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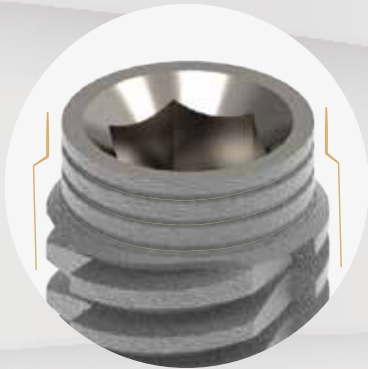
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## FIND OUT THE INNOVATIONS WE BROADCASTED AT IDS 2023!

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### COMPANIES INTERVIEWED:





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## Exhibition Preview



**Sino-Dental 2023**

DATE: June.9-12

BOOTH: D83-D88



**DentechChina 2023**

DATE: October.14 - 17

BOOTH: Hall 1  
A17-19 , A48-50

# DIA-ROOT™ BIO SEALER

Bioceramic Root Canal Sealing Material

DIA-ROOT™ BIO Sealer is a bioceramic MTA-based (Calcium Silicate-based), non-shrinking root canal sealer. It is used for the permanent obturation of root canals and suitable for all obturation techniques involving gutta-percha.



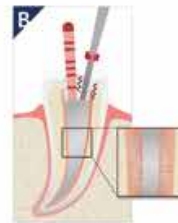
- HIGH BIOCOMPATIBILITY
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- EXCELLENT RADIOPACITY
- LOW SOLUBILITY
- OUTSTANDING ANTIBACTERIAL ACTION

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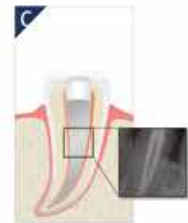
Complete root canal sealing without tissue irritation



Apply DIA-ROOT™ BIO SEALER by the coronal third of the canal.



Fill the root canal with selected GP cones and lightly pump the GP cones up to the root canal to fill up the Apex.



Complete root canal treatment.

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access life-changing care

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# Print is Powerful



The Cologne *International Dental Show (IDS)* has successfully come to an end. And, once again, we have received much appreciation on the printed publication we distribute, at each edition of IDS; over 25,000 copies of our “*inews, Special IDS 2023*”, meant to guide visitors through the show, to focus on the products showcased and events taking place during the five days of exhibition.

Yes, because at first glance, some of you might think that in today's digital era print media may be “obsolete” and unnecessary and, focusing solely on social media, PPC, website optimization and other online media may be more than enough.

Think again. Print media could be the most powerful branding tool that companies are missing! Over decades, print has inevitably declined, but it has refused to disappear, and with good reason. It works. The response rate of direct mail is 37% higher than email marketing and, somewhat surprisingly, young people are implicitly trusting print more than digital content.

Print media is physical and tangible. Handling a physical object has an element of sensory input. The act of physically interacting with the paper of a book, or magazine, stimulates the memory section of your brain more than a screen can. While digital material is swiftly scanned, paper-based reading is more deliberate and slower, resulting in higher rates of comprehension and memory. Websites are often skimmed in as little as 15 seconds per visit while, printed material leads to higher engagement. On average, a consumer spends 43 minutes reading a magazine, indicating that conventional print media ads are more likely to leave a lasting impression, as readers are already in reading mode, and hence result in increased sales. That may explain why neuroscientists discovered that consumers are 70% more likely to recall your brand after seeing it in a paper ad than after seeing it in a digital ad. Other research using brain scans discovered that watching physical ads activates different areas of the brain than viewing digital ads and that viewing them involves greater emotional processing, which is critical for memory and brand connections.

Even just having business cards to hand out to people increases the chances of them engaging with your brand or services. I follow a lot of people on social media, and I won't be looking through my following list after a networking event to find someone I just met, but I am much more likely to remember and engage with someone's brand if I have a physical business card.

In addition to the sensory aspects, there is something to be said about the feeling of legitimacy that comes from print. Print ads have a longer shelf life; they remain until the content they are linked has its value. You are able to put the printed piece down and come back at any time to resume your reading. As marketers, we like this! A printed piece placed on the corner of a desk will be there day after day until it is picked back up to be viewed. Furthermore, print media is widely considered more credible than digital media. People who subscribe to magazines and newspapers do so for a reason — they believe the information contained in the publication is accurate, credible and provides them with some benefit. This is especially true for businesses that focus in niche markets, with a target audience, so you get a higher return on investment from magazine ads than digital ads. Even today, 61% of people still trust newspapers over online ads.

In today's digital age, it's easy for your target market to become saturated with online ads and email marketing. Online ads are avoided at all costs, most digital ads are never even looked at, and when given the option, users close or skip the ad as fast as possible. In 2020, an estimated 42.7% of all internet users had an ad block plugin installed. Differently, in magazines, ads are part of the culture, they are expected, and they are part of the magazine experience. I often find myself examining the ads in magazines and newspapers almost as much as I am reading the actual magazine contents. With the oversaturation of the digital branding and advertising space, there's less competition for printed material. Digital advertising is simply easier and less costly to do. Although it literally leads every single business to compete for the top spots, and usually the ones with the most money win those top spots.

If you are on the way to think that print is dead. Think again. It has the highest engagement, highest recall, and highest ROI. Creating a great library of printed materials and publications doesn't mean that you abandon your online marketing efforts. It's quite the contrary. Integrating your digital and print marketing makes your marketing campaigns stronger, more important, and more resilient.

Print is powerful. Ensure you include it in your marketing strategy! For this, we thank all our customers who place their trust in us.

**Baldo Pipitone**

CEO Infodent S.r.l.

baldo.pipitone@infodent.com

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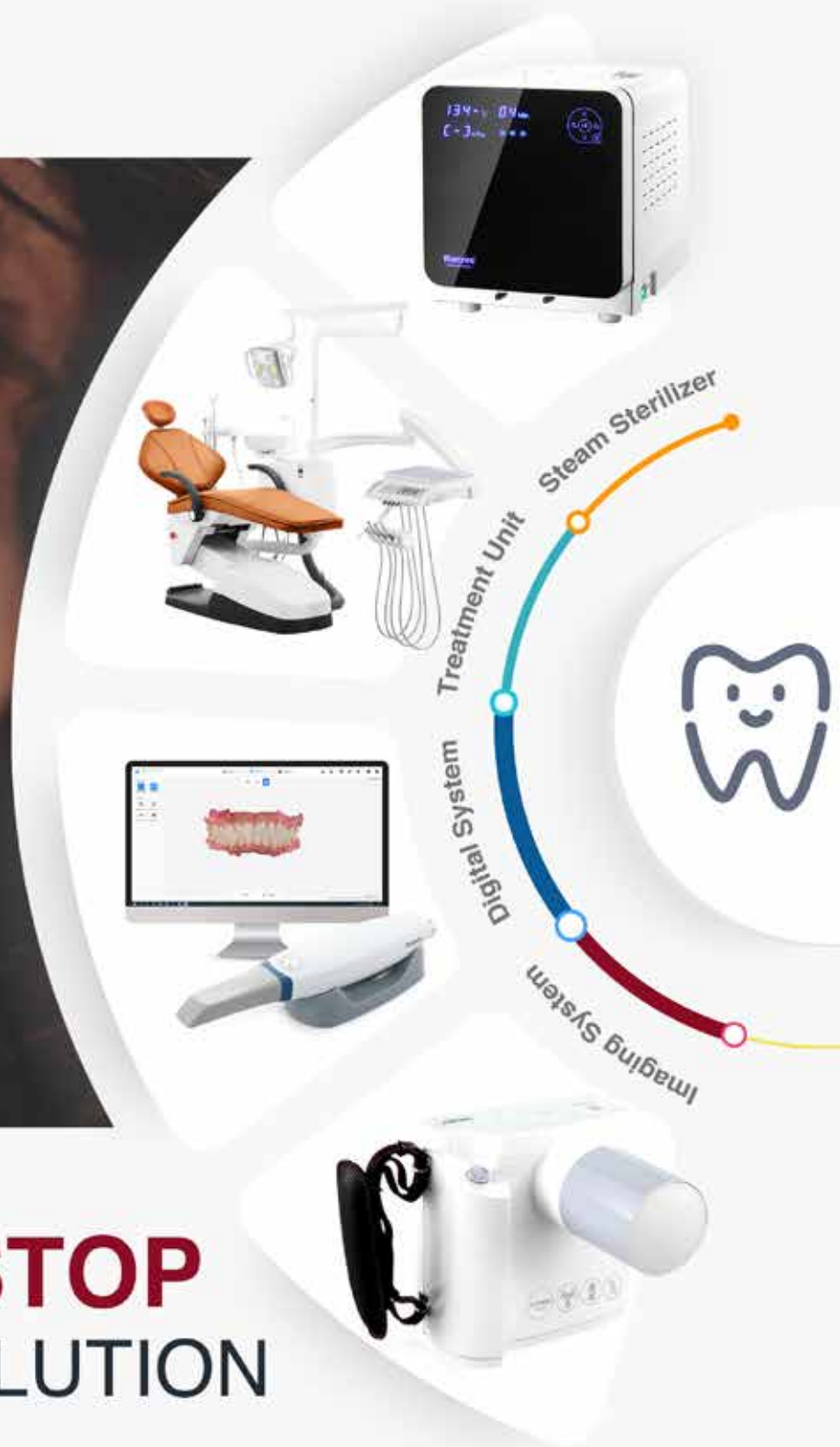
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**[ Capping Machine ]**

**Chinese Story**

In traditional China, every year is assigned an animal 'sign' and it is called Chinese twelve Zodiac. 2023 is Year of the Rabbit. All the friends are healthy and happy in the Year of the Rabbit!

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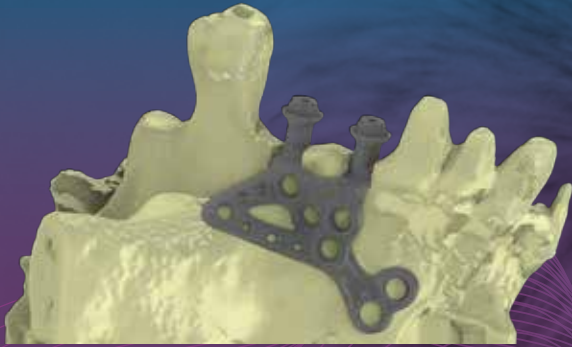
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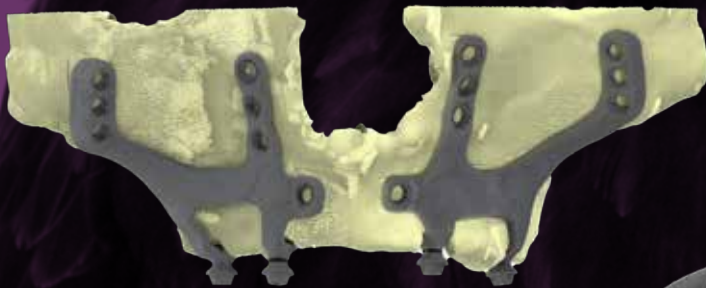
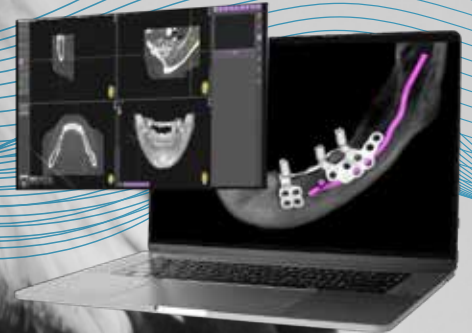
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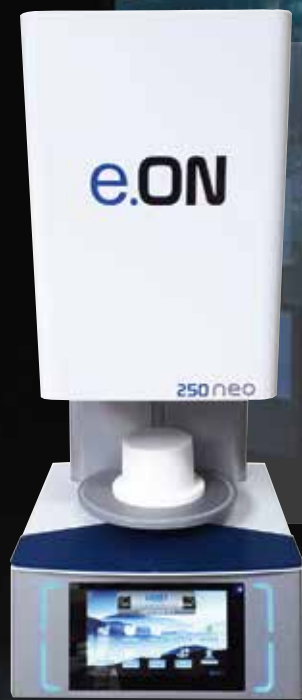
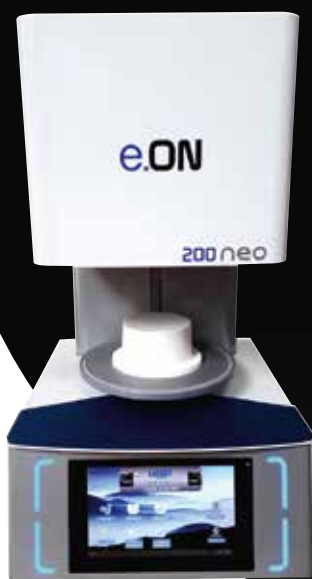
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WAVE DENTAL



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# THE START OF A NEW ERA FOR SILFRADENT STEAM CLEANERS

AFTER 25 YEARS, THE EV1 SJ IS REPLACED BY THE NEW EV 5



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Twenty-five years have passed since the launch of Silfradent's very first steam cleaner, the EV1 SJ, which over the years has become increasingly known and appreciated all over the world, becoming, thanks to its characteristics, a reliable companion and ally for an ever-growing number of professionals.

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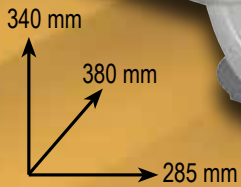
Sandpaper disc Ref. 080097

Diamond disc Ref. 080098

Sandpaper disc - DRY Ref. 080099



Height	340 mm
Width	285 mm
Depth	380 mm
Weight	4.9 kg
Rated power	1600 W
Disc diameter	235 mm
Speed	3000 rpm

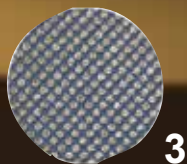


## CAUTION!

Diamond discs are very heath-sensitive: do not trim or rectify metal pieces or coatings.

## Accessories

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### Benefits

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- Dual-wavelength with 4 LED lamps can efficiently polymerize all dental materials
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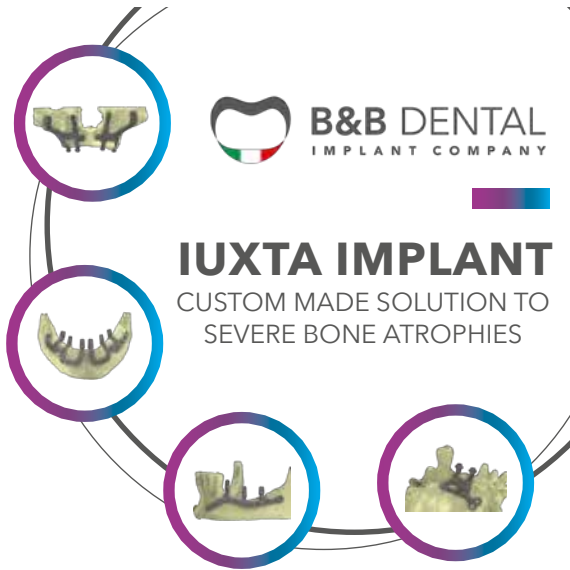
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Iuxta implants: how to deal with severe bone atrophies



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The company also offers guided surgery planning and printing services, as well as Iuxta implants design and production services.

Iuxta implants are 100% customizable medical devices, made through titanium laser-

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# New lines come to life for Miglionico dental units

## More versatility and ergonomics

This year, Miglionico dental units have changed their shape: they have become more ergonomic and versatile to meet every need. The new dental unit line is based on long and accurate research of the needs of final users while trying to support them and anticipate new solutions. The innovation lies in the use of new-generation plastics specific to the medical field, a more malleable material that makes the dental unit lighter to use. Thanks to



this feature, Miglionico has been able to make lines finer, carefully studying every detail and creating more ergonomic and comfortable forms by changing the seat and the backrest. These new-generation plastics specific to the medical field are resistant to chemicals and antibacterial liquids, as well as to UV rays (antiyellow).

That's how the new lines have come to life: NT, with a touch display on the dentist's console, and NG, with a glass display.

First of all, there are many upgrades requested over time, based on ergonomics and design: the dentist's console and the assistant's console are more ergonomic and easier to use, thanks to the lines designed by Miglionico. For those who use the top delivery system, the manageability of the delivery supports has completely changed, because they follow every movement made by the dentist and the vertical excursion of the arm can go up to 600 mm. Both consoles offer a faster and easier cleaning and sanitizing process.

Now, let's discuss the most interesting technical details of the unit. The hydro case

has been completely renovated to make it even more functional: there is a dedicated door opening for every compartment (hydraulic part, electric part, and disinfection and suction systems), each with its door opening. It's easily inspectable by both technicians and dentists because the space has been expanded.

The suction hoses have become independent, each with its filter. The hydro case features an easily accessible compartment reserved for our new valve group, which is more performing than the previous one to reduce the maintenance operations to the bare minimum.

The foot pedal has been updated based on the needs of the market. Very resistant plastics have been used to develop this element as well, to make it more resistant to mechanical stress and wear. It is equipped with a retractable lifting handle, which can be put down with your foot or lifted when you need to move it.

Miglionico has designed some variants for the NT and NG models, which are very versatile for those who use it, that is NTx and NGx. These variants are characterized by an independent structure composed of two joints and two arms which can rotate 180°. In

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this way, the dental unit can be used both by right-handed and left-handed dentists. It's easy to use and the structure is light. The chair is more comfortable thanks to the memory foam. The water system, the foot pedal, and all other components are the same as in NT and NG models.

It is impossible not to mention the hanging hoses versions, called NTp and NGp.

Miglionico S.r.l. is growing and is undergoing a rapid industrialization process: the numbers speak for themselves. But it stays true to its starting point, which is the renowned artisanship which is a key point of this enterprise: the precision and thoroughness of creation of the product but, at the same time, a production aimed at anticipating the needs of both those who use the dental chair and those who sit on it.

Another key point Miglionico wants to maintain is troubleshooting because, although there are only a few of them, problems are to be solved rapidly and efficiently thanks to great customer care service.

### For more information

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# NEW LINES ...

## A COMFORTABLE AND ERGONOMIC AMBIDEXTROUS UNIT



**NT<sub>35</sub>** and **NG<sub>32</sub>** are characterized by an independent structure composed of two joints and two arms which can rotate 180°. In this way, the dental unit can be used both by right-handed and left-handed dentists. The movement is easy, and the structure is light. The chair is more comfortable thanks to the memory foam. The water system, the foot pedal, and all other components are the same as in NT and NG models.

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**... COME TO LIFE**

ERGONOMICS &  
INNOVATIVE  
DESIGN



The new dental unit line is based on long and accurate research of the needs of the final user while trying to support them and anticipate new solutions.

We have been able to make lines finer, carefully studying every detail and creating more ergonomic and comfortable forms by changing the seat and the backrest.

# Market outlook



## Oral Health vs General Health



**Author: Silvia Borriello**  
Editorial Director  
silvia.borriello@infodent.com

Oral diseases are largely preventable. If identified early, they do not require emergency attention and can be managed in primary care. However, due to poor coverage and high out-of-pocket payments, far too many people do not have access to appropriate oral healthcare and oral diseases remain an important economic and health burden.



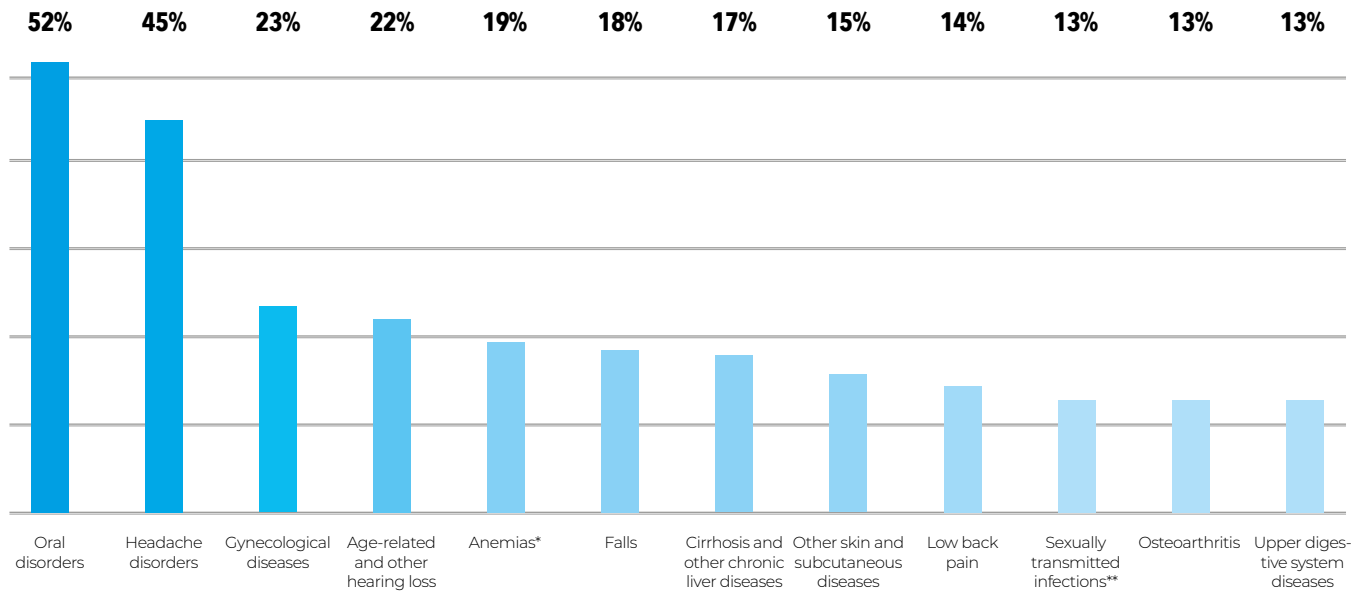
Oral diseases are among the most common noncommunicable diseases worldwide, affecting an estimated 3.5 billion people. In Europe, despite decreasing prevalence in all age groups and stronger focus on preventive care, oral diseases are increasingly recognized as one of the most prevalent conditions, affecting nearly 52% of the European population. **In spite of the high prevalence, statutory coverage of dental care is limited in many European countries with restricted service packages and high private funding, compared to other health services.** As there is no over-riding European policy on systems for the provision of healthcare, there are wide variations in the way in which oral healthcare is delivered, its cost and the extent to which the cost of treatment is subsidized, either from state or private funds.

Furthermore, we know relatively little about the differences in dental care, financing, and coverage between European countries. **Data is lacking on virtually all areas of oral healthcare and cross-country comparison of oral health status is hampered by the absence of systematic, standardized collection of epidemiological oral health data, thus impeding informed policy making.**

A case study (Int Dent J, 69: 130-140<sup>[1]</sup>), conducted among oral health policymakers, on a sample of European countries, gives us a general overview by comparing the provision and point of delivery costs (price) of dental treatments in a general dental practice. The study uses a well-defined case description of a patient presenting for care: *the case of a patient called Maria who re-*

” In Europe, despite decreasing prevalence in all age groups and stronger focus on preventive care, oral diseases are increasingly recognized as one of the most prevalent conditions, affecting nearly 52% of the European population.

**MOST PREVALENT HEALTH CONDITIONS IN THE EU, 2019**



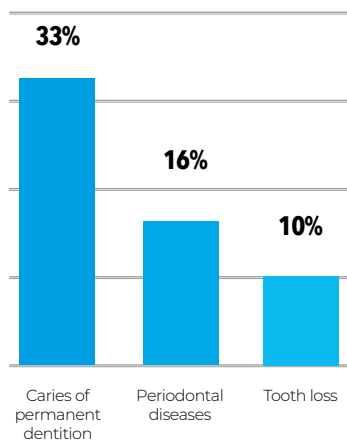
Source: IHME (2022), *Global Burden of Disease, 2019*.

Notes: \*Haemoglobinopathies and haemolytic anaemias; \*\* without HIV.

Taken from: Winkelmann J, Gómez Rossi J, van Ginneken E. Oral health care in Europe: Financing, access and provision. *Health Systems in Transition, 2022; 24(2): pp. 1-169.*

"The WHO defines oral health as the state of the mouth, teeth and orofacial structures that enables individuals to perform essential functions, such as eating, breathing, and speaking, and encompasses psychosocial dimensions, such as self-confidence, well-being, and the ability to socialize and work without pain, discomfort, and embarrassment."

**PREVALENT ORAL DISEASE IN THE EU, 2019**



quired an examination, two small intraoral radiographs, two fillings and some relatively minor periodontal treatment.

Among the studied countries are Denmark, England, France, Ger-

many, Hungary, Italy, the Netherlands, Poland, Romania, and Spain. The figures reported in the tables below are approximate and apply purely to general dental practices and not to public clinics or hospitals, or other locations where oral healthcare is provided. A further possible limitation of the study is the accuracy of the reported costs. Where the treatment is provided in countries with a fixed scale of fees for oral healthcare, they should be accurate, for example in England, France, and Germany. However, even in the public systems in Germany (Krankenkasse) and England (National Health System, NHS), there are variations. In Germany, fees are based on a points system and the value of a point varies from region to region. In England, within the NHS the cost to the patient is consistent; however, the value of Units of Dental Activity (UDAs), which

are used to remunerate general dentists, vary. In countries where the patients are not treated within a state-funded system, or in a private insurance system with a fixed tariff of fees, the resulting private fees reported in this study (paid direct from patient to dentists without insurance cover) were invariably an estimate and should be viewed as such. Nevertheless, because respondents were asked to report 'average fees' for general dental practices not located in capital cities, where the costs may have been higher and sought this information from a range of general dentists, it may be that the 'private fees' reported are typical for the countries concerned. It would be most unwise to assume that they are exact. Nevertheless, the data described below do give an overall picture of oral healthcare fee for the countries included and items of treatment concerned.

**DENTAL WORKFORCE CHARACTERISTICS OF COUNTRIES IN CASE STUDY**

Country	Number of Working (active) Dentists	Number of Registered Dental Hygienists	Number of dental nurses	Number of dentists/ practice	Male : female ratio of dentists (%)	Practice owner private/corporate/ publicly funded
<b>Denmark</b>	4,740	3,174 (The majority of practices employ a dental hygienist)	At least one per dentist	Generally two or more	37/63	Often "large dental clinics"
<b>England</b>	41,000 (UK total)	7,535 (The majority of practices employ a dental hygienist, often part-time)	At least one per dentist	In over 80% of practices two or more	50/50	60%, two or more practice owners (co-owners) < 20% owned by single dentist < 20% owned by companies
<b>France</b>	46,000	None (No dental hygienists are registered to work in France)	50% work without a full-time dental nurse	Generally only one	55/45	Generally owned by the dentists who work there



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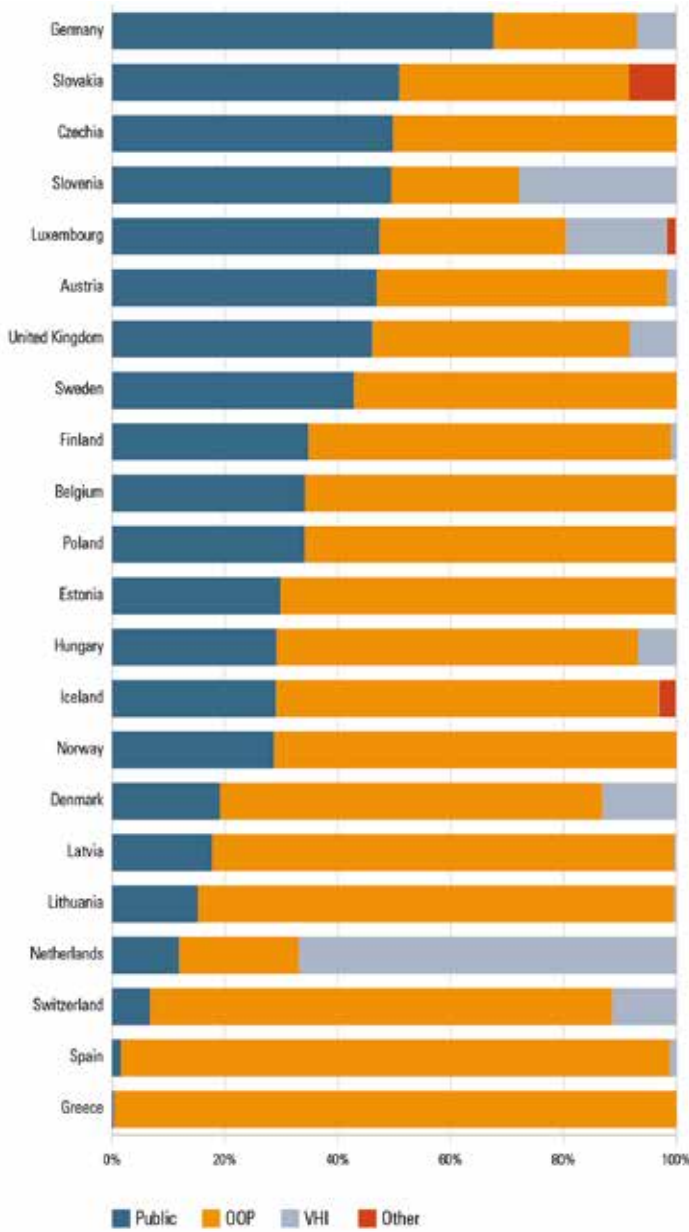
Country	Number of Working (active) Dentists	Number of Registered Dental Hygienists	Number of dental nurses	Number of dentists/ practice	Male : female ratio of dentists (%)	Practice owner private/corporate/ publicly funded
<b>Germany</b>	72,592	1,600 (estimate) (Few dental hygienists, but over 13,000 dental nurses with additional training who carry out supra-gingival scaling)	Often two per dentist, many of whom have further training	1-3 tendency for larger dental clinics with several dentists and specially trained dental chairside assistants to become the norm	Approaching 50:50 in practice  30:70 Student intake	Generally owned by the dentist or dentists who work (s) there
<b>Hungary</b>	5,800	3,785 (Many working as dental nurses)	In general, most dentists work with a dental nurse		48/52	Owned by one dentist or an investor
<b>Italy</b>	59,824 (No data for active dentists)	4,000	One per dentist	Usually one, but with visiting specialists	63/37	One practice owner (dentist) - 80% of all practices - 10% company run "dental services"
<b>Netherlands</b>	9,697	3,569 (some own their own practices)	Two per dentist	Usually more than 1 (1.8 is the average)	59/41	
<b>Poland</b>	37,773	2,260	In public dental service in 2014 : 13,056 dentists and only 5,288 dental nurses	Usually one, but sometimes with visiting specialists	23/77	Majority owned by a single practitioner (77%) or private healthcare clinics
<b>Romania</b>	22,263	100	As there are 6,000 dental nurses it appears that many dentists work without dental nurses	Generally one but increasing numbers of dental companies with multiple dentists	33/67	Owned by a single practitioner
<b>Spain</b>	38,077	13,200  (The majority of practices employ a dental hygienist, often part-time)	At least one per dentist	Usually one but sometimes with visiting specialists	43/57	Generally owned by one private dentists (most cases but decreasing), increasing number of company-operated (with 6-10 dental units per practice)

**Expected Total Cost of Treatment for Scenario-based Items (for patient Maria) in Each of the Countries Analyzed Together with Cost Incurred by the Patient and by the State.**

Country	Total fee in Euro	Cost paid by the patient in Euro	% of overall treatment cost covered by the State
<b>Denmark</b>	€603	€465 paid by patient of which €138 paid by public (state) health insurance scheme	23%
<b>England</b> (£1 = €1.20)	€72 (If all treatment is covered by band 2 NHS Charge) up to €323 (If private elements are incorporated)	NHS 85.3% paid by a non-exempt charges patient (€61 for a band 2 course of treatment, same charge in England and Wales at all NHS practices)	Dependent on UDA/contract value, if UDA = €24 then band 2 (3 UDAs = €72) therefore state would contribute 14.7%
<b>France</b>	€158	€47, reimbursed if patient has private insurance (95% of pop. have complementary insurance) they would pay this additional amount so patient overall charge would be 0	70% of cost (€111) reimbursed by public health insurance system (all items discussed in this scenario are regulated by this system, of which 98% of dentists have a contract)
<b>Germany</b>	€448	€200	€248
<b>Hungary</b> (1HUF = 0.0032 €)	€250 ± €100 for treatment in private practice, free if treated in either a state-owned or contracted dental office	100% if private, 0% if regional practice has contract with Health Insurance Office of Hungary	100% if regional practice has contract with Health Insurance Office of Hungary
<b>Italy</b>	€380	100% (0% if patient has insurance but only 10% patients have it)	0%
<b>The Netherlands</b>	€505	100% but voluntary supplemental insurance reimbursement varies between 75% and 100% up to a max. that varies between 100 and 1,750	0%
<b>Poland</b>	Approx. €260	100% if private, though 15% of pop. receive state-funded dental treatment (conservative, preventive and oral surgery)	Composite fillings not provided by the state, amalgam paid for by state insurance system
<b>Romania</b>	€210	40% of fee (if dentist has a contract with the National Health Insurance House-minority)	If dentist has a contract with the National Health Insurance House – minority of practices, if so 60% paid for by the state but fixed at €300 paid to general dentists and 400 to specialist dentists
<b>Spain</b>	€510	100% (< 1% of pop. covered by private insurance)	0% (only extractions covered by Spanish NHS equivalent, salaried dentists perform this)

Data sources: answers from respondents in this current study (as 1 April 2016) / Council of European Chief Dental Officers CEDCO database The Council of European Chief Dental Officers - <https://cecd.org/oral-healthcare/cecd-database/> and <https://onlinelibrary.wiley.com/doi/full/10.1111/ijdj.12437>

**Out-of-pocket (OOP), Voluntary health insurance (VHI) and public spending for dental care as % of total dental expenditure, 2019**



“Within Europe, on average, only one third of dental care is borne by government schemes or compulsory insurance while more than two thirds of dental care spending is paid out-of-pocket (OOP) or by Voluntary Health Insurance (VHI).”

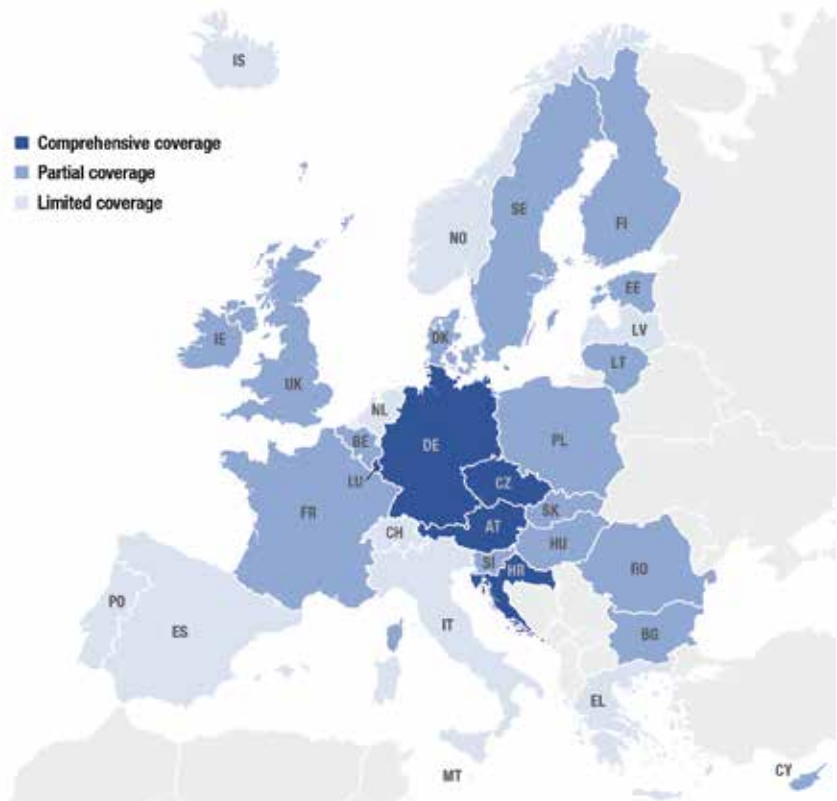
Source: OECD Health Statistics, 2021. Taken from: Winkelmann J, Gómez Rossi J, van Ginneken E. Oral health care in Europe: Financing, access and provision. *Health Systems in Transition*, 2022; 24(2): pp. 1-169.

The European Observatory on Health Systems and Policies further gives an in-depth analysis[2] of oral healthcare in Europe, concluding that the share of public funding in dental care is relatively low compared to most other health services. Within Europe, on average, only one third of dental care is borne by government schemes or compulsory insurance while more than two thirds of dental care spending is

paid out-of-pocket (OOP) or by Voluntary Health Insurance (VHI). **In 2019 private spending accounted for more than half of total dental care expenditure in almost all countries. On average, public spending accounted for 31% of total dental care spending in 2019 across 22 countries for which data were available. Direct payments (OOP) for dental services made up 59% of total dental care expenditure**

**while VHI contribution was relatively low compared to OOP spending, accounting, on average, for 11.6% of total dental spending.** Oral diseases further ranked third behind diabetes and cardiovascular diseases in terms of expenditures per disease in the European Union. In most European countries surveyed, spending on dental care increased both in absolute terms and as a share of GDP.

### Dental Care Coverage in Europe

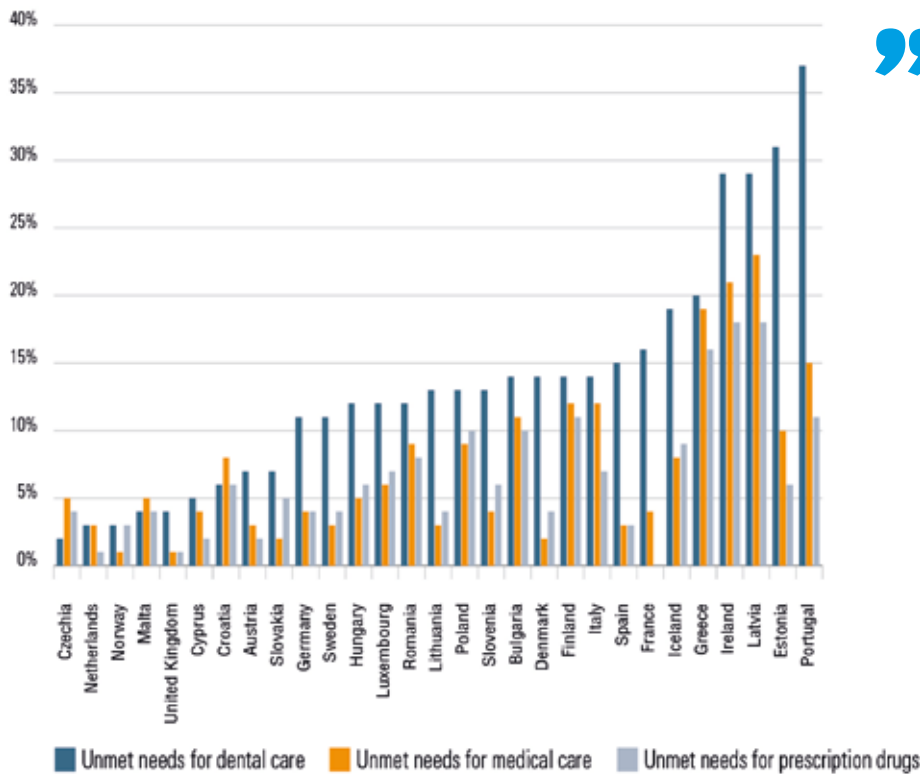


### Categories of Statutory Dental Care Coverage

Category	Level of Dental Coverage
<b>Limited Statutory Coverage</b>	<ul style="list-style-type: none"> <li>· These countries explicitly exclude most dental care services from statutory coverage, although they provide (at least in theory) some basic coverage.</li> <li>· Preventive and restorative dental care services are available for specific population subgroups (children, older adults), and/or based on income or clinical need/health status, but coverage might vary across regions.</li> <li>· In most countries with limited coverage for dental care, voluntary health insurance plays an important role in providing access to dental care and financial protection.</li> </ul>
<b>Partial Statutory Coverage</b>	<ul style="list-style-type: none"> <li>· Children and adolescents (up to age 23) are fully covered, all others are partially covered (population coverage)</li> <li>· Basic treatments are covered for children, all dental treatments for adults require cost-sharing, prosthesis and/or orthodontics are not covered (service coverage)</li> <li>· Cost-sharing is substantial (usually ranging between 25% and 80% of costs) (cost coverage)</li> </ul>
<b>Comprehensive Statutory Coverage</b>	<ul style="list-style-type: none"> <li>· Many preventive and curative dental care services are included in the statutory benefits package for children up to 18 or 19 years, for vulnerable groups and for adults.</li> <li>· Co-payments apply for adults for certain above-standard treatments such as dentures, implants, surgical extractions, and prostheses.</li> <li>· Co-payments vary largely by type of treatment but usually do not exceed 25–30% of treatment costs.</li> </ul>

Note: Given the extensive variation within countries, this classification makes no claim to depict all the specific rules. Rather, the typology provides a simplification of the complex reality of statutory dental care coverage and variation across countries. It must further be noted that in many countries the statutory coverage of dental care does not necessarily imply that people with a statutory entitlement to dental care can access it. Source: Winkelmann J, Gómez Rossi J, van Ginneken E. Oral health care in Europe: Financing, access and provision. *Health Systems in Transition*, 2022; 24(2): pp. 1-169.

**Share of Adults Reporting Unmet Needs for Dental Care, Medical Care and Prescription Drugs Due to Financial Reasons (EHIS 2014)**



“There is clear evidence that dental care is the most frequent type of care for which people report unmet needs due to financial reasons, particularly between vulnerable and low-income populations.”

Notes: In France and Sweden the proportions are calculated over the total adult population (including both people who have needs for care and those who have no needs), resulting in an underestimation in comparison to the other countries, where the proportions are over the adult population which has needs. Source: OECD, 2019a (based on national health survey data). Taken from: Winkelmann J, Gómez Rossi J, van Ginneken E. Oral health care in Europe: Financing, access and provision. *Health Systems in Transition*, 2022; 24(2): pp. 1-169.

There is clear evidence that dental care is the most frequent type of care for which people report unmet needs due to financial reasons, particularly between vulnerable and low-income populations. The consequences of untreated oral diseases, which include physical symptoms, functional limitations, and detrimental impacts on emotional, mental, and social well-being, can be severe and debilitating. The importance of oral health for overall health, links with other chronic diseases (risk factors) and the need for a holistic approach, especially in prevention, is gaining importance. Enhanced cooperation between general medical practitioners and oral health professionals would be critical. The biggest challenge is ensuring that all people can access to prevention and care when they need it. **Oral health has long been neglected in the global health agenda, yet individual oral health promotion**

**strategies and population prevention strategies are safe, clinically effective, and cost-effective.** Concerned about the lack of attention to oral diseases, the World Health Assembly adopted in May 2021 a historic resolution (WHA74.5) recognizing that oral health should be firmly embedded within the noncommunicable disease agenda and that oral healthcare interventions should be included in universal health coverage programs. The World Health Assembly delegates asked WHO to develop a draft global strategy for tackling oral diseases that was adopted during the seventy-fifth session of the WHA in May 2022, to develop by 2023 an action plan including a monitoring framework for tracking progress with clear measurable targets to be achieved by 2030; to develop “best buy” interventions on oral health; and to explore the inclusion of noma in the road map for neglected tropical diseases 2021–2030.

An important step forward in the larger process of mobilizing political action and resources for oral health!

Among main sources:  
 - [1] case study: Eaton, K.A., Ramsdale, M., Leggett, H., Csikar, J, Vinal, K, Whelton, H. and Douglas, G. (2019), Variations in the provision and cost of oral healthcare in 11 European countries: a case study. *Int Dent J*, 69: 130-140. <https://doi.org/10.1111/ijdj.12437>  
 For full study- <https://onlinelibrary.wiley.com/doi/full/10.1111/ijdj.12437>  
 - [2] Winkelmann J, Gómez Rossi J, van Ginneken E. Oral health care in Europe: Financing, access and provision. *Health Systems in Transition*, 2022; 24(2): pp. 1-169. For full report - [www.euro.who.int/publications/oral-health-care-in-europe-financing-access-and-provision](http://www.euro.who.int/publications/oral-health-care-in-europe-financing-access-and-provision)  
 - *Global oral health status report: towards universal health coverage for oral health by 2030*. Geneva: World Health Organization; 2022. Licence: CC BY-NC-SA 3.0 IGO.  
 -CECDO, The Council of European Chief Dental Officers- <https://cecco.org/oral-healthcare/cecco-database/>



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# IDS 2023: Anniversary Event Convinces All Along the Line

*High decision-making competence and high internationality of visitors  
Trend: Stringent digital workflow and improved sustainability*

A successful anniversary event was the International Dental Show IDS, which came to an end on Saturday, 18 March 2023, after five intensive days. This year, the leading international trade fair for the global dental industry celebrated its 100th birthday and was also held for the fortieth time - **with an impressive turnout among exhibitors and visitors: around 120,000 trade visitors from 162 countries came to Cologne to find out more about the comprehensive range of dental medical and dental technology products presented by 1,788 exhibiting companies from 60 countries.**

"IDS 2023 was convincing all along the line and at the same time proved that it continues to reinvent and develop itself even after 100 years. The dynamic, innovation and power emanating from IDS are impressive. And IDS has once again confirmed that it is a world-leading trade fair. The quality of visitors was - and I say this not only as Chairman of the VDDI, but also as an IDS exhibitor - sensational. Together with Koelnmesse, with energy, ambition, creativity and visions we will successfully lead IDS into the second century of the event's history. This year's claim, '100 years of IDS - shaping the dental future' stands for the synonym for the outstanding significance of the trade fair today and in the future," commented Mark Stephen Pace, Chairman of the Association of the German Dental Industry e.V. (VDDI). And Oliver Frese, Chief Operating Officer of Koelnmesse added: "For five days, we experienced an IDS that more than lived up to its claim as a leading international hub. This

gives the global dental industry the necessary impetus for the coming months and at the same time underlines the global attraction of IDS. The event's outcome is all the more remarkable given the current challenging geopolitical environment."

IDS convinced once again with its high level of internationality and quality of the visitors. 60 percent of the trade visitors came from abroad. As usual the attendance from the EU countries Italy, France, the Netherlands, Spain, but also from Belgium, Romania and Greece was high. A high share of visitors was recorded from Asia, South America, the USA and Canada again.

The very good visitor quality is underpinned by the first results of a visitor survey: According to the survey, around 80 percent of the trade visitors from home and abroad are

involved in the buying and procurement decisions of their company. The visitors' assessment of IDS 2023 was correspondingly positive: Over 80 percent were very satisfied with the event, 83 percent praised the comprehensive overview of the offer and almost 90 percent would recommend IDS to their business partners. Furthermore, 84 percent of the respondents were satisfied with the digital platform IDSconnect and the associated additional offers.

## **Trends: Stringent digital workflow and improved sustainability**

Two trends were clearly recognisable at the 40th International Dental Show 2023: The stringent digital workflow and an improved sustainability. For example, digital X-rays that are upside down can be turned the right way around using artificial intelligence, whereby the image



The IDS Meeting is the largest and best international dental meeting in the world. The 2023 IDS Meeting can be summed up in one sound bite, 'the IDS Meeting is back'. With the enormous crowds and thousands of international distributors and visitors. This is a must for all U.S. manufacturers and companies looking for new international business. - Fred Freedman, Vice President Member Services, Dental Trade Alliance DTS

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Infodent International booth at IDS 2023



plate scanner used is produced in a CO2 neutral way. In addition the digital workflow in the laboratory is becoming more effective. For example, two models can be scanned now in the extraoral scanner at once.

However, the fact remains that due to the bureaucratic obstacles brought about by the Medical Device Regulation (MDR) the companies are forced to implement many internal resources for the approval procedure (staff, costs, time). If they were to implement these tied-up resources in the research and development departments instead, the companies of the dental industry would be able to present even more innovations.

#### **Vibrancy and diversity – BZÄK and VDZI praise the outcome of IDS 2023**

“IDS has succeeded in achieving a fantastic re-start after the restrictions and requirements enforced due to the COVID pandemic. The high number of visitors and exhibitors proves the vibrancy and diversity of our profession. As a long-standing partner, the German Dentists Association is also delighted to have been part of the IDS anniversary,” summed up Prof. Dr. Christoph Benz, President of the German Dentists Association (BZÄK). IDS 2023 was also a total success for

Dominik Kruchen, President of the Guild Association of German Dental Technicians e.V. (VDZI): “After the COVID pandemic, the International Dental Show has shown how important personal contacts and the professional exchange at a trade fair are for the key players of the dental family. The crowded exhibition halls show satisfied visitors, who are enjoying a pandemic-free trade fair experience. Many dental technicians were on-site again at this anniversary edition of the trade fair to examine the new technologies. They are pioneers of a positive and efficient usage of the presented digital dental technologies. Hence, dental technicians are and remain to be the dentist’s reliable expert and service partner for outstanding dental technology. The strong dental technician trade relies quite rightly hereby on well-trained young professionals. The new training regulations that came into force in August 2022 are an expression of this. The dental technology apprentices once again impressively demonstrated their outstanding competence at this year’s IDS in the scope of the Gysi Prize.”

#### **IDS 2023 in figures**

1,788 companies from 60 countries took part in IDS 2023 on exhibition space spanning 180,000 m<sup>2</sup>. These included 433 exhibitors from Ger-

many as well as 1,351 exhibitors and four additionally represented companies from abroad. Foreign exhibitors accounted for 75 per cent of the total. Including estimates for the final day of the trade fair, around 120,000 trade visitors from 162 countries attended IDS, of which around 60 percent were from abroad.

#### **The next IDS - the 41st International Dental Show - is scheduled to take place from 25 to 29 March 2025.**

#### **About IDS**

The IDS (International Dental Show) takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of the German Dental Industry (VDDI), and is staged by Koelnmesse GmbH, Cologne.

#### **For details and information on the dental industry:**

VDDI/GFDI - Press Office  
Burkhard Sticklies / Agnes Plümer  
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#### **Your contact for IDS:**

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Email: v.decloedt@koelnmesse.de  
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**The Largest Dental Meeting in the United States**



# exocad Presents New Software Releases at the International Dental Show in Cologne

World premieres and many innovations at IDS 100-year anniversary



With 11 demo stations and hourly live smile design sessions, exocad, an Align Technology, Inc. company and a leading dental CAD/CAM software provider, invited attendees to “Imagine the CADabilities” and discover its many software solutions for labs and clinics at the company’s newly branded booth in Koelnmesse’s hall 1. exocad’s *Smile Creator* Experience, the step-by-step live demo on how to use *Smile Creator*, took center stage as visitors stopped by to see the smile design process in person and ask the team of experts questions.

At IDS, exocad introduced the final three releases of its 3.1 Rijeka software series: *exoplan 3.1 Rijeka*, for prosthetic-driven implant planning and surgical guide design, *Chair-sideCAD 3.1 Rijeka*, for single-visit dentistry, and *PartialCAD 3.1 Rijeka*, for partial framework design. The new software solutions include all the hallmarks of exocad software – stability, robustness, ease of use and an

“ This is a special year as the dental industry celebrates 100 years of IDS, and it’s a special year for exocad. We took the opportunity IDS provided to connect with our global community and to launch several new products, promotions and service opportunities to streamline workflows and improve outcomes. – Tillmann Steinbrecher, CEO of exocad

open architecture that allows seamless workflows and smooth integrations with users’ hardware of choice.

**New AI-enhanced visualization for patient acceptance** - Attendees showed great interest in the presentation of two upcoming, highly innovative software solutions for patient acceptance: *TruSmile Video* and a 3D face scan app. Both products were shown to the public for the first time at IDS as a sneak preview of the future of smile design.

**Special offers** - exocad rolled out two, limited-time special offers at IDS, the ULTIMATE XXL and Software Swap, both valid until May 31, 2023. The ULTIMATE XXL offer allows users who purchase a new *DentalCAD UI-*

*imate Bundle* to receive **three complimentary exoplan core licenses** for one year.

**Additional information is available at** [exocad.com/IDS](https://exocad.com/IDS)

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# Philips at IDS 2023: celebrating 30 years of Sonicare innovation and clinical expertise in oral healthcare

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**sonicare**



With its 30 years of experience in creating innovative oral care solutions developed closely with the dental community, Philips Sonicare's approach has always been to help people achieve a higher degree of oral care at home between dental visits. The two-time 2023 Stiftung Warentest (the best-known and independent German test institute) test winner, Philips Sonicare DiamondClean Prestige 9900, has a A3 Premium All-in-One brush head which has angled bristles to help remove up to 20x more plaque versus a manual toothbrush. It is Philips' most advanced power toothbrush and is effortless and effective, ensuring users always get their oral care right.

Philips has always been supportive of the connection between oral and overall health and champions the World Health Organization adopting a landmark resolution in 2021 which underpins that maintaining a healthy mouth can reduce your chances of developing wider health issues. The resolution also highlights the importance of preventing oral diseases through both regular dental check-ups and good brushing at home.

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[www.philips.com/dentalshop](http://www.philips.com/dentalshop)

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“ Philips has always been supportive of the connection between oral and overall health and champions the World Health Organization adopting a landmark resolution in 2021 which underpins that maintaining a healthy mouth can reduce your chances of developing wider health issues.



# Henry Schein showcased a Selection of the Company's Comprehensive Solutions for Oral Health Professionals at International Dental Show 2023



At Henry Schein's exhibition booth in Hall 4.1, Stand A-090, the Company featured a comprehensive display of its expansive portfolio of products and solutions, designed to help oral health professionals enhance important aspects of their practice efficiency and the patient experience. Visitors to the IDS explored the Henry Schein's lineup of products, services, and solutions that can help optimize every step of the practice workflow. Among the showcased product selection are:

- innovative orthodontic treatment solutions from Henry Schein Orthodontics, and orthodontic supplies from Ortho Technology;
- dental handpieces from B.A. International;
- solutions to help maintain and repair dental handpieces from Handpiece Headquarters;
- premier dental surgical supplies from ACE Surgical;
- minimally invasive whitening and restorative solutions from White Dental Beauty;
- a broad range of Henry Schein Brand consumable products; and
- endodontic solutions from EdgeEndo.

During IDS, Prof. Gianluca Gambarini, Head of Endodontic and Restorative at the University of Rome, La Sapienza, Dental School, and Director of Master of Endodontics in Sapienza in Italy with a private practice specialized in endodontics in Rome, discussed the latest innovative endodontic instruments from EdgeEndo at the Henry Schein stand under the motto "Improving Efficacy & Simplicity of Canal Preparation with New EdgeEndo



*The speakers at the Henry Schein IDS Media Briefing "Integrated Digital Dentistry: The Future of Data, Devices, and Software": Stanley M. Bergman, CEO Henry Schein, Dr. René Willi, CEO Global Oral Reconstruction Group, Prof. Dr. Irena Sailer, Head Division Fixed Prosthodontics and Biomaterials, University of Geneva, Andrea Albertini, CEO Henry Schein's International Distribution Group*

“Visitors to the IDS explored the Henry Schein's lineup of products, services, and solutions that can help optimize every step of the practice workflow”

*Martensitic Files.*” The lectures were followed by a demonstration of the clinical use of the instruments, and attendees had the opportunity to interact with a hands-on experience.

**For more information, visit Henry Schein at**

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# Straumann Group launched digital solutions for dentistry at International Dental Show (IDS) in Cologne



Straumann Group to launch a series of new solutions along the patient journey at the largest international dental show in Cologne. Launches include Straumann digital solutions for implantology and new features from the Group's orthodontic brand ClearCorrect.

“ On our way to become a digitally powered oral care company, we are constantly investing in our digital solutions to improve the customer experience for both clinicians and patients. The aim is to increase practice productivity as well as efficiency and improve treatment outcomes for the benefit of patients, dentists, specialists and technicians. - Guillaume Daniellot, CEO

## DIGITAL INNOVATION ALONG THE TREATMENT JOURNEY

Straumann introduces a new software solution for its Virtuo Vivo intraoral scanner (IOS) which will improve the speed and accuracy of digital impression-taking. The intraoral scans are the entry point for digital workflows and will be automatically connected to the “Straumann AXS” platform and various services. This will support a seamless integration between the different solutions, eliminating the need for entering patient data manually in different systems along the treatment journey. In the future, the platform will unite services and solutions spanning from first patient engagement to diagnosis during pre-treatment to planning, treatment and monitoring in the post-treatment phase.

· First launch of Smilecloud in Europe, a smile design and collaboration platform

Following the recently established partnership with Smilecloud, Straumann launches its smile design and centralized collaboration platform developed by dentists for dental professionals in selected European markets. Smilecloud allows clinicians to design virtual mock-up smiles for patients supported by AI technology and 3D biometric libraries to achieve the best possible outcome for patients.

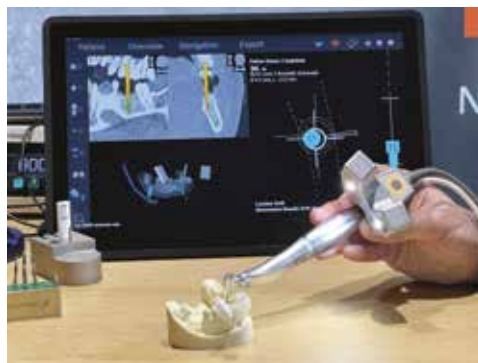
· Launch of Straumann Falcon – a navigation system for dental implant procedures

Straumann launches its first surgical dynamic navigation system to perform implant treatments in a fully digital workflow. Straumann Falcon is a computer-assisted system that surgeons use to navigate their instruments during dental procedures.

· ClearCorrect to launch its first mobile app and collaboration tools to support the treatment of more complex cases

ClearCorrect launches an array of new innovations to help doctors treat more complex cases with new clinical features, an improved digital workflow, added support, and external treatment planning optimization services.

Scan the QR code for the full article



For more information on brand updates, please visit:

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# SprintRay's world leading dental 3D printing solution for complete digital integration

As a digital dentistry company, SprintRay presents even better end-to-end workflows at IDS. With a highlight on crowns and nightguards, SprintRay offers chairside dental 3D printing solutions.



"With our new 'Crown Kit', it is now possible to print crowns in less than 15 minutes. With AI Cloud Design and a polishing kit to individualize the crowns, the complete workflow from data capturing to delivering to the patient can be done within an hour, making this the first true chairside 3D printing solution", says Amir Mansouri, CEO of SprintRay Inc. "We also are proud to present our latest material Ceramic Crown, a hybrid crown material for definitive restorations with more than 50% ceramics, making 3D-printed crowns eligible for reimbursement through the US healthcare system."

With bruxism being a common disease worldwide, nightguards are another indication that SprintRay offers on its Cloud Design Services. With AI design and the proven resin SprintRay Nightguard Flex and Nightguard Firm, SprintRay aims to help dental professionals protect their patient's smile. "We are happy to be able to offer our latest Nightguard materials to our European customers. We present a material that is durable yet flexible, making it a patient favorite around the world.", states Patrick Thurm, General Manager of SprintRay Europe.

Nightguards and crowns are only two indications of the broad workflow range that SprintRay offers. Besides high-class materials for dentures, surgical guides, try-ins and many more, SprintRay offers a Design Service for many applications to make implementation in the dental clinic as easy as possible.

**For more information, visit**  
[www.sprinray.com](http://www.sprinray.com)



We are happy to be able to offer our latest Nightguard materials to our European customers. We present a material that is durable yet flexible, making it a patient favorite around the world. – Patrick Thurm, General Manager of SprintRay Europe



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# Amann Girrbach presented digital workflow at the IDS 2023

## Digital workflows, new materials and products



True to the motto "Connect to the (Work-)Flow", Amann Girrbach presented the complete process chain of dental prosthetics at the IDS in Cologne, the world's leading trade fair for the dental industry, from March 14 to 18, 2023. The focus centered on digital workflows for dentists and laboratories, all connected and organized via the AG.Live cloud platform. The company also showcased product innovations such as the revolutionary Zolid Bion zirconia and the development of a TPO-free 3D printing material. Activities at the trade show were rounded off with a total of 34 presentations and training sessions by 21 international speakers. Following the IDS, all presentations are also available online at [academy.amanngirrbach.com](https://academy.amanngirrbach.com)

### *Ceramill DRS system solution and AG.Live cloud platform for single-visit-dentistry*

With the modular Ceramill DRS System, Amann Girrbach creates flexible options for straightforward digital prosthetic workflows. Three kits which can be combined with each other are available. The Ceramill DRS System offers a wide range of options, particularly in the field of same-day-dentistry or single-visit-dentistry: the laboratory can fabricate high-quality restorations within a single day.

### *New Zolid Bion zirconia: the gamechanger revolutionizes the market*

With over 15 years' experience in zirconia development and three years of joint development work together with zirconia powder supplier Tosoh, Amann Girrbach presented a new material at the IDS: a revolutionary, high-performance zirconia is now available under the name Zolid Bion, which

“ It is important to us that we have created an open, validated eco-system with AG.Live in which intraoral scanners from other manufacturers can also be integrated without any problems. AG.Live also offers all the advantages of an open workflow for creating the design of the restoration or for commissioning complete fabrication - with maximum security and ease of use - *Christian Ermer, Vice President Marketing & Digital*

takes the esthetics and naturalness of restorations to a new level without sacrificing strength.

### *Innovative 3D printing materials and 100% digital model fabrication*

As innovations and as a preview of upcoming product launches, Amann Girrbach presented new 3D printing materials. With its own development and production of innovative 3D printing materials, Amann Girrbach continues to expand its professional know-how and offers users future-oriented materials. The Ceramill XTP materials portfolio will initially start with materials for precise model fabrication (Ceramill XTP Model) as well as a special model material for the fabrication of thermally stable models for the thermoforming/aligner technology (Ceramill XTP Ortho Model).

Scan the QR code for the full article



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# United for better dentistry at IDS 2023 - Dentsply Sirona puts the transformative power of digital innovation and sustainability on the center stage



“IDS has always offered an important moment for us to connect with our customers from all over the world. – Gerard Campbell, Group Vice President Commercial EMEA at Dentsply Sirona

Dentsply Sirona had an impressive showing at IDS with a massive 1900m<sup>2</sup> space that spotlighted its latest innovations, 40 hours of clinical education and multiple activities throughout the five days. With hundreds of employees joining from all over the world, ready to support customer needs, the company rallied the wider dental community to stand United for better dentistry to accelerate the advancement of oral health care. The company also held thought-provoking panel discussions on sustainability and digitalization.

“IDS has always offered an important moment for us to connect with our customers from all over the world,” said Gerard Campbell, Group Vice President Commercial EMEA at Dentsply Sirona. “It was fantastic to celebrate dentistry, addressing the most important challenges and opportunities for our industry and how we can work together to positively impact the lives of patients.”

## *First-hand experience what cloud-based solutions can do for dental professionals*

Visitors to the Dentsply Sirona booth were able to view the company's holistic product portfolio, experience 63 live demonstrations, and engage with almost 50 experts from various practices and laboratories. A key highlight on display was DS Core—an open, cloud-based platform powered by a collaboration between Dentsply Sirona and Google Cloud. Two new DS Core functions were unveiled during the trade show.

## *Taking action for a more sustainable future*

Sustainability was paramount for

Dentsply Sirona also throughout IDS 2023—in line with the company's BEYOND sustainability strategy. Dentsply Sirona's booth was mainly built based on sustainable principles and materials, with 80% reusable furniture, while environmentally conscious catering choices and a paper-free approach to communication were implemented wherever possible. In addition, Dentsply Sirona is offsetting all flight related CO<sub>2</sub> emissions for their employees travelling to IDS – amounting to over 400 tonnes.

## *Uniting powerful voices on digitalization and sustainability*

Dentsply Sirona's two DS Talks panel discussions were a highlight of the event, addressing the megatrends shaping the dental industry and the world. Esteemed panelists considered the impact of digitalization and sustainability on the global dental industry, solutions and actions for the future, and dental professionals' role in driving change.

“Dentistry is digital and digital is human-centric. We are moving the technology to the background and enabling dental care teams to focus even more on the patient,” said Max Milz, Group Vice President Digital Platforms & Solutions at Dentsply Sirona. “That is why we need Cloud and AI; these two key components drive the technology change.”

“As an industry, we have both a responsibility and an opportunity to make our care as kind to our planet as possible,” said Dr. Steven Mulligan, dentist from Sheffield, United Kingdom, honorary clinical fellow, and founding member of the FDI World Dental Federation Sustainability in



DS Core Care and DS Core Create, new tools from open, cloud-based platform DS Core, were unveiled during IDS.



“Goodbye USB sticks and hello cloud”—Dentsply Sirona donated 25 euro per USB stick to its partner organization Smile Train for all USB sticks disposed of during the event.

Dentistry Task Team. “Prioritizing sustainable measures can seem like a daunting task for many clinicians, but there are so many actions that all of us can take each day to reduce our impact on the environment. So I would recommend everyone to join the challenge and take one action for a more sustainable dental practice. In doing so, they will be caring for their patients and the planet.”

Visit [www.dentsplysirona.com](http://www.dentsplysirona.com) for more information about Dentsply Sirona and its products.

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# The ADEE, the EDSA and Henry Schein will cooperate to launch the “2023 Oral Health Professional Educators’ *Practice Green*® Awards” for Dental Schools and Societies

**Dublin/Amsterdam/Langen, 03 April 2023** – The Association of Dental Education in Europe (ADEE), the European Dental Students’ Association (EDSA) and Henry Schein are pleased to announce the launch of the Oral Health Professional Educators’ ‘Practice Green® Awards. Aimed to embed an ethos of sustainability within the education lifecycle for oral health professionals and within their educational and clinical practice settings, best practice examples will be showcased and recognised through participation in this programme.

Speaking of the launch of the Awards, ADEE President Prof Pal Barkvoll said: “ADEE is delighted to be able to recognise the efforts of its member institutions who have advocated and advanced the sustainability agenda for many years. Combined with the upcoming publication of the sustainability learning outcomes to ADEE’s Graduating European Dentist Core Curriculum our members will be well placed to ensure environmental and sustainable practices.”

Participants in the award are invited to submit their application on sustainability projects under three categories:

- Faculty Campus Initiative,
- Faculty Curriculum Initiative, and
- Faculty Procurement and Product Use Initiative.

Institutions can highlight their experiences and impact in the area of sustainable education as well as clinical and administration practices that have returned benefit to the institutions, society and the environment.



EDSA President, Martha Adam, stated: “EDSA has long advocated for academic institutions to embrace sustainable and green practices within the undergraduate curriculum and beyond. We are delighted to be invited to associate with this new innovative award and look forward to seeing the impact on practice.”

The award was named after Henry Schein’s recently launched international sustainability programme, Practice Green, designed to empower the health care community to positively impact the future of the planet by reducing the ecological footprint and promoting sustainability.

“Our goal is to help health care professionals increase the sustainability efforts while continuing to provide high-quality patient care. Thanks to the cooperation with ADEE and EDSA on the Oral Health Professional Educators’ ‘Practice Green® Award, we can raise awareness and underline the important role that University Dental Schools have in helping to establish the foundation for more sustainable dentistry,” said Andrea Albertini, CEO of Henry Schein’s International Distribution Group.

Application submission is now open to ADEE member institutions and will remain open to 31 May 2023. The awards will be presented at a gala event held as part of ADEE 2023 annual meeting in Liverpool UK on Friday, 25 August 2023.

For further information about the application, please visit the award website or contact administrator@adee.org.

## About ADEE

Founded in 1975, The Association for Dental Education in Europe (ADEE) brings together a broad-based membership across Europe comprised of dental schools, specialist societies and national associations concerned with dental education. ADEE is committed to the advancement of the highest level of health care for all people of Europe through its mission statements and by focusing on the standardisation and advancement of oral health professionals’ education. It draws membership from within the WHO Europe Region and beyond.

## About EDSA

The European Dental Students’ Association (EDSA) was founded in 1988 and currently represents more than 70,000 dental students from 182 dental schools in 33 different countries. EDSA is a not-for-profit and independent organisation that is open to all local or national dental students’ associations in the European region.

## About Henry Schein

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## EDSA

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## MAY

26-28/05/2023

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## JUNE

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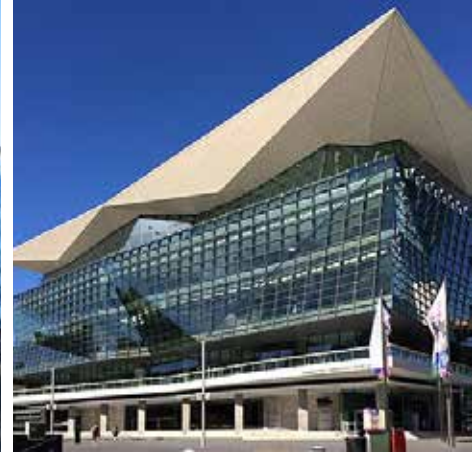



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15-17/09/2023



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21-23/09/2023



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24-27/09/2023



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## Dentsply Sirona and Smile Train continue efforts to help children with clefts access life-changing care

**As part of its ongoing global partnership with Smile Train to help children with clefts, Dentsply Sirona provided a new equipment donation and championed a series of fundraising activities to support communities in need access high-quality cleft care. Dentsply Sirona's actions were recognized through Newsweek's rankings of America's Most Responsible Companies of 2023.**

Charlotte/Bensheim, January 19, 2023. Following a successful first year of collaboration – with more than 730 cleft surgeries funded – Dentsply Sirona and Smile Train have continued their efforts to provide care for children with clefts through a series of fundraising activities in the second half of 2022. Dentsply Sirona's support of Smile Train, along with other initiatives in its BEYOND sustainability program,

has seen the company named as one of America's 500 Most Responsible Companies by Newsweek – coming in at number 35 in the Health & Life Sciences category.

### Helping cover the costs of life-changing cleft surgery

The first fundraiser was launched at DS World 2022, which took place September 15-17, 2022, in Las Vegas, Nevada. Attendees were invited to visit the BEYOND booth to learn more about the partnership between Smile Train and Dentsply Sirona and donate in support of children with clefts. The momentum continued to World Smile Day on October 7, when the general public was encouraged to make donations through a social media fundraising campaign leading up to Smile Train's Giving Tuesday campaign on November 29. For all three activities,

Dentsply Sirona matched every US \$1 donated (up to US \$200,000 in total).

Dentsply Sirona employees also participated in their own fundraiser, with the company donating US \$25 for every dental check-up booked between October 7 and November 18 – encouraging employees to take care of their own oral health while raising a total of US \$67,700.

The company strengthened these efforts with a cash donation of US\$ 160,000 which, in conjunction with the product donations made to Smile Train partner treatment centers, brought the total donations since the start of Dentsply Sirona's partnership with Smile Train in September 2021 to over US \$1 million.

"We're very pleased to have Dentsply Sirona as our partner," said Susanah Schaefer, President & Chief Executive Officer for Smile Train. "By combining our extensive network of care with Dentsply Sirona's cutting-edge digital solutions, we can ensure that more people around the world have access to industry-leading cleft care."

### Bringing advanced digital solutions to partners in Brazil

To further amplify the impact of fundraising and partnership efforts made this year, Dentsply Sirona made a new dental and orthodontic equipment donation in September 2022 to Smile Train's Cleft Leadership Center (CLC) at the Hospital de Reabilitação de Anomalias Craniofaciais (HRAC/Centrinho)-USP in Brazil.

The team will now have access to two additional Primescan intraoral scanners, an Axeos 2D/3D hybrid unit and two Heliodont Plus intra-





oral X-ray units. The digital impression and imaging equipment will make treatment more comfortable for children with clefts and speed up clinical treatment time. With a reduction in both chair time and the number of return visits, the clinic can now provide life-changing cleft care to even more patients.

The equipment donation is also expected to reduce the costs of acquiring impression and laboratory materials for the clinic and to help improve and modernize the research carried out by the hospital. More than 40 dentists on the team are transitioning to the digital workflow, with an average of 100 patients treated each day at the center.

"We're happy that our patients with clefts can benefit from the highest standards of procedures and protocols," said Dr. Cleide Felício de Carvalho Carrara, pediatric dentist at HRAC. "With the new equipment,

our daily work is enhanced, patients' appointments are faster, and all treatment is completed using a digital workflow."

**Partnering to advance cleft care globally**

Globally, 1 in 700 babies are born with a cleft lip and/or palate. Accessing essential treatment for cleft care can be challenging for many families – particularly in low-income countries. The collaboration between Dentsply Sirona and Smile Train is designed to help advance treatment standards and best-practice digital cleft care globally by ensuring that local dental professionals have access to both cutting-edge technology and high-quality clinical education and training.

"Recently, we have seen many examples of the amazing outcomes that can be achieved when our industry unites," said Cheree Johnson, SVP,

Chief Legal Officer, and Chair of the Sustainability Committee at Dentsply Sirona. "We are very proud of the way our community rallied around these fundraisers for Smile Train and were pleased to be able to support their important work with our own donations. We look forward to continuing our partnership in 2023 and helping provide even more children with the healthy smiles they deserve."

For more information about Smile Train's work in cleft care or to make a donation, please visit:

[www.smiletrain.org](http://www.smiletrain.org)



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