces the latest glide path file from Dentsply Sirona that completes the WaveOne® Gold reciprocating system.

The glide path is the starting point for all endodontic shaping procedures, it fulfills a biological requirement indicating that we can get from the orifice of the canal to the terminus, giving us a road map for all other shaping instruments to follow. Whilst some endodontists do not believe a glide path is necessary prior to starting the shaping procedure with mechanical endodontic shaping instruments the literature is unequivocal that without a glide path ledges, blockages, perforations and instrument fracture can easily occur. In my opinion, if there is no glide path, we should not be attempting to use any nickel titanium rotary or nickel titanium reciprocating shaping files.

Hand files or dedicated mechanical glide path files can be used beyond a K-File size 10 to expand the working width and pre-shape the canal, creating adequate access which is essential if rotary or reciprocating instruments are being used. As the shaping file moves down the canal there is considerable torsional effect on the instrument, so if the canal is rather tight or narrow then the file can have difficulty progressing. An expanded glide path will mitigate this issue.

Mechanical glide path files follow and expand the original anatomy of the root canal. They greatly improve shaping results, reduce charitate and help to “augur” debris coronally and out of the canal, helping reduce the likelihood of post-operative pain. The original mechanical PathFile® instruments from Dentsply Sirona consisted of three rotary expansion files. This evolved into ProGlider®, a single glide path expansion file used in a rotary motion made from a pre-manufacture heat treatment technique known as M-Wire, which increased flexibility and provided greater resistance to cyclic fatigue.

With the launch of the new generation WaveOne® Gold reciprocating files in 2015, it became obvious there was now a need for a reciprocating glide path expansion file to complete the WaveOne® Gold system. Four of the original key opinion leaders involved in the development of WaveOne® Gold; my colleagues, Dr. Clifford Ruddle (USA), Dr. Sergio Kuttler (USA), Dr. Wilhelm Pertot (France) and myself have now gone on to develop and launch WaveOne® Gold Glider from Dentsply Sirona. We were assisted in this project by Dr. John West DDS, endodontist, Tacoma, Washington, USA and key opinion leader for Dentsply Sirona.

“The endodontic glide path is a smooth, radicular tunnel from canal orifice to physiologic terminus. Its minimal size should be a ‘super loose No. 10’ endodontic file.”

John West DDS, endodontist, Tacoma, Washington, USA and key opinion leader for Dentsply Sirona.

Julian Webber was the first UK dentist to receive a Masters Degree in Endodontics from a university in the USA. He received his BDS from Birmingham University in 1974 and his MSc and Certificate in Endodontics from Northwestern University Dental School, Chicago, USA in 1978. He has been a practicing endodontist in Central London since 1978 and opened the Harley Street Centre for Endodontics in October 2002. Julian has travelled abroad on many occasions to lecture to major world dental congresses and endodontic societies. Through his various workshops and hands-on courses, he has helped to train many general dentists in the skills of modern endodontic technique.
CEREC and Single Visit Dentistry
Predominant Practice

Dr. Mohamed Hassanien
Owner of Computerized Dental Center (CDC), Egypt

For this issue of INSIGHT magazine, we caught up with the Owner of Computerized Dental Clinic (CDC), Egypt, Dr. Mohamed Hassanien. CDC is comprised of predominantly Dentsply Sirona equipment and consumable products as part of their commitment to offer the best possible service to their patients, with digital dentistry at the heart of their practice.

Q. What triggered your initial interest in digital dentistry?
A. Stepping into the field of digital dentistry has been a great goal and so digital dentistry offered lots of clinical merits such as precision, speed, ease and overall control of the treatments protocols.

Q. Please briefly explain how long you have been working at CDC and your background in dentistry.
A. CDC has been in operation for 16 years. I worked for 13 years as a Practitioner in the old CDC Helwan branch which only had two operating rooms. I then opened our second fully digital branch, CDC Sheraton, with another three operating rooms and a 3D cone beam facility which has been fully functioning for 3 years now. I started working in my own private lab to do my lab work myself with the conventional techniques until I bought my first inLab MCXL in 2006. I used to be a clinician at the same time.

Q. Please tell us about your specialism within your practice?
A. CDC offers multiple specialties for maximum patient care and satisfaction:
- Fixed Prosthodontics - all-ceramic crown and bridge solutions to complete smile makeovers and full mouth restorations.
- Restorative - root canal treatments and teeth restorations.
- Implantology - implant solutions and bone augmentation.
- Periodontology - gum care and surgeries.
- 3D CBCT and diagnostics.
- Pediatric treatments and orthophraxis.
- Orthodontics treatments and aligners.
- Oral hygiene and bleaching.

Q. What triggered your initial interest in digital dentistry?
A. I’ve always been interested in technology and that naturally led me into the field of modern digital dentistry. Patient satisfaction has also always been my ultimate goal and so digital dentistry offered lots of clinical merits such as precision, speed, ease and overall control of the treatments protocols.

Q. How long have you been working with Dentsply Sirona products?
A. I have been working with Dentsply Sirona for 16 years in my own private practice, however my university was fully equipped with Dentsply Sirona equipment as well, so their products and tools were part of my foundation in my educational journey.

Q. When did you invest in your first piece of Dentsply Sirona equipment, and what was it?
A. My first piece of Dentsply Sirona equipment was a C2 treatment centre in 2003.

Q. Your practice uses Dentsply Sirona products and equipment predominantly. What would you say is the advantage to your workflow and your practice by making this decision?
A. The equipment is the highest quality from Germany and that is definitely reflected in the clinical outcome. The ease and simplicity of all the clinical workflow steps and superior after sales technical support and care means that my practice is as efficient as possible.

Q. How do you find the CEREC workflow? From scanning, designing, to grinding/milling and sintering/finalisation.
A. The CEREC workflow is simply amazing, and exactly what I wanted from a chairside solution. I have full control over the treatment plan phases. I closely evaluate the clinical situation depending on the clinical case, prepare and scan easily, drawing my margins the way I want them to be, respecting my preps and changing my parameters accordingly, depending on the material selection. I choose whether I want to grind my restorations or even use the extra fine grinding mode for superior precision and fine margins. I have the option to wet mill or dry mill my zirconia based crowns for the best fit. With the CEREC SpeedFire I can sinter, stain and glaze chairside and deliver my restorations on the same day. Put simply, with CEREC, I feel I am the master who has full control of each clinical workflow step.

Q. Why did you choose CEREC over other CAD/CAM systems?
A. CEREC is a high end CAD/CAM solution that has been in the market for more than 30 years with the highest clinical performance and precision. Lots of CEREC milled restorations and specimens are being tested and evaluated in research centers all over the world. In addition there are thousands of clinical follow up cases, with over 20 years of successful clinical performance, published in international journals. The global popularity of CEREC is an added value, where lots of cases are being discussed across hundreds of training centers and online training websites, and therefore the learning curve is faster for new users. Just Google CEREC and you will find more than 2 million search results!

Q. Can you explain your experience with the Dentsply Sirona sales process from initial interest through to purchase and after-sales support?
A. Dentsply Sirona sales reps I’ve dealt with have been very helpful and are highly qualified. All my purchases have been very smooth and accommodating. MediTech in Egypt (authorised Dentsply Sirona dealer), also offered high-end after sales technical support.

Q. What are the types of cases you do with CEREC? E.g. restoration, implantology, orthodontics?
A. The question should actually be ‘what can’t I do with CEREC? Simply, I do everything with CEREC. Inlays, onlays, endo crowns, full crowns, micro prep veneers, veneers, bridges, screw retained implant abutments, cement retained implant abutments and surgical guides. Now CEREC is not only a quadrant solution, it’s a full mouth solution.

Q. How has CEREC and single-visit dentistry, affected the satisfaction of your patients?
A. Patient satisfaction is very important for me. Patients will often take videos of the milling process and share it over their social media platforms. They are very happy having an aesthetic restoration to the highest degree of precision, all in a single visit. I also get a lot of referrals from their families and friends after they have shared their treatment experience.

Q. How has CEREC and digital dentistry impacted your business?
A. Year on year my business has increased thanks to the implementation of digital dentistry in my practice and my list of patients is growing every year.

Q. In your opinion, can you achieve a high return on investment with CEREC and digital dentistry?
A. Definitely, CEREC and digital dentistry are a good investment if they are used the right way. I haven’t met a CEREC owner who regretted the decision of investing in CEREC. It’s now a lifestyle for me.

Q. What would you say was your goal with CEREC, and would you say you have achieved this yet?
A. My goal with CEREC was to use it for full mouth solutions, and this has been achieved with the recent materials available, including software and hardware updates. I can do that with great confidence and full patient satisfaction.

Q. What do think your biggest achievement has been in your career to this point and how did Dentsply Sirona help to make that a reality?
A. Stepping into the field of digital dentistry has been a great achievement in my career. Dentsply Sirona’s technology development and continuous support definitely had a positive impact and made my dream come true.
Clinical Case

Lowest possible radiation exposure in pediatric dentistry: The 3D Low Dose Mode

In pediatric dentistry, clinicians need to pay special attention to the doses of radiation that are exposed to young patients. The following case study shows both the importance of 3D imaging to complete diagnosis while demonstrating that this can be achieved using the Low Dose Mode of the Orthophos SL 3D X-ray unit.

Methods
In this case, the author took an initial two-dimensional panorama image using the Orthophos SL 2D/3D hybrid X-ray unit. Due to an incidental finding and the suspicion of an additional problem requiring treatment, a 3D image was taken using the hybrid unit’s Low Dose Mode.

Case Study
A young patient presented with lower jaw symptoms. Tooth 38 had a difficult arrangement (Dentitio difficilis). A traditional panorama image was taken using the practice’s Orthophos SL 2D/3D hybrid X-ray unit. The initial imaging showed several problems including that the mandibular canal was covering the root of tooth 38. It also showed that the roots of teeth 38 and 48 were in the process of breaking down and that tooth 28 was displaced. I suspected that tooth 26 suffered from inflammation of the root tip. In order to confirm the diagnosis, the practice took a DVT but in Low Dose Mode with the Orthophos unit. By using a 3D image, it was clear that the mesial root of tooth 26 was indeed inflamed and infected. The 3D image also helped to show the positional relationship of tooth 38 to the mandibular canal and the interradicular position of tooth 28. It also showed osteolysis from tooth 27. In this case, the 3D image enabled a more complete diagnosis of the young patient’s symptoms and revealed several problems that were not immediately obvious.

Results
Even in Low Dose Mode, the 3D images enabled proper visualisation of the positional relationship of tooth 38 to the mandibular canal and the interradicular position of tooth 28. It also showed osteolysis from tooth 27. In this case, the 3D image enabled the author to determine which of the three roots of tooth 26 was infected.

Summary
In this case, 3D imaging in Low Dose Mode delivered a high enough quality image to make a full diagnosis of the patient’s symptoms in order to develop a complete treatment plan. Low Dose Mode offers a reduction of radiation of up to 85 percent in comparison with traditional 3D imaging which is a benefit particularly in pediatric dentistry as children are more vulnerable to radiation-induced cancers.
The patient journey to the treatment chair of your practice is often long and full of hurdles. Do you know where and how many times patients have contact with your practice? Providing an outstanding, reliable and trustworthy experience at each touchpoint is the path to success. This applies to both new and existing patients as they have the tendency to postpone appointments. Find the most important touchpoints and start the patient’s journey to your clinic.

### Touchpoint management and the patient journey

#### Finding

- **Referral**
  - The most important reference for a practice still is a personal recommendation.
- **On the Internet**
  - Via Google search, Google ads (Ad Words) or review sites. Most patients look for a practice online.

#### Confirming

- **Review sites**
  - Patients cannot evaluate your professional competence. To be on the safe side, patients attach increasing importance to reviews on the Internet.
- **The Practitioner’s website**
  - The first point of contact is always the website. Regardless of whether this was triggered by a recommendation or advertising; many patients will take a look at your website afterwards.

#### Arranging Appointments

- **Telephone appointment**
  - Train your staff in telephone manners, where making a good impression on the patient is of vital importance.
- **Online appointment**
  - Make it easy for new patients! Offer them the opportunity to make their appointments directly online or via WhatsApp.

### At the practice

- **Welcome**
  - Ensure a friendly reception. Why don’t you offer your patients a glass of water or a cup of coffee?
- **Your Practice’s entrance area**
  - Does your practice seem modern and friendly? Your practice’s impression is very important for patients.
- **Waiting room**
  - Nobody likes waiting. Create a pleasant ambiance in the waiting room.

### Treatment

- **Treatment room**
  - Most people feel uncomfortable on a treatment chair. Create distractions through images or a screen.
- **Welcome**
  - Your patients feel taken seriously by a personal welcome. Pay an extra minute of attention.

### At home

- **Newsletter**
  - Be remembered by your patients. For example, keep them informed about news on a quarterly basis.
- **Appointment reminders**
  - Ask your patients whether they would like to be reminded of the check-up appointment every year. People like to postpone doctor’s appointments.
- **Birthday greetings**
  - Everyone likes receiving birthday or Christmas greetings. Send a card or at least an email.
Innovative and Digital Solutions in Dentistry

Sharm El Sheikh, Egypt
27th-29th September 2018

We welcomed over 100 attendees to the inaugural MENA Summit at the Four Seasons’ Hotel in Sharm El Sheikh in Egypt, which focused on Innovative and Digital Solutions in Dentistry, for an exciting three day scientific and clinical educational program. This was the perfect opportunity for us to showcase to our customers in the MENA region just how we’re driving innovation and digital dental solutions to improve oral health.

The event started with a live CEREC case by Dr. Mohamed Hassanien showing how clinicians can handle a case in the anterior aesthetic zone starting with case planning, preparation and scanning, to design and milling. He demonstrated how to achieve single visit dentistry, while maintaining the highest aesthetic quality, keeping in mind the ultimate goal of achieving optimal patient satisfaction. He was followed by Dr. Marco Martignoni who presented a lecture on the importance of digital support in diagnosis, endo treatment and final restorations.

The next day Dr. Gerd Frahsek presented a lecture on using CEREC for creating in-house surgical guides for single and multiple implant cases, as well as a lecture on integrated implantology workflows for safer implantations.

Dr. Peter Gehre then led attendees through a lecture on recognising the benefits and understanding the limitations of Digital Implant Prosthodontics, with Prof. Ahmed AbdelHakim rounding off the day discussing the benefits of lasers in treatment planning.

On the final day our array of international speakers provided a range of workshops on topics including CEREC, CAD/CAM materials, imaging, Integrated Implantology, Endodontics and Lasers.

With such an in-depth scientific and clinical educational program it was only fair that we provided some entertainment! The evenings we arranged for the attendees to relax, network and enjoy the surroundings of Sharm El Sheikh. We hosted a cocktail reception at the Savoy Hotel on the first night, in close proximity to the famous Soho Square and a ‘Bedouin’ themed evening at the Four Seasons’ Hotel, with a fire show and a belly dancer, on the second night.

I’ve been really impressed by the MENA Summit. We wanted to make advancements in our practice and we’ve had every question answered here during the three days.”

Mohamed Al Alem
Al Alem Dental Centre, Egypt
Event Highlights

July

CEREC Masters Club – Advanced Course

8 doctors from the MENA region traveled to Istanbul, Turkey for a CEREC Masters Club Advanced Course. The course, called ‘Live Digital Smart Smile: Design with Venerei’, was led by Assistant Prof. Cagdas Kislaoglu in his clinic, which involved lectures, workshops and a live patient case. The two-day course covered every step from tooth preparation using a microscope, to mock-ups, digital designs, milling, glazing, finishing and rubber dam cementation.

Cercla® Press and Cercla® Ceram Launch

We proudly hosted workshops, in Dammam, Riyadh and Jeddah as part of a 3-day tour to launch Celtra® Press and Celtra® Ceram in Saudi Arabia. A total of 70 attendees were expertly educated by Mr. Mario Pace, from Italy, to take full advantage of the qualities of Celtra® Press and Celtra® Ceram and make the most of the material for the benefit of the patient.

Dr. Edmond Koyess Tour

The tour started in Erbil, Iraq followed by a one day training in Dubai and ended in Bahrain. Nearly 120 private practitioners and university professors were trained on our latest 3D Endo™ Software to diagnose their cases more accurately before starting to access and perform their root canal treatments.

Prof. Pierre Machtou

After the diagnosis, Dr. Koyess took attendees through the different stages of access opening, glide path management, irrigation protocols, cleaning and shaping and the final step of obturation. Participants then had the opportunity to share various challenges which they have in their practices in a Q&A session, including removal of broken instruments and retreatment. This was followed by a demonstration of the theory that was presented and all participants were given the chance to work with the tools themselves.

CEREC and inLab Discovery Evenings

As always, we have been conducting our CEREC and inLab Discovery Evenings running every month. All participants have the chance to test drive the systems and see how efficient they are, first hand. These evenings are all about experiencing the latest advancements in technology and discovering the newest techniques to drive better, safer, faster dental care.

August

WaveOne® Gold and Guttacore® Training

Dr. Ayman Mandora conducted a full-day workshop on WaveOne® Gold and GuttaCore for 35 participants in Bahrain. They were led through the many features of the complete solution with a detailed lecture and hands-on workshop.

Endodontic Workshop

We hosted an endo workshop for the Ministry of Defence (MOD), in partnership with our dealer Bahwan Healthcare Centre LLC. The hands-on workshop, for 23 participants, was led by Dr. Khalifa Al Amri at the Military Dental Centre. Thanks to our dealer Bahwan Healthcare Centre LLC for their help with facilitating the event.

September

Cercla® Press and Cercla® Ceram Launch

We proudly hosted workshops, in Dammam, Riyadh and Jeddah as part of a 3-day tour to launch Celtra® Press and Celtra® Ceram in Saudi Arabia. A total of 70 attendees were expertly educated by Mr. Mario Pace, from Italy, to take full advantage of the qualities of Celtra® Press and Celtra® Ceram and make the most of the material for the benefit of the patient.

Dubai and Abu Dhabi, UAE

CEREC Masters Club Advanced Course – Dr. Andreas Bindl

As part of our commitment to supporting our CEREC customers we hosted an advanced course on ‘Digital Implantology and CEREC Guide 2’ in Dubai and Abu Dhabi, for a total of 22 attendees. The two day course was led by Dr. Andreas Bindl and Dr. Abdel Aziz Yehia and covered a range of topics, including CAD/CAM materials and their clinical application, digital implantology principles and virtual prosthodontic planning with CEREC.

Dubai and Abu Dhabi, UAE

CEREC and inLab Discovery Evenings

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Qatar,癫痫

We hosted a clinical education event highlighting the features and benefits of the ProTaper Next® solution to 25 dentists in Jeddah City. The event was led by Prof. Mohamed Al Dakak through a lecture and hands-on demonstration.

Dubai and Abu Dhabi, UAE

Prof. Pierre Machtou

Endo Lecture and Workshop

On Thursday 6th September we hosted a lecture to approximately 350 attendees called ‘Glide path: a critical step in root canal success’, presented by Prof. Pierre Machtou in Cairo as part of the EDSIC Congress. The lecture covered challenges due to difficult tooth anatomies or challenges created by a faulty procedure, starting from access, and cavity preparation to obturation, showing cases with these challenges, and how to diagnose and treat them. He also highlighted the importance of creating a glide path, how to manage tricky cases related to file separations and the effective use of ProUltra™ Endo Tips and ProRoot® MTA.

The lecture was then followed by a hands-on workshop for 17 dentists on our WaveOne® Gold and ProTaper® Gold solutions and Guttacore® obturation techniques.
**Upcoming Events**

### Dentsply Sirona Academy

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<th>Date</th>
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<th>Speaker</th>
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<td>Imaging Tour</td>
<td>Dr. Gert Sauer</td>
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### International Speaker Tours, Special Events and Congresses

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<td>6th - 9th November</td>
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### Contact us

If you have any questions or would like to discuss any of the products or articles featured in the new INSIGHT Magazine, please don’t hesitate to contact us.

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**Sales**

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