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Poste Italiane Spa - PP - Economy - DCO/DCVT/n°5fb del 24/05/02 - Sped. in A.P. - art. 1 comma 1 D.L. 353/2003 conv. in L.n. 46/04 - CDSUVT G.C.

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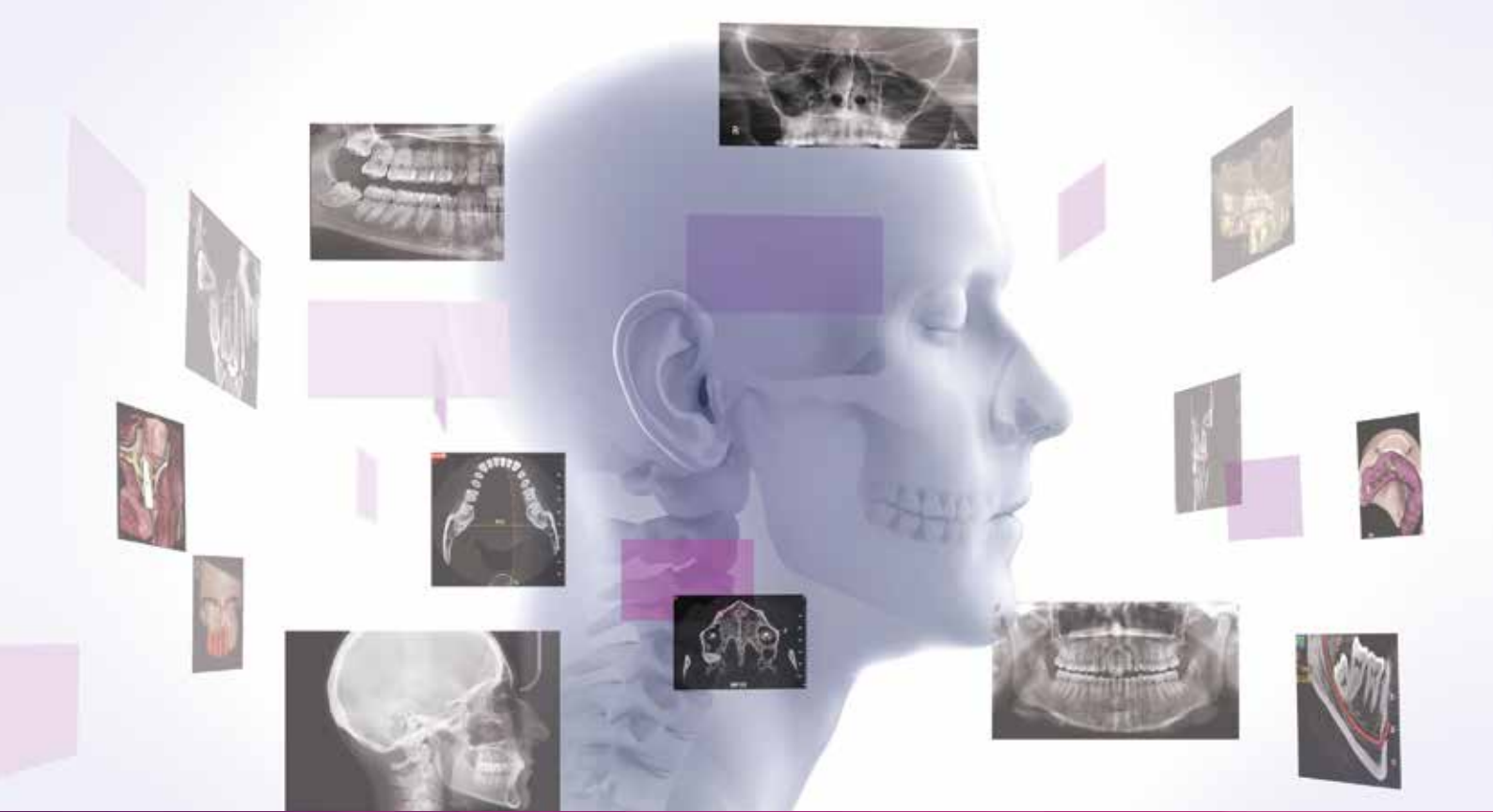


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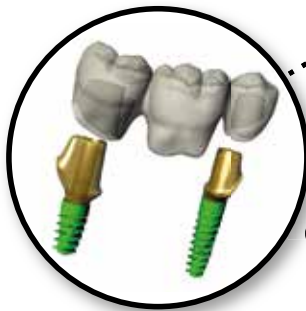
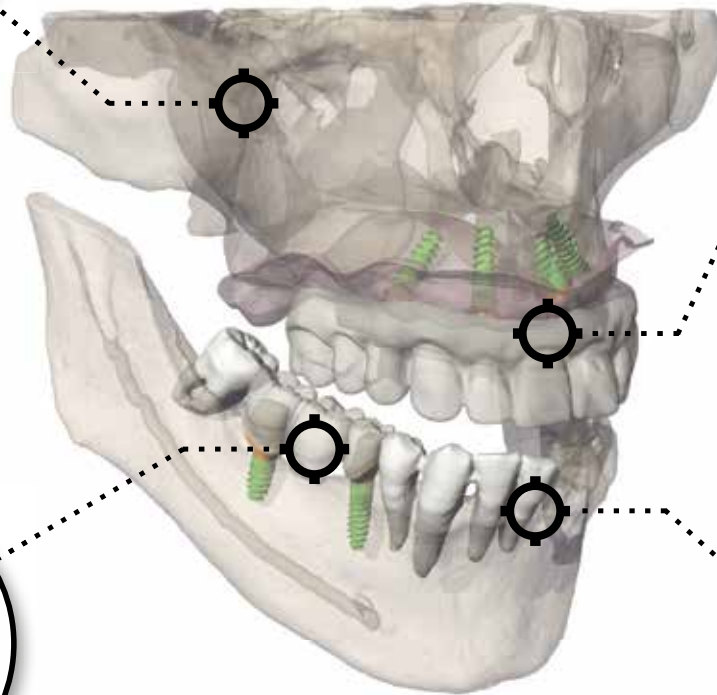


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VAT 01612570562

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Printer: Graffetti Stampati Snc
S.S. Umbro Casentinese Km. 4,500
Montefiascone (VT)

Infodent International 1/2020
Infodent International magazine,
connecting dental business worldwide

n° 1/2020 - aut. trib. VT n°496 del 16/02/2002
Trimestrale di informazione tecnico scientifica
Costo copia - Euro 0,77



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Brexit: from Globalization to Nationalism?



Boris Johnson's Brexit bill is one step away from being finalized after completing passage through parliament. The European Parliament is expected to add its ratification on January 29, allowing an end to the UK's 47-year membership of the continental bloc.

Of course, the 51.9% of voters who supported Brexit care passionately that the country puts its interests, culture and economy first. On the other hand, the dissenting voters want Britain to be an active and vibrant participant in the European and global community. To me, Brexit is both a good thing and a bad thing. Brexit has often been attributed to nationalism, the same word used to describe political and social movements in numerous other countries. But Brexit isn't so much the voice of nationalism, but rather a direct statement of anti-globalization. Globalization is the most dramatic social and economic shift in human history. It is simultaneously compelling and horrifying, exciting and frightening, beneficial and destructive. It is messy. Although many are trying, I'm not sure anyone fully understands it. And what is mysterious is frightening to a lot of people. And, this is where the global business community comes in. What we really need is education about what globalization really is and how it works, as well as understanding how we want to be global. Our political leaders have abdicated both responsibilities, which leaves an opportunity for business leaders to fill the gap. Let's start with education. As too costly and complicated, there are always solid business reasons for CEOs to pursue any level of globalization. But, do your own employees – let alone stockholders or the public – really know what those reasons are? Do they have any idea what the challenges have been or the benefits? Do they know how long it will take to get a return on your investment? Do they know what the future of the company looked like if you didn't pursue globalization? They should. When global teams communicate regularly across borders and time zones, do the rest of

the people in your organization have an idea of what they are up to? They often don't. So, why not offer cross-cultural training to all our employees? If we are really committed to globalization, the better we all understand each other – the better we understand what culture is – the less likely we are to be frightened by the "other." But, let's also understand how we want to be global. Proponents believe that globalization creates new opportunities in both developed and developing countries and helps every country to find its economic niche. Economic gains have been significant. For example, one estimate of the effect of the EU's single market, which eliminated all trade barriers within the union, is that it has raised members' GDP by 8% to 9% – which translates to an aver-

But Brexit isn't so much the voice of nationalism, but rather a direct statement of anti-globalization.

age of about US\$3,000 for every man, woman and child. On the other side, opponents see inequalities that favor free-market, export-oriented economies and exploit both resources and people. It's certainly true that some businesses have exploited workers and resources. It's also true that worldwide rates of poverty and disease are declining; the number of people living in extreme poverty dropped from 1.9 billion in 1990 to around 730 million in 2015, from 36% of the world's population to less than 10%.

On the other hand, countries across the world all have their own regulatory standards, quality certifications and other rules they require companies to follow, known as technical barriers to trade. For global businesses, adhering to all these different rules can be costly so, economists and trade negotiators began pushing countries to harmonize regulations governing issues like the environment, labor and intellectual property. This so-called deep integration is where international trade agreements moved into a more controversial territory. The EU, for example, has created a large set of harmonized standards and regulations that countries must follow in order to participate in the single market, one of the issues motivating U.K. voters who chose to leave.

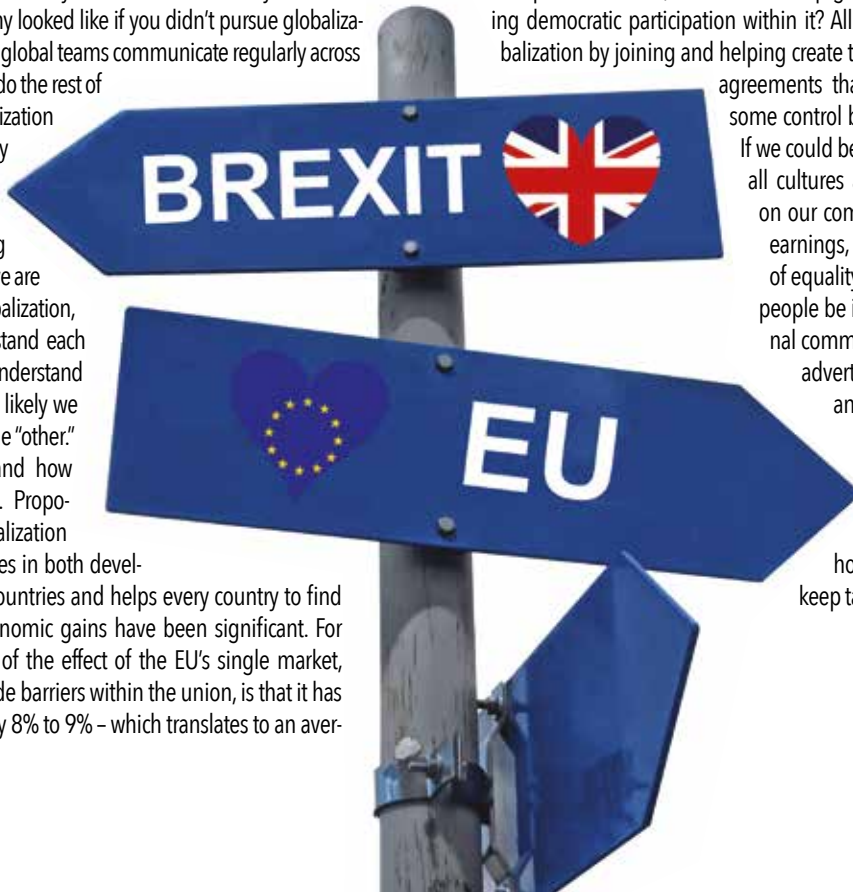
This compromise between economic gains of global trade and the desire for local control over a country's economy and markets is "the globalization paradox", as the Harvard economist, Dani Rodrik, explains in his book. We cannot simultaneously pursue democracy, national self-determination and economic globalization. When the social arrangements of democracies inevitably clash with the international demands of globalization, national priorities should take precedence. So, how can we keep globalization's gains while maintaining democratic participation within it? All countries should help shape globalization by joining and helping create the international organizations and

agreements that set trade standards, giving up some control but having a seat at the table. Also, if we could be truly global in a way that honored all cultures and resources, that focused more on our common future and less on quarterly earnings, and that directly confronted issues of equality and human rights, wouldn't most people be in favor? Global corporations' internal communication and training, marketing, advertising, public relations, distribution and manufacturing can all play a role in education and dialogue. Globalization is enormously complex but, however difficult it will be, it's nothing compared to how difficult things will be if we don't keep talking and learning.

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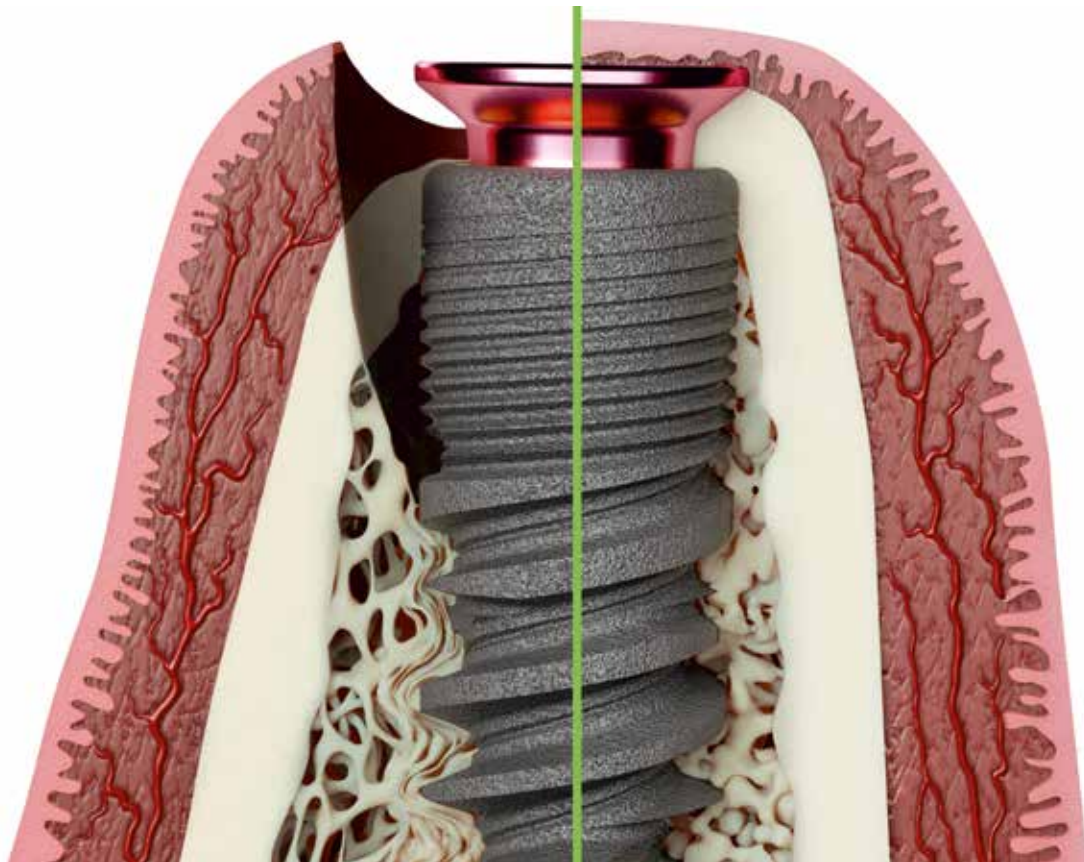


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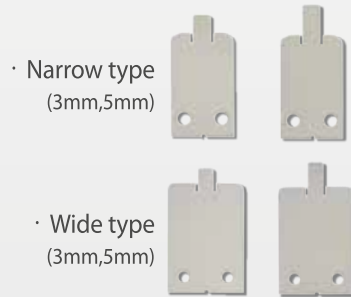
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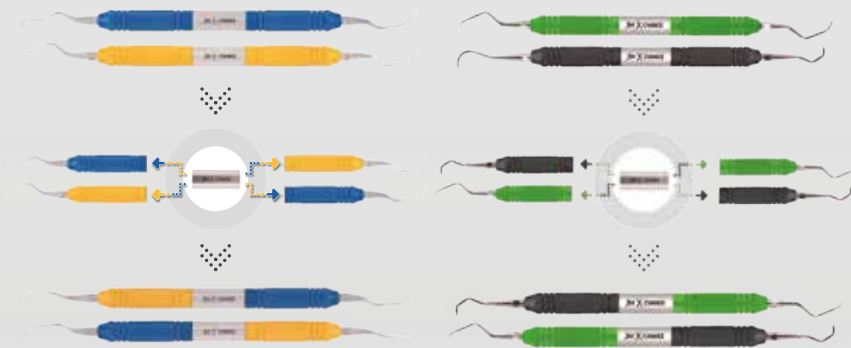


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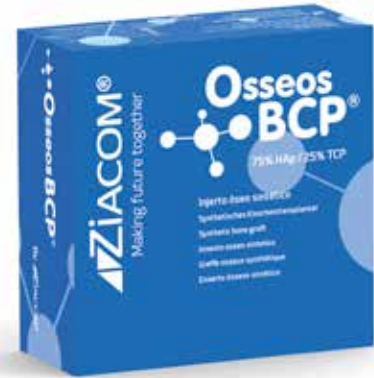


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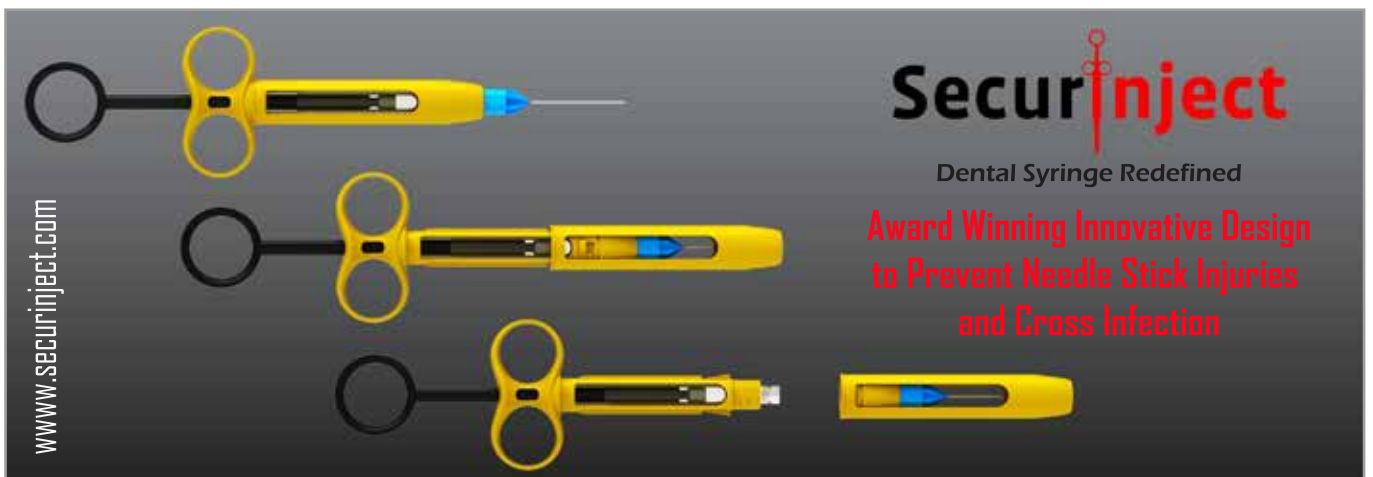
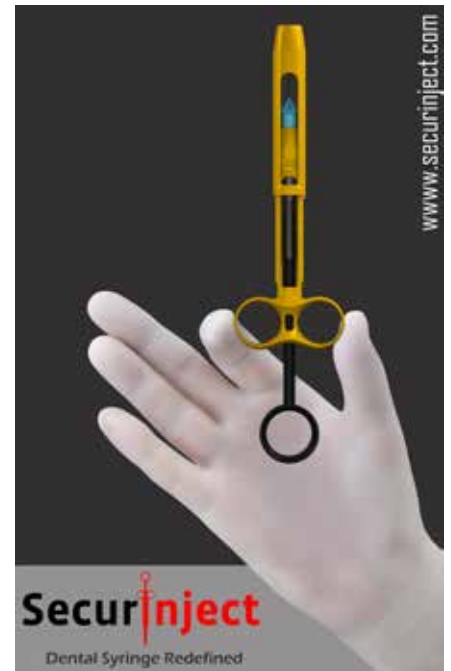
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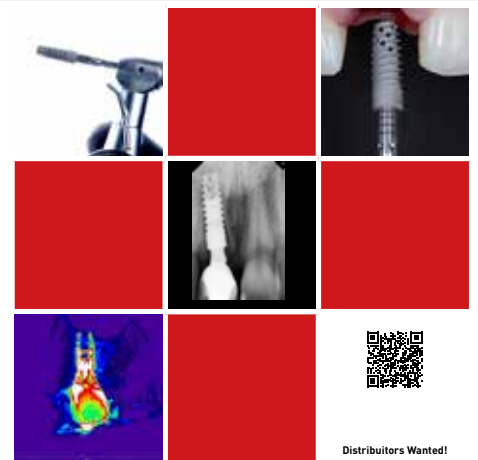
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Tissue regeneration is a continuing challenge both in biological and clinical terms. Regenerative medicine and tissue engineering are continuously making huge advances in the identification of new strategies in the field of tissue regeneration. In this field, platelet concentrates represent an interesting and innovative therapeutic alternative, as they provide a rich source of autologous growth factors involved in the induction of cell proliferation, in extracellular matrix remodeling and in the angiogenetic mechanisms, that take place during the different stages of tissue regeneration. Platelet preparations are obtained from patient's venous blood through a standardized protocol of centrifugation, that sometimes, using the addition of exogenous substances, allows to isolate a fraction rich in platelets and growth factors, called "platelet concentrate" or "platelet gel".

The platelet growth factors have extremely high efficiency in every biological process, in which it is necessary to stimulate tissue repair, growth and modulation of cell life and self-control of the immune system. The technique of platelet concentrates moves plasma rich in growth factors from the blood to the treatment area, speeding and tracking the natural processes of healing.

Concentrated Growth Factors (CGF), developed by Sacco in 2006, is a special type of platelet preparation with great potential for clinical application.

At the base of the regenerative process, three factors are particularly important: the scaffold (organic, natural or synthetic), growth factors and autologous cells. All these elements are present in the CGF which is obtained by a "one-step" centrifugation process of the blood samples, using a

special centrifuge (Medifuge Mf 200, Silfradent srl, Forli, Italy), without the addition of exogenous substances. Its main characteristic lies in its consistency; in fact CGF is an organic matrix rich in fibrin, thus more dense than other platelet concentrates, able to "trap" a large amount of platelets, leukocytes and growth factors, (Rodella et al. 2011) showing regenerative properties and versatility.

These features, together with the simple and standardized centrifugation protocol MEDIFUGE, make the CGF a superior autologous product which can be used in different areas of regenerative surgery; for example in dentistry, maxillofacial surgery, cosmetic surgery and orthopedics.

Its clinical efficacy, has so far been demonstrated in various situations ranging from filling of extraction sockets (Tadić et al., 2014), to the filling of the cavities after cystectomy (Mirković et al., 2015), to interventions of sinus lift and augmentation of the crestal profile (Kim et al., 2014; Del Fabbro et al., 2013; Sohn et al., 2011). In addition, CGF features, make it suitable to be used both alone and with bone particulate or autologous biomaterials (Gheno et al., 2014). In conclusion, if it is true that the blood is the "source of life" for the organism, platelets in it play an important role in the body's regenerative processes.

The research, however, does not stop and Silfradent has still in progress studies at several universities in Italy (University of Bari, University of Brescia), Europe (ACTA Amsterdam University, Dental School-Medical University Vienna; University of Warwick - UK) and also outside Europe (IPK center Hospital Havana-Cuba; Almejiera center Hospital Havana-Cuba).



CGF biological membrane



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Bulgaria's Key Challenge

Author: Silvia Borriello
silvia.borriello@infodent.com

Parliamentary
representative
Democratic
Republic with
a multiparty
system and
free elections.

GDP (2018),
USD
65.13
billions

GDP per capita
(2018),
USD
9,272

Bulgarian
lev pegged
to the euro,
although
not part
of the
Eurozone



Since its entry into the EU, notable progress in living standards and health indicators have been made. However, numerous issues are yet to be solved. The economic instability and underfunding of the he-

althcare system contribute to unsatisfactory population health; Bulgaria requires substantial changes and solutions which can happen only with political will and public support.

Highest at-risk-of-poverty or social exclusion rate in the EU – 40.4% of the population – followed by Romania (38.8%) and Greece (35.6%)

Low corporate and personal income tax rate of 10%, one of several competitive advantages Bulgaria offers

Since joining the EU in 2007 Bulgaria is member of the EU Customs Union, where EU products enter free of tariffs

Bulgaria is a comparatively small European country of the Balkan peninsula in the south-eastern part of the continent, along the Black Sea. Situated in the western part of the country, the capital, Sofia, is the country's largest city and lies almost at the geographical center of the Balkan peninsula. Its population of around 1.3 million is almost four times as large as the population in each of the next biggest cities, Plovdiv and Varna. **Demographic development continues to be a major challenge as Bulgaria is projected to have the fastest-shrinking population in the world with negative population growth and negative net international migration, leading to a steady and continuous population decline and steep drop of the working-age population.** In 1989, almost nine million people lived in Bulgaria. Now, it is little over seven million (7.1). By 2050, that number is projected to be less than 5.5 million. The government is introducing several measures to try to tackle depopulation by increasing the birth rate: offering help with the costs of fertility treatment, giving childcare and mortgage support. A large share of native Bulgarian emigrants is young (68% younger than 40),

seeking better working and social living conditions abroad or migrating for study purposes. Even if at the beginning economic contraction and high unemployment were partly responsible for the emigration, the trend has continued even after the economic environment stabilized.

In parallel, the country has undergone a significant transformation over the past decades, changing from a highly centralized, planned economy to an open, market-based, upper-middle-income economy securely anchored in the European Union (EU) since 2007. The advancement of structural reforms starting in the late 1990s, the introduction of the currency board and expectations of EU accession unleashed a decade of exceptionally high economic growth and improved living standards. Yet, many legacies from the past, the global economic crisis of 2008 and a period of political instability in 2013–14 undid some of those gains. Now, in its pursuit of boosting growth and shared prosperity, Bulgaria is moving to address these issues. Economic performance has recently recovered with positive macroeconomic prospects for 2020 and a projected economic growth above 3%. Higher productivity growth is

critical to accelerating convergence as Bulgaria's income per capita is still the lowest in the EU. Productivity will need to grow by at least 4% per year over the next 25 years if Bulgaria is to catch up to average EU income levels and boost shared prosperity. **Hence, regardless of the comparatively stronger economic performance, Bulgaria is still facing serious economic and social challenges, with worryingly high levels of poverty and significant regional variances in all related indicators.** The labor force and employment sector exhibit serious structural weaknesses, due to the noticeable shortage of skilled labor in key sectors such as industry, education, health and tourism, which are holding back economic growth. The lack of political stability has greatly undermined reform efforts in many fields, including healthcare. There has been progress in certain demographic indicators such as life expectancy (75 years in 2018), as well as in some mortality and morbidity indicators such as infant mortality. Nevertheless, Bulgaria is behind almost all other EU Member States and shows unsteady improvement patterns.

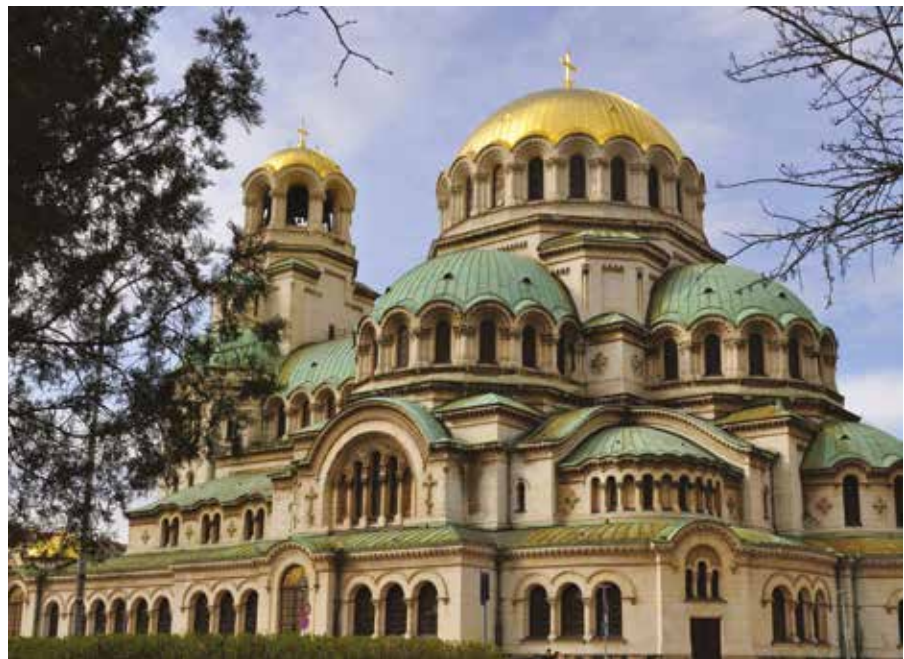
Healthcare in Bulgaria is based on mandatory health insurance, governed by the 1998 Health Insurance Act, also encompassing voluntary health insurance. It is therefore compulsory for all Bulgarian citizens to be insured under the health system. Compulsory Social health insurance (SHI) is administered by a single payer, the National Health Insurance Fund (NHIF). **The NHIF finances medical and dental services included in the benefit package and medications listed in the Positive Drug List (PDL). The benefit package and prices of services are negotiated between the NHIF and professional associations of physicians and dentists annually.** Voluntary health insurance (VHI) is provided by for-profit joint-stock insurance companies for general and life insurance, which directly contract both insured individuals and healthcare providers. While the insurance system (both SHI and VHI) covers diagnostic, treatment and rehabilitation services as well as medications for the insured individuals, the Ministry of Health (MoH) is responsible for providing and funding public health services, emergency care, transplantations, transfusion hematology, tuberculosis treatment and inpatient mental healthcare.

Although new principles, such as autonomy, contractual relations and market regulation were introduced in the late 1990s, in practice, the decision-making process in the Bulgarian health systems remains highly centralized with the main national actors being the National Assembly, the Council of Ministers and

Even if at the beginning economic contraction and high unemployment were partly responsible for the emigration, the trend has continued even after the economic environment stabilized



the Ministry of Health. The Bulgarian Ministry of Health is responsible for the overall supervision of the healthcare system, drafting health legislation, developing national health policy and implementing programs aimed at improving the health of the population, budget and financial control as well as planning and ensuring physical and human resources for the health system. The NHIF was established as an autonomous public institution independent from the executive power (the government) and acts as the main purchaser of health services (since 1998). Its organization includes one central office located in Sofia, 28 branches – one in each district, called Regional Health Insurance Funds (RHIFs) and municipal offices of the RHIFs. The supreme governing body of the NHIF includes representatives of the government, employers, syndicates and patient representatives. The mandatory health insurance system is de-



Health Indicators	1990	2005	2015	EU 28 average (2015)
Life expectancy at birth, total (years)	71.2	72.5	74.7	80.6
Mortality rate SDR per 100 000 population	n/a	1861	1660	1036
Infant mortality rate (0-1 year per 1000 live births) a	14.8	10.4	9.3	3.6
Under-5-year mortality rate (per 1000 live births) b	22.1	15.9	8.2 7.1 (2018)	4.2
Estimated maternal mortality ratio (per 100 000 live births) a	25.0	15.0	11.0	8.0

Source: Eurostat, 2018; WHO HFA 2017, World Bank 2020.

Notes: n/a = not available; SDR = standardized death rate. NCPHA, 2016; a = WHO Regional Office for Europe, 2018; b = World Bank, 2017. Taken from: HiT-Bulgaria-2018-web.pdf

Productivity will need to grow by at least 4% per year over the next 25 years if Bulgarians to catch up to average EU income levels and boost shared prosperity.

signed as a state monopoly. It has the exclusive right to grant mandatory health insurance and to guarantee the observance of the insurance rights in respect of all nationals, following a public contract model. A National Framework Contract (NFC) is in fact signed every year between the NHIF on one side, and the Bulgarian Medical and Dental Associations – on the other. The Contract, intended to regulate the formal and operational procedures of the compulsory health insurance system, comes into force upon sanction by the Minister of Health. **The benefit package, financed by the NHIF, includes primary and specialized outpatient medical care, outpatient diagnostic services, dental care and inpatient services that are regulated by clinical pathways and procedures. Public health ser-**

vices, emergency care and state psychiatric hospitals are funded by global budgets of the Ministry of Health. The RHIFs contract all public or private healthcare providers operating in their territory that meet criteria stipulated in the NFC. In accordance with the 1999 Health Care Establishments Act, healthcare providers are autonomous self-governing market players and private healthcare providers can sign contracts with the NHIF on the same terms as public providers. **As of 2018, the private sector encompasses primary care, much of the specialized outpatient (or ambulatory) medical and dental care, pharmacies and some hospitals. The state owns university hospitals and national centers, specialized hospitals at national level, centers for emergency medical care,**

psychiatric hospitals, centers for transfusion hematology and dialysis, as well as 51% of the capital of district hospitals.

The GP is the central figure in primary care and acts as a gatekeeper for specialized ambulatory and hospital care. The number of GPs in Bulgaria has been declining and access to primary care in rural and remote areas is still a challenge. Ambulatory care is also provided by specialized outpatient facilities, including individual and group practices, medical and medico-dental centers, diagnostic-consultative centers and stand-alone medico-diagnostic or medico-technical laboratories. Most outpatient facilities are privately owned. The distribution of specialists across the country is characterized by large regional imbalances.

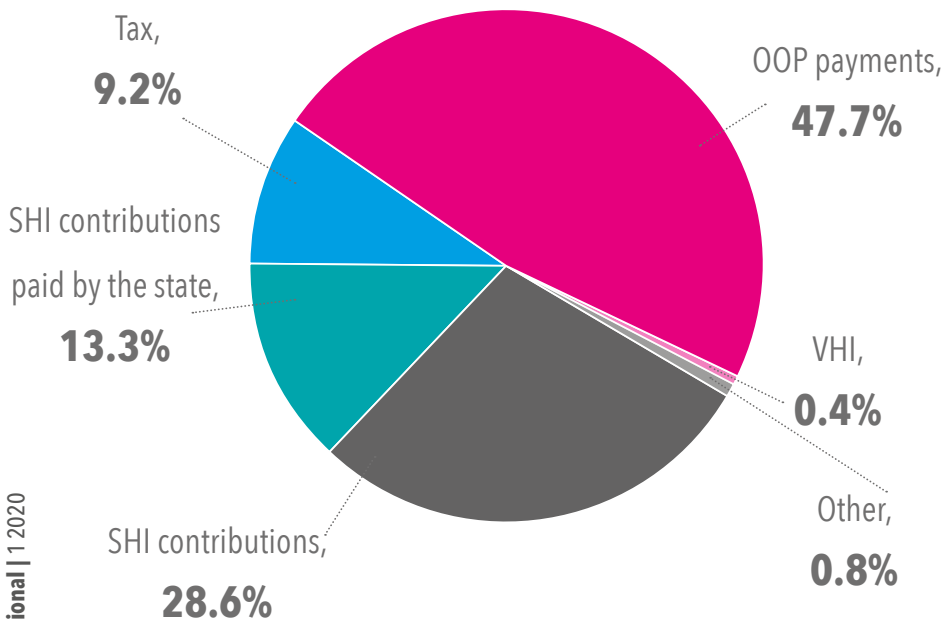
Dental care is delivered in outpatient and inpatient facilities. The regulations for outpatient dental care facilities are similar to those for primary and specialized medical care. Most dental practices are concentrated in the big cities. Only selected dental care services are fully covered by SHI, whereas most procedures are paid for by the patient. Inpatient care is delivered mainly through a network of public and private hospitals, divided into multi-profile and specialized. Bulgaria has a relatively high hospitalization rate, reflecting the underutilization of ambulatory care services and the lack of integration and coordination of different levels of care. Although strengthening of primary care has been on the policy agenda of almost all governments since 1990, these remain underused. Acute hospitals prevail and are the third highest within the EU, whereas capacity for long-term care is insufficient.

Pharmaceutical care is part of the state health policy and under the responsibility of the Minister of Health. The Bulgarian pharmaceutical market is one of the smallest in the EU, but it is nevertheless among the fastest growing sectors of the Bulgarian economy. In 2018 it grew by 5.9% compared to 2017 reaching USD 2 billion and outpacing other fast-growing markets in the Central and Eastern Europe region. Nevertheless, this was the first registered decrease in growth, which has been in double digits for the last ten years.

Healthcare Funding - Bulgaria's healthcare sector is funded principally through the compulsory social health insurance system operated by the Bulgarian National Health Insurance Fund (NHIF). **Nearly 99% of the NHIF's total revenue is formed by SHI contributions. Contributions paid by employers and em-**

Government healthcare spending in 2018 rose by 4.8% to USD 2.60 billion, whereas private healthcare spending was upped by 7.2% to USD 2.62 billion.

Percentage of Total Expenditure on Health According to Source of Revenue, 2015



Sources: Eurostat, 2018; Bulgarian National Audit Office, 2016. Taken from: HiT-Bulgaria-2018-web.pdf

employees traditionally account for the largest share of the total contribution revenue, which have increased to 61.2% in 2016. SHI contributions paid by the state represent approximately one third of the total contribution revenue even if they cover the largest share (around 60%) of insured individuals, those exempt, most of which are pensioners, children, the unemployed and dependents (even if these funds are defined as SHI contributions by type of revenue, they in fact originate from general non-earmarked taxation). By law, all Bulgarian citizens must be insured with the NHIF; however, a significant share of the population (up to 12%) is de facto uninsured. The role of public financing decreased steadily since the transition period to a SHI system. In 2018, Bulgaria's total healthcare expenditure amounted to USD 5.3 billion, equaling a per capita healthcare expenditure of USD 743. Government healthcare spending in 2018 rose by 4.8% to USD 2.60 billion, whereas private healthcare spending was upped by 7.2% to USD 2.62 billion. Total health expenditure as a percentage of gross domestic product (GDP) increased steadily

in the years and stands at around 8.2%. Even if below the EU15 average, Bulgaria spends more on health as a percentage of GDP than all new EU Member States, except for Slovenia. **Although both public and private health expenditure contributed to the increase of total health expenditures, the growth rate of private expenditure outpaced that of public spending.** Private expenditure on health – mainly OOP – has grown from 39.1% in 2000 to 48.9% of total expenditure in 2015, second highest value in the EU after Cyprus and constitutes the largest source of financing in Bulgaria, posing a financial burden on the population, especially for pharmaceutical care, which accounts for approximately two thirds of overall OOP expenditures. Corporate payments are ranked second in private health expenditures, whereas VHI only plays a marginal role contributing less than 1% to Bulgarian health financing. The trend of private (mainly OOP) expenditure increasing might be the result of a shortage or inefficient use of public resources for healthcare, also considering that public expenditure per capita tripled from 2000 (223 \$) to 2015 (743\$). OOP payments include cost-sharing and direct pay-

ments for services not covered by the NHIF. In addition, the incapability of the SHI system to assure access to, and quality of, health services means that many make direct payments for services that are in fact covered by the NHIF. Overall OOP spending on health increased more than threefold between 2003 and 2015, representing the highest health expenditure share of the final household consumption among all EU Member States. The high and growing percentage of OOP payments also shows the inadequate financial protection that the SHI system provides to citizens. Inevitably, this has adverse implications for the accessibility of healthcare and puts many disadvantaged groups at a high risk of impoverishment and forgone care. **Citizens as well as medical professionals are dissatisfied with the performance of the health system and the quality of care, for which a national monitoring system or standardized data are lacking.**

Human and Physical Resources - Even though there is no overall shortage of physicians, the current composition of human resources in the health system is unbalanced. Rapid ageing and an outflow of young physicians result in large re-

Out-of-pocket (OOP) Household spending on health by type of service in million units and as % of total OOP expenditure

TYPES OF SERVICES	2003	2015
Pharmaceuticals and other goods	€381.9 million	€1299.0 million
% of OOP	74.4%	75.7%
Growth Index	1	3.4
Outpatient care	€92.9 million	€257.4 million
% of OOP	18.1%	15.0%
Growth Index	1	2.8
Inpatient care	€38.5 million	€160.1 million
% of OOP	7.5%	9.3%
Growth Index	1	4.2
TOTAL	€ 513.2	€1716.4
Growth Index	1	3.3

Source: NSI, 2018g. Taken from: HiT-Bulgaria-2018-web.pdf

gional discrepancies and insufficient coverage in some fields. **The hospital sector has traditionally been marked by overcapacity and yet it is subject to further growth.** According to OECD data, the number of hospital beds per population has decreased in all EU Member States since 2000, except for Bulgaria. In 2016, there were 321 hospitals with a total of just below 50,000 beds. The increase in both the number of hospitals and the number of beds is mainly driven by the private sector, whereas the number of public hospitals (under state and municipal ownership) has been decreasing, following the government strategy for restructuring the hospital sector. There are considerable regional variations for inpatient facilities in favor of more urban settlements. Unlike most of the private hospitals, public hospitals in Bulgaria are characterized by a chronic poor state of facilities due to underfunding and inefficient use of available resources, there is press-

ing need for upgrading and renewal of medical equipment. The number of health facilities for outpatient care (medical, dental, diagnostic and consulting centers, and laboratories) has also risen to 2,029 in 2016.

More than 120,000 people, or roughly 5.5% of all full-time employees, are working in the healthcare sector in Bulgaria. The number of physicians per 1000 population has been steadily growing to 4.16 in 2016, which puts Bulgaria above the EU28 average (3.5 per 1000 population). There are far more medical specialists than general practitioners (GPs), with the latter making up only 16.6% of the total physician workforce, the second lowest ratio in the EU after Greece. Bulgaria also records the lowest nurse per physician ratio of all EU Member States, with 1.1 nurses per physician, less than half the EU Member States ratio of 2.5 nurses per physician. **This is contrasted by the highest density of practicing dentists per**

1000 population in the EU in 2016. Contrary to most EU Member States, where the number of practicing dentists per capita remained relatively stable, in Bulgaria this ratio has been consistently growing, reaching a total of 7,547 dentists in 2015, 11.3% more than in 2000, and a ratio dentists per 1000 population of 1.16, recording the largest absolute change across all EU Member States in the density of dentists. Even in this case there are significant regional disparities with almost half of all dentists (48% in 2016) working in only three districts – Plovdiv, Varna and Sofia city.

Overall, Bulgaria is behind in the process of introducing new professional roles or diversifying and expanding competences of existing professions. Furthermore, the exodus of medical specialists and nurses in OECD countries is developing into a serious problem. The most common reasons for leaving the country include low levels of satisfaction

Cost-sharing was established by the 1998 Health Insurance Act in the form of co-payments (referred to as user fees) for visits to physicians, dentists, laboratories and hospitals for the use of services covered by the NHIF. User fees apply to all patients with some exceptions: children, pregnant women and women up to 45 days after delivery, patients suffering from chronic diseases listed in the NFC, patients with malignant neoplasms, medical professionals, those with income below a certain threshold and some other groups.

User Charges for Health Services, 2018

HEALTH SERVICE	TYPE OF USER CHARGE IN PLACE	PROTECTION
GP visit	Fixed user fee of BGN 2.90 (€1.50)	13 patient groups including children, chronic patients, pregnant women and others are exempt from paying user fees.
Outpatient specialist visit	Fixed user fee of BGN 2.90 (€1.50)	Same as above.
Outpatient laboratory services	Fixed user fee of BGN 2.90 (€1.50)	Same as above if user fees apply.
Inpatient stay	Fixed user fee of BGN 5.80 (€2.96) for each day of stay (up to 10 days per year). Extra billing for luxury hospital services (for example, choice of Physician or team)	Same as for GPs and specialist visits. No exceptions.
Dental care	Co-payment for services included in the NHIF's benefit package	Children pay no or smaller co-payments.
Outpatient pharmaceuticals	Co-payment	No exceptions.

Source: HiT-Bulgaria-2018-web.pdf

and lack of professional development, low salaries, imbalances in payment by specialties, lack of modern medical equipment and failed health reforms.

Oral Healthcare – About 96% of dentists in Bulgaria work in general (liberal) practices, in the mandatory health insurance system or privately. Thus, dental care facilities are free to contract with the National Health Insurance Fund (NHIF) and provide services covered by the basic benefit package, or privately. Among all Bulgarian dentists, over 5,815 had contracts with the NHIF in 2017, both for primary and specialized dental care.

The dental procedures in the mandatory health insurance sector are based on co-payments and fee-for-service base. Outpatients pay a user fee of around 2.2 Lev (1.1 Euro) every time they visit their dentist, in addition, when treated within the NHIF, patients make co-payments to dentists up to 40% of the contracted fee. The scope and the extent of co-payment differs for children and adolescents on one hand and adults on the other. In 2017, the number of dental services covered by the NHIF increased. The basic benefit package embraces 17 dental care services: (primary, specialized and surgical) for children up to 18 years of age,

Number of dentists*	Between 7,547 - 8,350
Ratio dentists per 1000 population, 2016	1.16
No. of Dental Technicians, 2013	1,235
Ratio technicians per 1000 population, 2016 a	0.22
Dental Assistants	No data available

*according to different, reliable sources

Source: Source: Eurostat, 2018; aNSI, 2018d, Council of European Dentists, EU Manual 2015

8 services (primary and surgical) for people above 18 years of age and one additional service for children with mental diseases. **The cost included in the basic benefit package is only partially covered for patients above 18 years of age. Co-payments apply for 11 of the 17 dental**

services provided to children up to 18 years of age. There is a small co-payment for children for endodontic treatment only – approximately 20%. Orthodontic treatment for children is not covered by the NHIF. Endodontics, removable appliances, crowns and bridges for adolescents are not cov-

Number of Outpatient Dental Care Providers

	2010	2016	% CHANGE 2010-2016
Individual practices for primary dental care	7,768	5,062	-34.8
Group practices for primary dental care	367	372	+1.4
Individual practices for specialized dental care	134	85	-36.6
Group practices for specialized dental care	1	1	0.0
Dental centers	49	50	+2.0
Medico-dental centers	29	50	+72.4

Sources: NCPHA (2011, 2012, 2013, 2014, 2015b, 2016, 2017); NSI, 2017a.

Taken from: HiT-Bulgaria-2018-web.pdf

ered by the NHIF. If a patient needs more than the mentioned annual scope of treatment, then he/she must pay the full dentist's fee. Certain groups of citizens, rather small, are exempt from user fees (such as prisoners, young people up to the age of 18 with mental disorders, children and adults living in specialized institutions) and dental services are fully covered by the NHIF. In all other cases, the NHIF only partially reimburses dental services provided and patients must pay out-of-pocket. If treated privately, patients pay the whole cost of their treatment and prices are set by the market. Hospital dental care is reimbursed by the NHIF based on clinical pathways. A very small number of dentists work in hospitals as employees, salaried by the Ministry of Health, where they mostly undertake oral surgical treatments. In 2015, the MoH adopted a National Program for the Prevention of Oral Diseases in Children from 0 to 18 years of age which envisages different prophylactic activities including fluoridation and school education programs.

As dental services are mostly paid by patients, there is a clear difference in prevailing usage among higher income groups, which creates financial barriers to their use by people with lower incomes. In 2015, 11.6% of the population reported an unmet need for dental care, out

of which 10.4% reported financial reasons. Of these, only 2.3% in the highest income quintile reported an unmet need for financial reasons. Waiting times are among the reasons for unmet needs in the fifth income quintile for both medical and dental examination. In 2016, the average number of dental services in primary dental care per insured person was 0.55.

The NHIF's remuneration to providers of dental outpatient care is specified in the National Framework Contract (NFC) and covers only a defined proportion of the total price of dental services. According to the 2017 NFC, prices vary from BGN 2.50 (€1.30) to BGN 139.7 (€71.40) depending on the type of service and category of the insured individuals. There is a significant ratio discrepancy between the big cities (with an excess of dental practitioners) and the rural areas (where there is a deficiency of dental practitioners). Therefore, under pressure from the Bulgarian Dental Association, the National Framework Contract with NHIF now stipulates special incentives for contractors practicing in remote and deprived areas. General dentists work in individual and group primary practices, while dentists with further specializations work in individual and group specialized practices, as well as in dental or medico-dental

centers. Medico-dental centers must include at least three physicians and/or dentists with different specialties and dental centers must have at least three dentists with different specialties. Dental care is delivered mainly in outpatient facilities; inpatient dental treatment is provided by specialized surgery wards in hospitals. In 2016, there were 50 medico-dental centers and 50 dental centers. As in ambulatory medical care, individual practices prevailed although their number is decreasing. Outpatient facilities are predominantly privately owned. The number of dentists has significantly risen during recent years due to the development of the private sector and the prevailing proportion of patient payments. In 2012, 290 new dentists graduated from the three dental schools in Bulgaria (Sofia, Varna and Plovdiv), all of which are publicly funded. There are no private schools. The numbers of annual intake of government funded Bulgarian citizens as students is the same each year. However, data for fee-paying foreign students varies annually. There are no dental auxiliaries apart from dental technicians. Dental technician's laboratories are 100% private and must register with the Ministry of Health. Membership in the Bulgarian Dental Association is mandatory for dental professionals. Its activities include continuous professional education, providing com-

Number of Dental Specialties

Orthodontics	45
Oral Surgery	226
Endo & Restorative	417
Pedodontics	580
Periodontics	36
Prosthodontics	115
Oral Radiology	5
OMFS	45
Dental Public Health	17
Dental Clinical Allergology	7

Health Data	
DMFT at age 12	3.03 (NOHPPC, 2008)
DMFT zero at age 12	21% (NOHPPC, 2011)
Edentulous at age 65	14% (BgDA, 2013)

Notes: "DMFT zero at age 12" refers to the number of 12 years old children with a zero DMFT (decay-missing-filled teeth). "Edentulous at age 65" refers to the numbers of over 64s with no natural teeth. NOHPPC = National Oral Health Preventive Programme for Children. BgDA = Bulgarian Dental Association. Source: EU Manual of dental practice 2015.

Source: Council of European Dentists, EU Manual 2015

Distribution and mean number ± standard deviation (SD) of "decayed," "missing," and "filled" teeth

Groups	Number of subjects	Decayed teeth		Missing teeth		Filled teeth	
		% subjects	Mean (SD)	% subjects	Mean (SD)	% subjects	Mean (SD)
Total sample	2,531	67% 2.2 (2.9)	91% 6.7 (6.4)	87% 4.9 (4.0)	% subjects	% subjects	% subjects

Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3359670/>

ments and statements on draft bills, participating in drafting Good Medical Practice guidelines and discussing ethical issues.

As one of the EU's newest members, Bulgaria is an emerging market providing opportunities for foreign companies. It represents one of the smallest medical device markets in the EU, which will register a mid-single-digit local currency compound annual growth rate (CAGR) over the 2019-2023 period. **The market is largely reliant upon imports, with just about 200 dental dealers, which are primarily sourced from other EU member states.** The government's ongoing commitment to increasing health expenditure coupled with real GDP growth, should see medical device imports rise in the near future.

Prevalence of dental caries and edentulism is still high

in Bulgaria with the most deprived population groups experiencing the worst dental health. Better health promotion and dental preventive activities are needed especially in improving hygiene habits, use of additional funds for hygiene and more frequent dental visits for the whole population. There is little information about adult oral health in Bulgaria however, the results of a cross-sectional survey on adults aged 20 years and over living in Bulgaria are shown just above. Data for this study were collected between October 2006 and January 2010 and 2,531 subjects were analyzed.

Among main sources:

-Extracts from "Bulgaria Health Systems Review 2018": The European Observatory on Health Systems and Policies, a partnership hosted by WHO. The Health Systems in Transition (HiT) profile on Bulgaria was produced by the


European Observatory on Health Systems and Policies and Medical University - Varna "Prof. Dr P. Stoyanov", which is a member of the Health Systems and Policy Monitor (HSPM) network. For a comprehensive and detailed report on Bulgaria: HIT-Bulgaria-2018-web.pdf

-Extracts from the "EU Manual of Dental Practice 2015" by the Council of European Dentists

-Bulgaria's Outlook for Healthcare & Life Sciences, <https://www.export.gov/article?id=Bulgaria-Healthcare-and-Medical-Export.gov> helps U.S. companies, plan, develop and execute international sales strategies necessary to succeed in today's global marketplace.

-Dental Status and Associated Factors in a Dentate Adult Population in Bulgaria: A Cross-Sectional Survey, by Nikola D. Damyanov, 1 Dick J. Witter, 2 Ewald M. Bronkhorst, 3 and Nico H. J. Creugers 2, *, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3359670/>

-The World Bank in Bulgaria, <https://www.worldbank.org/en/country/bulgaria/overview>



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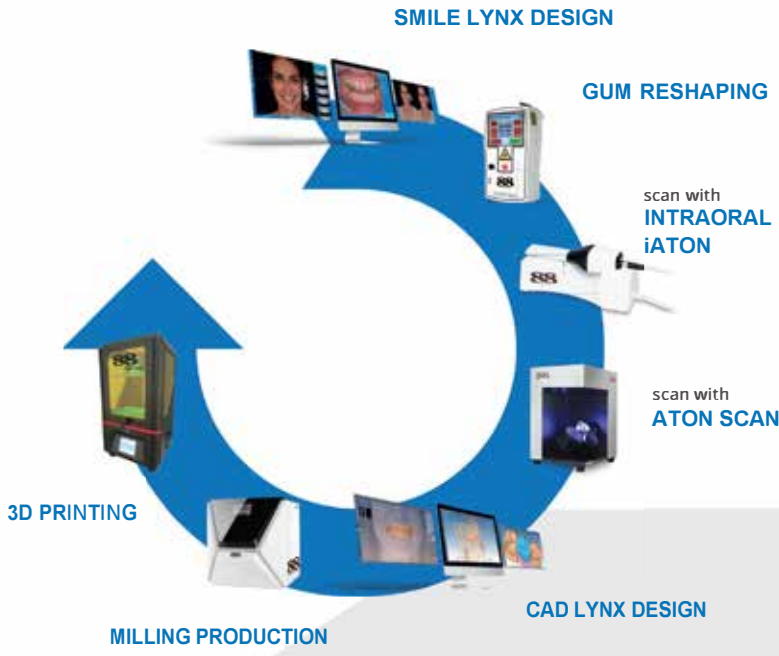
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Development of the Dental Sector in

Spain



In recent years, the dentistry sector in our country has experienced a significant increase in demand for dental services; over 50% of the Spanish population attended at least one dental appointment in 2017, most of them choosing conventional dental clinics (68%).

This increase in demand has been driven by cultural factors such as better access to information, prevention campaigns and information on dental care at different times of life, and the emphasis being placed on beauty and aesthetics. Demographic factors have likewise played a part in this increase, since 19.3% of the Spanish population is aged 65+ years old, 3.7% more than in 2015. By contrast, the proportion of the population aged from 0 to 14 years old is far smaller, calculated as being 14.8% according to INE figures (Spanish Office of Statistics) in 2018. In this respect, population ageing will have a crucial impact on demand for specific dental services in the coming years.

It must be pointed out that in Spain, the majority of dental healthcare is provided by the private sector (85% of the total), given that for the adult population in general, the public sector only provides diagnosis and pain relief services through extraction of teeth. Dental care is provided either by a network of independent clinics, or by clinics in a chain or franchise, or under private insurance schemes, known as corporate dentistry. **It is calculated that there are around 22,000 dental clinics in Spain operating in the private sector across the national territory, and over 1300 corporate clinics. With over 36,000 practising dentists, the dentist per inhabitant ratio is calculated to be approximately 1289, far below WHO recommendations for a dentist per inhabitant ratio of 3500.**

Against this backdrop, the business sector comprising over 900 manufacturing companies, Spanish or foreign or subsidiaries, and import and distribution companies, supplies goods

In this respect, population ageing will have a crucial impact on demand for specific dental services in the coming years.

and services to dental healthcare professionals for ensuring more accurate diagnoses and more effective treatments, particularly in the wake of CAD-CAM technologies and 3D manufacturing which, furthermore, provide enhanced quality of life and encourage the implementation of more efficient processes in both dental clinics and prostheses laboratories.

According to preliminary data extracted from the sector report collected by FENIN assisted by Key-Stone Consultancy, the total value of the dental market in Spain is close to 800 million euros.

This study shows market segmentation into three major product groups: **fittings** including equipment and facilities, diagnostic imaging equipment, apparatus for both clinics and laboratories, and CAD-CAM technologies; **consumables** for clinics and laboratories, including pharmaceutical products such as anaesthetics and CAD-CAM items, and **specialties** including products for implants and orthodontics, not including dental braces.

The fittings market in 2019 is worth 175 million euros, with a decrease of around 10% compared on the previous year. This is due to the significant effect of the biennial EXPODENTAL Trade Fair.

By contrast, in the consumable segment growth around 325 million euros assuming

an increase of about 4% compared to 2018. These data show that the market is developing positively in terms of treated patients.

As regards the specialties market which includes products for implants and orthodontics, everything indicates that it has been able to begin a phase of decrease that will have to be evaluated if it is of a cyclical or structural type.

In particular, orthodontics is growing in a very important way thanks to the aligners, which at the moment are not being measured in this market, because they have to be considered as custom medical devices and not so much as consumer products. Also for this reason, according to experts, there would be a certain stagnation in the market for traditional orthodontic products. As regards implants, it is thought that the problem may be due to market maturity, which may have reached its maximum potential.

The dental sector is considerable within FENIN, and comprises the leading 79 companies in the market which account for over 80% of turnover. FENIN works to enhance the value that healthcare technology can offer to professionals in this sector and provides diverse support services to affiliated companies, including market analyses for improving sector knowledge objectively and accurately, driving international expansion by supporting participation in trade fairs and missions, and offering advice on legal and regulatory affairs, particularly at the current time when new regulations for healthcare devices are coming into force.

We also work to promote relations between institutions for all parties concerned, such as the General Council of Dentists and associations of dentists, dental prostheses experts, dental hygienists and government departments, and with universities and prestigious scientific societies. FENIN works with its homologous associations FIDE (European Dental Industry) and ADDE (Association Dental Dealer in Europe) to promote the interests of the sector in Europe.

Spanish companies are a major presence worldwide and particularly in Europe, exporting primarily to Portugal, France, Germany, Italy and the United Kingdom. This presence in foreign mar-



kets is the direct result of the quality of the goods and services produced in Spain.

EXPODENTAL 2020

EXPODENTAL, our sector's major biennial event, continues to be the main point of reference for professionals and industry. It has beaten records again this year in terms of take-up, with a display space of over 23,000 square metres arranged in four pavilions, and bookings from around 370 exhibitors.

This year's edition of EXPODENTAL will take place in Madrid at the Madrid-IFEMA exhibition centre from 12 - 14 March, under the slogan 'Technology at the service of professionals'. It is being presented as the major national and international showcase for healthcare technology applied to dentistry.

Among the main novelties this year is increasing company interest in participating in Speaker's Corners, where leading sector professionals including dentists, dental prostheses experts and dental hygienists will showcase new arrivals in cutting-edge technologies. In addition, companies are opting for more innovative stands offering training activities and practical workshops. Without losing sight of the event's identity as a trade fair, this will help boost the interest among professionals of finding out about new technology.

Spanish companies are a major presence worldwide and particularly in Europe. This presence in foreign markets is the direct result of the quality of the goods and services produced in Spain.



Italy will be the Guest Country at this edition of EXPODENTAL. The aim of this initiative, a feature of each edition, is to place the spotlight on a country or region of interest for exhibitor companies to encourage their professionals to attend the event, offering them a range of benefits to facilitate their visit. In the hope that this event will be a meeting point that enables dental health professionals to discover what's new in the sector, we invite you to attend this new edition.

For more information

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Hot Topic



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Global oral health: A Proposal for a Change of Picture

How to cite this article:

Seeberger GK. Global oral health:
A proposal for a change of picture.
Indian J Dent Res 2019;30:483-5

For more than half a century, the picture of the global oral health has seen two unchallenged protagonists: the oral health profession with the dentist as the undisputed expert in making correct diagnoses and treatment proposals to maintain and reconstitute oral health, guided by the ethical principle *primum nihil nocere*;^[1] and the sugar, food and beverage industry, an uncontested business expert, guided by the ethical principle of 'making profit'.^[2]

While the purpose of the first ethical principle is to guarantee life, quality of life and wellbeing, the purpose of the second is to be a powerful driver of entrepreneurial energy important to business 'and' to society.

A big difference in searching for the good of mankind? No! Both engage in society's welfare. A big difference in outcomes? Difficult to say! Sugar business is growing; non-communicable diseases (NCDs) are on the rise; and untreated caries of permanent teeth is still the most prevalent disease since a decade.^[3] A

win-win situation if looking only at numbers. A big difference for people? Yes!

The oral health profession has not been able to keep pace with the need for oral disease prevention, oral health promotion and quality care, and the sugar-producing and -using industry is marching towards vertiginous profits, especially in the new markets like China, India, other parts of Asia, and Africa.^{[4],[5],[6]}

The recent status of the global oral health is outlined in the recent Lancet Executive Summary, Series, Comments, Editorial, and Perspectives on oral diseases.^{[7],[8],[9],[10],[11],[12],[13],[14]} The development of the picture described is sufficiently and inertially looked at since almost 60 years. At this point, it is worth remembering the days when tackling the sugar argument was the dentists' domain. They informed their society about adequate oral-disease-prevention measures, the choice of a healthy diet, avoiding by the same token tooth and liver disease, while offering oral health.

And if a *restitutio ad integrum* of oral tissues was not possible, they diligently looked after a quality *restitutio ad functionem*! Have dentists been kept out as potential opposers of the sugar business on purpose? Is this why oral health is not a priority on the political agenda of almost any state on the globe?

Private and public dentists from all over have shown to contribute substantially to health and wealth as long as they have been the real leadership of oral health.^[15] They are the pioneering profession of prevention in medicine, as has been pointed out by the former World Health Organisation's (WHO) DG Margaret Chan in 2012,^[16] and they are pioneers in developing good economies for people, the oral health profession, the medical profession and for any other profession. Supported by the dental industry, dentists smartly contributed, continue to contribute and foster WHO DG Tedros Adhanom Ghebreyesus' hope that 'in years to come, the term quality care will fall into disuse as there is no other kind'.^[17]

The oral health profession has not been able to keep pace with the need for oral disease prevention, oral health promotion and quality care, and the sugar-producing and -using industry is marching towards vertiginous profits, especially in the new markets like China, India, other parts of Asia, and Africa.

For too long, the sugar industry has raised profits on a market without regulation and legislation. The increasing number of victims of free sugar consumption is the result of a global economic system that currently favours wealth creation over health creation. Considering that sugar is a gateway drug for other addicting substances and behaviours, such as alcohol, tobacco, other non-legalized drugs and technologies, this scenario has no other chance than ending up in a disaster. The supporting research for this has been delivered by two expert groups: economists and physicians. Both measure reactions, and one gives the explanation for the results of the other. Societies

consuming free sugar over a liver's metabolic capacity are less efficient and more depressive and on their best way to extinction. Who says this? Bankers and endocrinologists.[18],[19] Economy is the mathematics of bankers, and endocrinology is the mathematics of medicine! And there is nothing to discuss about it! Increasing poverty, the growing numbers of refugees, critical illiteracy and depression in younger generations are leading to an unstoppable decrease of the market for high-end products of any kind.

Our political leaders had ample time, as they were solicited by two fundamental articles from dentists, to deepen their knowledge about the reasons for the neglect of oral health as a priority on the political agenda 8 and 5 years ago. [20],[21] After all, oral health is a core element of health and a fundamental human right. This right cannot be fought for by the oral health profession alone anymore.[8] The support of the dental industry is no longer sufficient to tackle the constantly growing negative effects of sugar with new techniques and technology, and the support of the pharmaceutical industry of the medical profession in tackling other NCDs does

The increasing number of victims of free sugar consumption is the result of a global economic system that currently favours wealth creation over health creation.

not suffice to invert the stream of NCDs towards new frightening heights anymore.

The FDI World Dental Federation with its vision to 'lead the world to optimal oral health' shall do everything to be the undisputed leader in marching towards this goal. Optimal oral health is an intrinsic part of the United Nations (UN) 2030 Agenda and more specifically, the Sustainable Development Goal, SDG 3, good health and wellbeing. FDI must spearhead a new global oral health movement aiming at improving oral health, reducing pain and suffering especially for children and elderly, and strengthening efforts to address oral health as part of Universal Health Coverage to better contribute

to the overall efforts of the NCD movement. [11] This demands rather a change of the oral health-care system and reconsidering the oral health-care workforce than a change of players.[22] It is illogical that a bank proposes sugar tax based on their research when we can learn from the effects of tobacco tax that approximately 20% of the world's population are smokers (35% males) [23] and this number has not changed over the last three decades despite several tobacco tax increases.[24],[25] Recent research has shown that decreasing tobacco sales are reciprocally linked to a black-market increase, mainly driven by the tobacco industry.[26]

How unfair and cowardly do we want to look



The FDI World Dental Federation's recent activities have shown that it is the unchallenged global advocator for an applied oral health concept able to deliver patient-centered outcomes.

when proposing sugar tax to health-illiterate and sick people, who are not victims because of their own behaviour but victims of environmental exposure? How fair, instead, would it be to tax alcohol, sugar and tobacco before production and not before consumption? Any conflict of interest with the pharma industry?[27] How about advocating for oral health as our colleagues successfully did 60 years ago, turning misled oral-health-illiterates into critical health-literates and thus benefitting a happier, healthier and more effective society? Why are we afraid to invert a system, the healthcare system included, that pays toll to a physical/material world governed by the law of entropy,[28],[29] while a biological world that we are an intrinsic part of must tend to lower entropy and increase syntropy? The latter is the energy of life as Luigi Fantappiè, an Italian mathematician, pointed out in his work with Albert Einstein and Robert Oppenheimer. [30] If oral disease and NCDs are the result of the prevalence of entropy then, for the sake of complementarity, oral health needs now, after 60 years of damage, a system where syntropy is the driver. Business does not need to panic, as business will not be left behind, since it depends on living people, who are potential customers.

The FDI World Dental Federation's recent activities have shown that it is the unchallenged global advocator for an applied oral health concept able to deliver patient-centered outcomes. To better tackle the global burden of oral disease including the related cost burden and to realize its vision of 'optimal oral health for all' leaving no one behind, it must strive towards a concept guaranteeing for people-centered outcomes. The latter demands for strong FDI governance

and a membership vividly involved in building undisputed global oral health leadership. Why, just to start with, not appreciate a famous sentence of Anne Frank: 'How wonderful it is that nobody needs to wait a single moment before starting to improve the world.'

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At a Glance

By Jayme McNiff Spicciatie



The GNYDM Exceeds Expectations in 2019

The Greater New York Dental Meeting thanks you for making the GNYDM the largest dental event in the United States. At its 95th Annual session, there were 52,614 attendees from all 50 states and 156 countries, including 19,758 dentists.



This year's event reached a significant milestone with 13,458 international attendees. This record-breaking number is the largest ever for a U.S. Meeting. Also, the GNYDM registered 2,592 Dental Students, 3,835 Dental Assistants and 3,705 Dental Hygienists. **With a total attendance of 52,614, the GNYDM continues to be the largest Dental Convention and Event in the United States.**

The Greater New York Dental Meeting hopes that you were able to take the opportunity to make new friends, renew old acquaintances and make new contacts with decision-makers and partners for your continued success.

The exhibit floor was packed with special discounts and giveaways. **Professionals roamed aisle after aisle and visited over 1,600 exhibit booths and over 650 companies.** The GNYDM's creativity paid dividends for exhibitors and attendees with a raffle on Wednesday, offering (8) \$250 golden tickets for attendees to spend on dental products and equipment. It was a great week of business, learning, and networking.

The GNYDM education included 350+ seminars, hands-on workshops, and essays, with programs in Spanish, French, Korean, and Russian. There was also a designated workshop room for live

Portuguese translation for all morning and afternoon sessions held in that specific room. The GNYDM included a Free Health Screening Fair on the Sunday of the Meeting, including Body Mass Index, Diabetes Education, Oral Cancer Screening, Caries Screening, Hearing Screening, Blood Pressure Tests, Vision Screening, Flu Shots, Pneumonia Vaccination, and Shingles Vaccination. The fair was open to numerous private sectors and to the public who needed care. With 7 Specialty Meetings and expanding with new visions for a special needs program, the GNYDM gives other Dental Shows a run for their money, including a World Implant EXPO, Global Orthodontic Conference, Pediatric Dentistry Summit, Sleep Apnea Symposium, 3D Printing & Digital Dentistry Conference, and Public Health Symposium.

The Specialty Meetings each continue to increase in attendance and revenue for the GNYDM, as they welcome world-renowned clinicians to New York City. Seminars and hands-on workshops were offered daily with over 70 different specialty options. New for the GNYDM was the expanded Nurse's Program with a collaborative effort to train nurses about proper oral health and the importance of referring nurses to dentists for yearly checkups and overall health care. The GNYDM hopes to continue this program in 2020. The "Live" Dentistry arena filled over 550 seats daily with standing room

only for all four days including additional sessions during the lunch break. This revolutionary concept took place right on the show floor with NO tuition costs to attendees. As the holiday season is a time for giving and helping others, the Greater New York Dental Meeting once again hosted the "Greater New York Smiles" fun and child-friendly program. The GNYDM, along with Colgate and DentaQuest, helped teach 1,500 NYC Public School children about the importance of proper oral health.

The Celebrity Luncheon featured John Quinones, who combined a moving life story, an exceptional career, incomparable insights, and a powerful presence on the dais along with dignitaries from around the world.

As the number of dentists, hygienists, and assistants continues to grow, the Greater New York Dental Meeting works to expand its educational programs and sales opportunities for attendees and exhibitors in 2020.

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At a Glance

Henry Schein and the National Council on Disability Ally to Improve Access to Care for Americans With Disabilities

Sign Memorandum of Understanding to Help Deliver Health Equity for All

MELVILLE, N.Y.—on Dec. 4, 2019 Henry Schein, Inc. (Nasdaq: HSIC) announced that it has signed a Memorandum of Understanding (MOU) with the National Council on Disability (NCD) to seek improved access to care for Americans with disabilities in line with the Americans with Disabilities Act (ADA). The MOU was signed on December 3, 2019, at the Greater New York Dental Meeting, located at the Jacob K. Javits Convention Center in New York City.

The MOU between Henry Schein Cares, the company's global corporate social responsibility program, and NCD will focus on advancing key building blocks for expanding dental and medical care for people with disabilities, including improving oral health literacy and provider cultural competency for treating patients with disabilities, expanding development and utilization of products and equipment for patients with disabilities, assisting Americans with disabilities to access care, and advocating for appropriate financing and reimbursement rates.

"Expanding access to care for vulnerable populations is one of the pillars of Henry Schein Cares and aligns with the Company's efforts to advocate for increased oral health care for people with physical, intellectual, and developmental disabilities," said Stanley M. Bergman, Chairman of the Board and Chief Executive Officer of Henry Schein. "We are pleased to partner with NCD to advance health equity for long-disadvantaged individuals. It is clear that the gaps in access to care are wide, and we hope that this partnership will be a powerful catalyst towards helping to create a more inclusive health care ecosystem." First established as an advisory council within the Department of Education in 1978, NCD became an independent federal agency in 1984. In 1986, NCD recommended enactment of an Americans with Disabilities Act, and drafted the first version of the bill which was introduced in the House and Senate in 1988. Since enactment of the ADA in 1990, NCD has continued to play a leading role in crafting disability policy, and advising the President, Congress, and other federal agencies on disability policies, programs, and practices. "Over 60 million Americans face unequal access to care, and by partnering with Henry Schein, we can bring together the stake-



holders relevant to help provide true access to care for people with disabilities," said Neil Romano, Chairman of the National Council on Disability. "We look forward to continuing to make progress for the disability community and ensuring that dentists can provide care for this most deserving population." In addition, Mr. Romano presented the NCD Chairman's Toward Independence Award to Mr. Bergman and Steven Kess, Vice President, Global Professional Relations at Henry Schein, who accepted on behalf of Henry Schein Cares. The special honor recognizes Henry Schein Cares' interest toward educating the professional medical and dental communities in disability competency, and the shared commitment of NCD and Henry Schein Cares to coordinate their efforts for the well-being of people with disabilities.

Henry Schein seeks to promote change by collaborating with key stakeholders in local communities to mobilize support that will not only improve access to oral health care, but also ultimately improve the overall health of at-risk and underserved populations. In 2017, Henry Schein joined with The Viscardi Center in creating Project Accessible Oral Health (PAOH), an international public-private partnership that raises awareness of, and addresses the significant need for, increased oral health care for people with disabilities. PAOH is the first to

assemble and connect an international consortium of dental and medical professionals, corporations, organizations, policymakers, educators, people with disabilities, caregivers, and other stakeholders in pursuit of equal access to culturally competent oral health care. The Company is also a Special Olympics Health Provider Partner, donating essential health care products to support Special Olympics Healthy Athletes®.

To learn more about NCD, visit www.ncd.gov.

About Henry Schein Cares

Henry Schein Cares stands on four pillars: engaging Team Schein Members to reach their potential, ensuring accountability by extending ethical business practices to all levels within Henry Schein, promoting environmental sustainability, and expanding access to health care for underserved and at-risk communities around the world. Health care activities supported by Henry Schein Cares focus on three main areas: advancing wellness, building capacity in the delivery of health care services, and assisting in emergency preparedness and relief. Firmly rooted in a deep commitment to social responsibility and the concept of enlightened self-interest championed by Benjamin Franklin, the philosophy behind Henry Schein Cares is a vision of "doing well by doing good." Through the work of Henry Schein Cares to enhance access to care for those in need, the Company believes that it is furthering its long-term success. To learn more about how Henry Schein Cares is making a difference, please visit:

www.henryschein.com/socialresponsibility.

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Marketing The Art of Press Releases



If you're thinking about public relations strategy for your business, you'll certainly be considering press releases. A press release is a written communication that reports specific but brief information about an event, circumstance, a new appointment or award, product launch or other happenings.

It's typically tied to a business or organization and written for journalists in the hope it gets published through a variety of means. Before the advent of social media, companies had to go through a long and arduous process of contacting journalists who acted as gatekeepers but, with the explosion of social media and the digital revolution, press releases have turned into direct communications tools that can deliv-

er unfiltered messages to the masses as well as key search engine optimization (SEO) tools that help investors, customers, potential employees and other target groups learn about and discover companies, products and services online; permanent parts of a company's public record are there on line, findable and downloadable for the foreseeable future.

They are surely an opportunity for brands and businesses to get valuable publicity and reach their target audience but, although many know what they are, few know how and when to use them effectively and the benefits they may provide:

a. All businesses can benefit from press release distribution, no matter what industry you're in and no matter how small or big your company is. Even if not the most exciting, you surely have stories that can get you coverage in trade journals, magazines, blogs, podcasts and other publications that cover your industry. Of course, you can't get that publicity unless you tell your story.

b. Press release distribution is quite inexpensive. Most companies write their own press releases. The only expense comes with hiring a press release distribution service to get the story in the hands of key media members or target groups but, even in this case, when compared with paid advertising, it is almost always the more affordable option.

c. You can boost your company's visibil-

ity. This is especially important for small businesses, but even large corporations need to fight for consumer mindshare. By sticking to a long-term press release distribution strategy, you let customers know who you are, what you do and why they need you. You also gain the attention of journalists and opinion leaders over time as they start to trust you more and pay more attention to what you have to say.

d. Press releases can establish you as an industry expert. Why is it important to be seen as an expert? First, expertise helps you gain the trust of your customers. Once they trust you, they're likelier to buy from you. But being an expert is also good for media relations. Whenever the media, or your customers, need someone to comment on a story related to your industry, you want to be the one they call on.

e. Use your news to get more customers. With today's online press releases, the media is no longer the only audience you're writing for. Most people get their news online every day and many of these people can become your customers. So, you need to keep your buyers in mind when writing your press releases, that doesn't mean turning your press release into an advertisement.

f. Investors keep up with the news too. Press releases highlighting the successes and advancements made by your company can be powerful tools for attracting investors. Make sure to set up an online news room on your website for investors to browse through.

But how long should a press release be? And what kind of information should you include? If you want to make the most of your press coverage, being able to write an effective press release is an essential skill. Here are just a few tips to keep your press releases fresh and to make them successful.



All businesses can benefit from press release distribution, no matter what industry you're in and no matter how small or big your company is.

Make sure your story is newsworthy

Issuing a press release doesn't mean the media will automatically run with it. Media will ask the same questions they always do: Does it interest their readers? Does it benefit the community in some way? Before drafting your press release think about the things you like to read, watch and listen to in the media. Most of us are generally interested in things we haven't heard before, find surprising or help solve our problems. So, if your information isn't riveting, take a step back. Maybe there's something you can add to your event or announcement that will make it more interesting. Of course, that "something" must happen. You can't mention that a celebrity will show up when you very well know they won't. Linking your press release to a current trend or timely occurrence in the news can also grab attention. Always write in the third person. If you read any news story online or in your local newspaper, you'll notice everything is written in the third person – unless we're talking about quotes from actual people, of course. There should never be any "We did this" or "I think that" written in the body of a good press release.

Write attention-grabbing headlines

Most journalists and/or your target audience get hundreds of emails every day, so it's a good idea to label emails containing press releases with the phrase "press release" or "story idea". A great subject line is also a must. The title of your press release is the first thing a journalist or your target audience will see, so make sure it's concise, enticing and gives a good overview of your story. Make your title something that will encourage the reader to keep reading. Avoid lengthy, detailed titles, make sure they are witty and avoid using too many clichés. Most readers will spend just a few seconds deciding whether something looks interesting. If they don't immediately understand what your story is about, they'll move on to the next thing in their inbox.

Get your top line in the first line of your press release

A press release typically begins with the name of the city where it originates from and the current date. Getting a journalist or your target audience to open your email is important, but if your first sentence doesn't grab them, they may not read any further – which is why you need to get the "top line" of your story right at the beginning of your

release. Your first line should be a summary of the story (in no more than around 15-20 words) and read like the opening of a news story. Avoid dry, rigid wording. You don't want to lose your reader with the first sentence. The bottom line is dead if your event is boring. And if that's the case, why would any media want to chase the story?

Be concise

The ideal length of a press release is about an A4 side or about 300 to 400 words. That's just three or four short paragraphs and a couple of quotes. If yours is longer than that, you've probably got unnecessary waffle that doesn't add anything to your story. But, although you never want to waffle when drafting a press release, don't make the mistake of not providing enough content. More than anything, a journalist or any other reader will want to get all the facts so make sure you include as much information as possible. You can still be concise and stay on track but don't forget to include every little detail. If in doubt, consider the golden rule of the "five Ws" (who, what, where, why and when)– ask yourself if you've answered all these questions before sending the release. Don't be tempted to include back-

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- **Images help drive interest.** Press releases now include images, videos and other multimedia, which means you can convey your message and news stories in more interesting ways than ever before.
- **Instant world-wide distribution.** Before online press releases had become common, most press releases were sent only to journalists.

If not deemed worthy of press mention, they lived in a binder, on someone's desk or in a building lobby. Now a press release can be distributed to millions of people around the world instantly through email and social media.

- **Expanding public knowledge.** By adding links to other Web pages within a press release, companies can direct readers to even more information about what they do.
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- **Portability and convenience.** People can read a press release anywhere on the Web or on their smartphones.
- **Search engine optimization (SEO).** By using specific keywords relating to your business, you can optimize your press release so people can easily access your company information through search engine use.

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ground information about your company in the opening paragraph. This – along with any other additional information – can always be included in a “notes to editors” section at the end (it's fine to run over to a second page for this). Sub-headings and bullet points can be useful to make information easy to digest, particularly if you're including figures or statistics.

Make the most of quotes

Effective press releases always employ one or two quotes from someone significant to the company or event, to raise interest level – a corporate executive or a representative from the charity benefiting from the event, for example. Quotes should be used to provide insight and opinion, not information, and should sound like a real person said them. They must not be full of jargon or technical language. Don't let these quotes go to waste, they are the only thing journalists can't change, so make the most of them by throwing in some strong key messages. Sure, the journalist might not use them, but don't repeat what has already been said elsewhere in the press release – use quotes as an opportunity to really sell yourself and your company. Keep them positive, upbeat and to the point. But don't make it too promotional; when you've completed your press release, sit back and read it through; although press releases are promotional, they are not advertisements – they are a presentation of facts, so keep it factual and use objective copy at all times.

A few more tips...

When you send a press release, paste your press release underneath on the mail, as a busy journalist or any other reader may not bother to open an attachment. Avoid sending big files that will clog up peoples' inboxes when you send photos. It's essential you use proper punctuation throughout. Journalists are always rushing, so make their job as easy and as hassle-free as possible by providing 'ready to publish' copy. By supplying first-class copy, it will also gain you a solid reputation as someone who is reliable and provides quality press releases at all times – someone they'll want to publish stories for again in the future. Avoid the use of CAPS to emphasise certain names or words, exclamation marks and wild claims about your product, event or service. Avoid unnecessary adjectives because it will only read like an advertisement. And finally... aim high, but be realistic in your expectations. A press release is not a guaranteed marketing tool. Limit your expectations. Don't anticipate that mainstream media will jump on every press release you write. But don't give up, either. Successful publicity depends on sustained effort and press releases are a key part of your PR strategy. Continue looking for ways to make your press releases stand out and you're bound to get some coverage. Determination and a willingness to learn can take you a very long way. For this, our Infomedix Press Office has long-stand-

ing expertise in drafting and distributing successful press releases all over the world, in 11 different languages, using our world dealers' database. If you are looking for new business and distributors in any part of the world, our highly skilled consultants can surely follow you step by step.

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Main Sources

- *Why Press Releases Are More Important than Ever*, by Miranda Tan, CEO and Founder, MyPRGenie - www.legalzoom.com/articles/why-press-releases-are-more-important-than-ever
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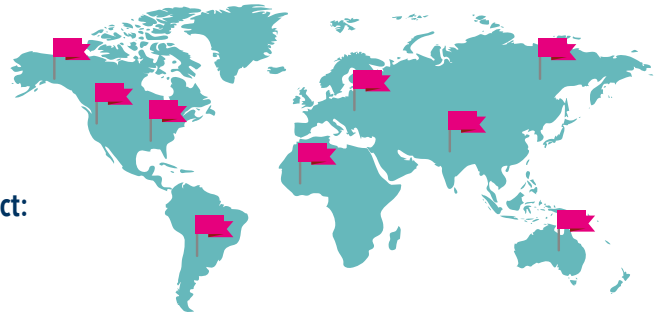


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Great Achievement of DenTech China 2019



DenTech China 2019 – the China leading international trade fair for the Dental Equipment and Products Manufacturing industry – came to a successful close on November. With more visitors, more business and more international drawing power, this DenTech China has been proven even more successful than last time around, impressively underscoring the event's status as the China's premier trade fair for the international Dental Products Manufacturing industry. About 850 exhibitors from different countries and areas including Australia, Brazil, Canada, China, Denmark, Finland, France, Germany, China, Hong Kong, Israel, Italy, Japan, Korea, Liechtenstein, Netherlands, Pakistan, Russia, Singapore, Spain, Switzerland, China Taiwan, Thailand, Turkey, UK and USA were on hand in Shanghai to showcase their innovations to industrial users from around the world.

Across four exhibition days, DenTech China 2019 attracted a total of 115,000 trade visits from over 88 different countries and regions. Attendance from Asia-Pacific and Europe were up markedly. European industry is rebounding, and keen on investing in manufacturing technology. Both exhibitor and visitor number reached historically high as the China dental industry is growing dynamically.

Covering the entire value chain of the dental industry, more than 194 conference sessions highly anticipated by dentists and dental technicians. Which has gained the esteemed support from over 200 academic associations, hundreds of stomatology colleges, and hospitals.

DenTech China venue is at Shanghai World Expo Exhibition and Convention Center (SWEECC), which is in the heart of the 2010 Shanghai World Expo site and that is considered as the primary choice for the professionals of first-class international events.

SWEECC, which is located on the east riverside of the Huangpu River, west of the Shanghai World Expo Axis, is adjoined with the China Art Museum, Mercedes-Benz Arena and Expo Centre by the Expo Axis. The convenient transportation results from SWEECC's excellent location connected by the over-river thoroughfares, such as: Nanpu Bridge, Lupu Bridge, Dapu Tunnel, Shangnan Rd. and Yaohua Rd.

SWEECC is in the area which is surrounded by dozens of bus stations. The through metro line 7, 8 (Yaohua Rd.), line 8 (China Art Museum) and line 13 (Shibo Avenue) will take you to the destination as well.

DenTech China 2019 was successfully held at Shanghai World Expo Exhibition and Convention Center and DenTech China 2020 will be held again at the same venue on October 28-31, 2020.

Innovative technologies and extensive accompanying program brought together 13,892 specialists at BULMEDICA / BULDENTAL / DERMA & AESTHETICS

From 15 to 17 May, in the halls of Inter Expo Center, new topics placed a focus on dermatology and aesthetic medicine.



international exhibition for dental equipment, technics, materials, consumables

The latest trends and innovations in the medical and dental sector brought together for the 53rd time specialists and business representatives within the international exhibition BULMEDICA / BULDENTAL / DERMA & AESTHETICS 2019. Last year's edition of the professional forum will always be remembered by the visitors with its extensive accompanying program that focuses on prevention, diagnosis and therapy, as well as its new DERMA & AESTHETICS topic, devoted to dermatology and aesthetic medicine. The organizers have registered an increased interest from Bulgarian and foreign companies for participation with more than 220 direct exhibitors from Bulgaria, Germany, Portugal, Singapore, China, Taiwan, Pakistan, Romania, Italy, France, Greece, Turkey, Slovenia, Latvia, Hungary. During the three days of the forum in the halls of Inter Expo Center, over 14,000 visitors presented over 980 brands, including 280 innovations.

High-tech equipment and wireless technologies

Combined devices for panoramic, cephalography and 3D surveys are just some of the high-tech products that have attracted the attention of the visitors at BULMEDICA. There was a high interest in portable devices, including last generation ultrasound devices. Devices are optimizing their mobility, such is the trend in the dental sector. It is no accident that wireless tools, optical technologies, 3D printers, microscopes, implant systems and dental units of the next generation were among the devices that caught the eyes of professionals in the industry. There was a sustainable interest towards K2- wireless diode the pen-size laser. With a wavelength of 980 nm and an OLED display, a convenient menu, the K2 mobile has an aluminium tip, it works with fiber optic to facilitate work in various clinical cases. The technology impresses with its gravitational sensor, that makes its operation easier by recognizing the hand with which it is operated.

The new beginning

The new topic DERMA & AESTHETICS was held for the first time within the framework of BULMEDICA 2019, focusing on modern technologies and methods of treatment in dermatology and aesthetic medicine. There were demonstrations of modern technologies, equipment and consumables in the zone of DERMA & AESTHETICS in the presence of well-recognized specialist in aesthetic medicine and dermatology.

For the 53rd time BULMEDICA / BULDENTAL / DERMA & AESTHETICS brought together professionals, leading companies, graduates and students in one place, proving their importance as the leading forum for medicine and dental medicine in Bulgaria.

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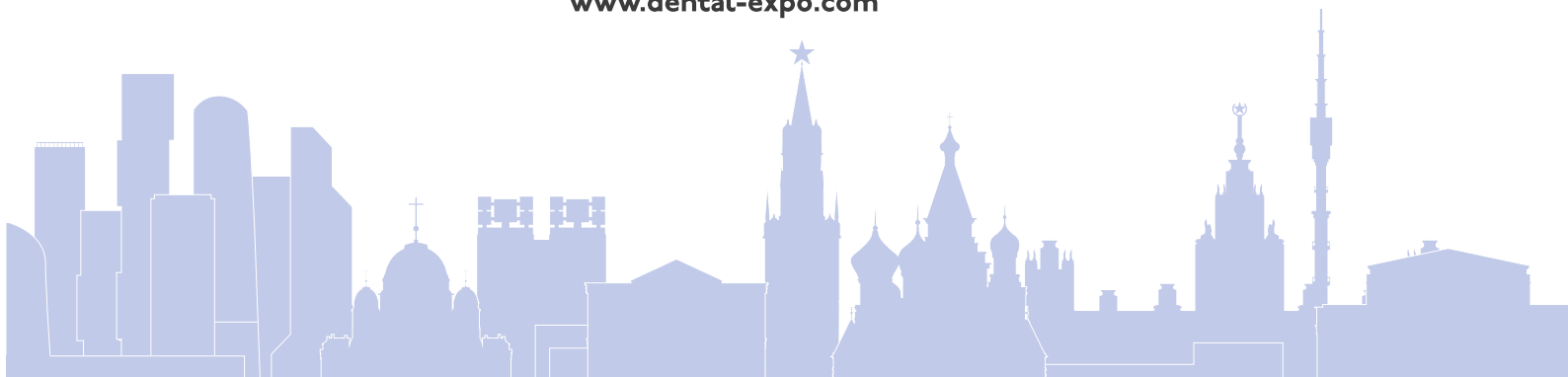


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Singapore 189721

Contact
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Phone: +65 6500 6700
Email: aaron.ann@koelnmesse.com.sg
Venue: Suntec Singapore Convention
& Exhibition Centre
Add: 1 Raffles Boulevard,
Suntec City,
Singapore 039593

www.idem-singapore.com

MAY

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Email: iec@iec.bg
Website: <http://bulmedica.bg/en>

Project Manager:
Gabriela Lubenova
Email: glubenova@iec.bg
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Fax: +359 2 9655 231
+359 2 4013 231
Venue: Inter Expo Center
Add: 147, Tsarigradsko shose blvd
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JUNE

05-07 06 2020

**SIDEX 2020
The 17th Seoul
International
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Seoul - Korea, South

Organized by: Seoul Dental Association (SDA)
Managed by: SIDEX Organizing Committee
81-7 Songjeong-dong Seongdong-gu
Seoul 133-837, Korea
Phone: +82 2 498 9146
E-mail: sda@sda.or.kr
Website: www.sidex.or.kr
Venue: COEX (Seoul Convention
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Hall B1, Hall C, Hall D
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<http://eng.sidex.or.kr/>



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SEPTEMBER



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Moscow - Russia

Organised by: Dental Expo
Moscow, metro "Leninsky Prospekt", 5-th
Donskoy proezd, dom 15/7, 2 podezd,
4th floor

Phone/Fax: +7 499 707 23 07
Email: info@dental-expo.com

General manager consultant:
Ms Natalia Khokhlova
Email: rus@dental-expo.com

General manager: Mr Ilya Brodetski
Email: brodetski@dental-expo.com

Venue: Fairgrounds Crocus Expo
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OCTOBER

01-03 10 2020

Sofia Dental Meeting 2020 - 13th International Forum on Dental Medicine

Sofia - Bulgaria

Sofia Dental Meeting
str. Stoyan Zaimov 12
Sofia 1421, Bulgaria
Phone: +359 2 866 2257 // +359 884 27
84 83
Email: sofidentalmeeting@gmail.com

sofidentalmeeting@dir.bg
office@sdm.bg

Venue: Hotel Ramada
Maria Luiza 131 Blvd
1202 Sofia
Bulgaria

<https://sofidentalmeeting.com/>

NOVEMBER / DECEMBER

29/11-02/12 2020

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Non profit

Volunteer in Malawi with Dentaaid



International dental charity Dentaaid is searching for hard working volunteers to join its latest trip to Malawi. The team of dentists, dental nurses and therapists will travel to Malawi from April 30 – May 16, 2020 to provide emergency dental treatment and oral health education programmes for hundreds of people.

The team will be based in and around Embangweni which is two and a half hours from the capital Lilongwe. They will visit schools, community buildings and health centres providing pain relieving dental treatments, fluoride varnish programmes and oral health advice. They will be working with local dental professionals and in partnership with the Scottish-based dental charity Smileawi.

Dentaaid sent a team to Malawi in April this year when eight volunteer dental professionals travelled to the remote area of Bulala. They saw 1100 patients, many of whom were suffering dental pain and had no access to dental care. There are fewer than 50 dentists in Malawi for a population of nearly 19 million and the team often found 100 patients waiting for treatment at the start of the day. The team also spent two days in Embangweni and team leader Nick O'Donovan is looking forward to returning to the area.

"As word spread the clinics got busy and on the second day we saw 130 people but we know we could have helped many more," he said. "This is a bigger town than Bulala and access to



dentistry is very limited. Sadly, many people need extractions to help them out of dental pain and this is our opportunity to help them. Some people walk many miles for this chance to see a dentist and they are so grateful for the care they receive. This will be an exciting, busy, unpredictable and hugely rewarding opportunity to use your skills in a completely different environment."

The team will use portable dental chairs and pressure cookers for sterilization. They will also visit schools to run oral health and fluoride varnish programmes. The team will stay in basic guest houses and will have the chance to visit a lodge on the shore of Lake Malawi to relax and spot wildlife at the end of the trip. Volunteers are asked to fundraise £2300 to cover the cost of their flights, accommodation, transport, meals and everything required to provide free dental care for all the patients. Dentaaid can give plenty of support with this and all team members will be invited to a training day ahead of their trip. To find out more visit www.dentaaid.org/volunteeringMalawi or call + 44 1794 324249.

About Dentaaid

Dentaaid was formed in 1996 and has worked in more than 70 countries providing dental treatment, training, equipment donations and oral health education. The charity also has projects in the UK including a school's programme and mobile dental unit providing dental care for homeless and vulnerable people.

For more information about the charity visit www.dentaaid.org

For press inquiries contact press officer at Dentaaid Jill Harding on +44 1794 324249 or jill@dentaaid.org



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