

# IDS Opening In The Olympic Spirit

12 March, 2019

The redesigned opening of the 38th IDS 2019 surprised the visitors and exhibitors who flocked to the exhibition grounds via the south entrance on the morning of the first day of the fair. The numerous guests from all over the world came across a stage, the first time the venue of the IDS opening. The main message to exhibitors and visitors was the "Olympic idea" of the IDS brand core.

The German dental industry has been organising the (International) Dental Show since 1923. For the first time in its 96 year long and eventful history, a world-famous Olympic champion opened the 38th IDS. Britta Heidemann, multiple Olympic Champion, World Champion and European Champion in épée fencing, and Mark Stephen Pace, Chairman of the VDDI Board of Management, held motivating speeches to exhibitors and trade visitors streaming in at the South Entrance of the exhibition grounds early in the morning on the first day of the fair.

Britta Heidemann and Mark Stephen Pace drew parallels between the IDS and the Olympic Games. Athletes prepare for the competition weeks with great discipline, stamina, ambition and high intensity. They often train for years for a top-class event and then compete in fair competition with athletes from other nations. Similarly, engineers, technicians and developers from industrial companies are working on innovations in dental medical technology for their "Olympic" performance comparison, the IDS.

Britta Heidemann pointed out, that the fencing piste often enough is just like life: You face an opponent or a challenge on both sides. How to get motivated, define goals or how to prepare for such a challenge is important in both worlds. Mental strength and being able to face pressure as well as dealing with defeats are only some of the key success factors in fencing.

The International Dental Show has also been writing an incomparable success

story for 96 years. Since 1923, IDS has been a succession of top performances, records and superlatives. The successes of the IDS remind us of the motto of the Olympic Games "Higher, faster, further".

This motto could have been created for the Dental Show, which our Dental Industry Association organised for the first time in 1923.

In the same way as the highly motivated athletes at the world sports event compete in the stadiums every four years, the organisers, trade fair company and exhibitors compete for the attention of our professional visitors every two years at the Cologne Exhibition Centre. The dental industry has been preparing for this moment for two years, and for two years developers and engineers have transformed the results of research in dentistry and dental technology into marketable products and innovations.

Mark Stephen Pace said: "The exhibitors, the specialist trade and the visiting professionals can hardly wait for the 38th IDS to open its doors and where we industrial exhibitors enter into a direct and fair performance comparison of products and system solutions. Each one of us aims to be better than at the previous IDS, we want to achieve success in competition and break records. Each of us is highly motivated because we want to be on the winners' podium in the end. We are very confident that the 38th IDS 2019 will add yet another wonderful chapter to the IDS success story! I look forward to a sporting, fair and successful competition for all, and may the best win!"

Britta Heidemann was the best partner for bringing across the "spirit of IDS". She works as business consultant and



*Britta Heidemann, multiple Olympic Champion, World Champion and European Champion in épée fencing, and Mark Stephen Pace, Chairman of the VDDI Board of Management*



eral performance pledges. The IDS brand core values form the basis and guidelines for current and future measures for the advancement of the IDS. The IDS brand core positioning can be summarized like this: **“The IDS is the world’s leading trade fair for the dental community, a platform which secures lasting success for innovations and market trends.”** Summarizing the summary in one word it is: “leading”.

The IDS is held every two years in Cologne and is organised by the Society for Promoting the Dental Industry Ltd (Gesellschaft zur Förderung der Dental-Industrie mbH, GFDI), the commercial enterprise of the Association of the German Dental Industry e.V. (Verbandes der

speaker on topics such as „success“ or „motivation“ and organizes fencing incentives/workshops. On the fencing piste as well as at work you have to deal with victories and defeats, have to stay focused and motivated. In both worlds, the optimal balance between high performance phases and regeneration periods determines the outcome. The better you are prepared for challenges, the higher the chances that you are the one setting the final hit.

The idea for the “olympic opening” is a new element in the IDS-brand-strategy. In 2016 a working group within the VDDI analysed and developed the core values that have been shaping IDS during almost 100 years. The result of this process

Deutschen Dental-Industrie e.V., VDDI), run by the Koelnmesse GmbH, Cologne.

**The next IDS - the 39th International Dental Show - is scheduled to take place from 9 to 13 March 2021.**

#### IDS 2019 in figures

At IDS 2019, on a gross exhibition area of 170,000 m<sup>2</sup>, 2,327 companies from 64 countries participated. These included 610 exhibitors and 18 additionally represented companies from Ger-



is the IDS-brand-card which includes five principal columns: leadership, the olympic idea, community, hospitality, industry growth.

The result of the workshop process to define the IDS brand core is a clearly structured system of values, orientated on the success of all involved at the trade fair and includes sev-



many as well as 1,650 exhibitors and 49 additionally represented companies from abroad. The share of foreign exhibitors was 73%. Including estimates for the last day of the fair, over 160,000 trade visitors from 166 countries attended IDS, approximately 62% of whom came from abroad.

# Confidence Beyond Immediacy



*An implant is nothing without confident and skilled dentists who fully trust the system and patients to fully trust the dentist to make the right choice. That's why Straumann presented its new BLX Implant System taking the "Arena of Confidence" as its main theme at IDS 2019, highlighting the confidence that the company, its people, products and solutions bring to the world of dentistry, from dental professionals to patients.*

At IDS, we have interviewed Frank M. Hemm, Straumann Executive Vice President Marketing & Education and Dr. Herbert Polzhofer, Straumann Global Product Manager on the new BLX Implant System and on Straumann's dental implant system.

**Q: You have launched, at IDS 2019, the new implant system BLX, a European release. What do you mean by "Filling the gap in the company premium portfolio"?**

F. Hemm: The gap is related to an implant that is optimized or perfected for immediate treatment protocols, for immediate placement and immediate loading of implants. We have a very comprehensive portfolio already, including the apically tapered BLT product which offers more primary stability but, based on customer feedback, they were telling us they were looking for yet another implant design that provided them with even more primary stability. This is where this very specific design came in. Also, our partnership with Ophir Fromovich, as the pioneer in the design of implants that are especially suitable for immediate treatment protocols. This is what we mean by filling the gap. We have now a product that is optimized for immediate protocols. However, it's not only for immediate protocols, I think that's very important. Based on the clinicians' feedback, in the limited marked release phase, they have tested it in all kinds of indications: Immediate, delayed, conventional. It's an implant that can be used in all types of bone classes, in all types of indications, in all types of positions: Anterior, posterior. It's perfected for immediacy but it's universally applicable, which is important, because we don't want the dentist to have to have an implant for each indication, or for each bone type; it's getting too complex otherwise for the dentist.

**Q: You are starting your launch in the European market, what's your next move?**

F. Hemm: We will have a global launch. Launch timing always depends on regulatory approval, of course. We want to have a full portfolio available at the time of launch, all the implant diameters, all the prosthetics components. We start with Europe, now. In the U.S. we are in what we call the limited market release phase, which means we make the product available to a smaller number of customers, highly experienced dentists that are also used as trainers, so it's a "train the trainer concept". They help us then multiply the learnings because we believe it's very important that we educate and train our customers. We are not just throwing the product on the market and this group of dentists involved in the early phase will be very instrumental on the educational side. We then go in what we call the full market release which will be in the fall of this year in the U.S.A. For other markets, Japan, China, Brazil it depends on the regulatory approvals.

**Q: Marketwise, do you recognize any markets that have high potentials. What growth can we expect in specific markets as far as implants in general are concerned?**

F. Hemm: Clearly, if we look at the penetration with implants it differs vastly across the countries. Korea has probably the highest penetration worldwide, Brazil also has a relatively



IDS 2019 - Infodent International Editorial Team, Dr. Herbert Polzhofer (back), Straumann Global Product Manager and Frank M. Hemm (first from right), Straumann Executive Vice President Marketing & Education



high penetration. Southern European countries like Italy, Spain also have a relatively high penetration. However, there are large countries that are still at the very early stage of implant dentistry. China, for example. We measure penetration by the number of implants that are being placed every year per 10,000 inhabitants: China is below 10, in Korea above 500-600. So, there is an enormous growth potential in China. China is already a top 5 implant market at this low level of penetration, so you can just imagine how large this market will be. But other large countries as well like Russia, still have very low penetration.

Some Latin American countries, some Eastern European countries, India has very low penetration too. So, we have some countries with huge population that are still at a very low penetration and if you look at our strategy, in terms of how we serve these markets, we want to get closer and closer to these customers. We typically enter a market through a distributor and once we reach a critical size we establish our own subsidiary.

This has happened in China in 2012, in Russia just last year, where we took over our distributor. In markets like Colombia, Chile we have opened-up our subsidiaries.

We did the same in India last year so, step by step. In Africa we're only there with a single subsidiary in South Africa and in the rest of the continent through distributors and there are some very big countries like Nigeria etc. So, we develop these markets very deliberately and systematically.

**Q: Which are the factors determining this growth? How much people can spend, aging of population or, what else?**

F. Hemm: There are several factors such as affordability, there is the question of how well the dentists are trained. This is a very important topic. There is the element of awareness

for dental hygiene and treatment. There is an element of local competition; the more implant companies are there the lower the price. There is an element of competition among dentists; the more dentists there are, like the very high density of dentists in Brazil, that also drives the price down.

**Q: In Brazil you bought Neodent, why?**

F. Hemm: When we acquire a company it's with a very specific target so, in the case of Brazil, Brazil is the second largest implant market and it's a market characterized by what we call the value implants, not so much premium implants. Premium segment is maybe 20% while 80% is value and we asked ourselves how we could compete in the value segment. Neodent was the market leader in Brazil by far. So, the question was, can we with the Straumann brand get meaningful traction in the value part of the market or do we need a partner? This is how we acquired Neodent.

**Q: What is the market for ceramic implants?**

F. Hemm: At the moment it is still a relatively small market but, we see in many countries an increasing demand for different reasons. On one hand, patients prefer white implants, it's a very emotional decision as it looks like your tooth, it's an aesthetic question. Some patients prefer it because it's metal free, so that's an element of holistic medicine. Dentists also like it because there are some clinical advantages with respect to the soft tissue reaction to the ceramic material. It is still a relatively small market, but we see increasing interest.

**Q: Why is it still small?**

F. Hemm: Maybe different reasons. Ceramic implants are not new. We had them in the 70s and 80s and at that time the down side was that the osseointegration was not so good as with metal, titanium implants and some of these implants were also more prone to breakage. Today we have very different materials, high performance ceramics that no longer break but, nevertheless, we need to overcome the mind set of many dentists that ceramic is a difficult material. So, when you look at the ceramic implants of Straumann, the PURE ceramic implants, we address those two issues: osseointegration, where we have the ZLA surface which we have scientifically proven is as good as the SLA. Not yet as good as SLActive, but as good as SLA. And, the second aspect that we had to overcome was the fear of breakage. So, what we do is test every single ceramic implant, 100% testing.

We apply force to make sure it has no internal cracks, we make sure the implant is safe. Which is why we can extend a lifetime guarantee for the ceramic implants, which means that even in the event an implant should brake we replace the implant, we replace the abutment and we pay part of the re-treatment cost.



This is how we believe we can address this market in a responsible way.

Why has it not grown faster? I think we can prove that it is save in terms of osseointegration, it doesn't break but the limiting factor was the prosthetic flexibility. With the monotype implant you don't have the same flexibility as today with the titanium implant, which is why the trend is moving into two-piece ceramic implants. Our prediction is that now that you have the full prosthetic flexibility plus the integration into the digital work flow, it will continue to grow. With our PURE two-piece ceramic implant and the Straumann SNOW implant we can exactly address this need for prosthetic flexibility.

**Q: Artificial Intelligence is a big issue now. How do you apply it?**

F. Hemm: We have a partnership with a company called Dental Monitoring, where we have also invested in. Basically, they have four applications based on AI. It's an app that you have on the smart phone. The first application is a diagnostic application.

The dentist or the patient takes a device-assisted picture of your oral situation. The AI database behind it can detect mal positioning, can detect caries, gum recession and other things. The second application is a simulation tool.

Once I have identified a malocclusion

or a tooth correction problem in general, I can simulate your face with metal brackets, with ceramic brackets or with clear aligners. Or, if you have a gap from a missing tooth, I can simulate replacement of a tooth. So, it emotionalizes the patient-dentist consultation and treatment discussion, you see the before and after.

Of course, we must be careful not to over promise but it helps to explain to the patient what the treatment will look like, or even for tooth whitening you go from C to a B and so on. So, treatment simulation. The third element is monitoring which is most advanced in the application of orthodontics. Let's say the patient has accepted the treatment and gets the aligners. The patient goes home and uses the device to take the picture or a series of pictures. The AI engine behind compares the actual picture with the treatment plan and tells you if it is ok, if there is progress, if you can keep using the aligner or if you are more advanced and you can move to

the next aligner or, if there is an issue, it tells you to contact your dentist.

Why is this good? You don't have to go back to the dentist unless there is a problem. It's good for you as a patient, it's good for the dentist because he doesn't occupy the chair and it also helps with compliance of the patient because it makes him or her more responsible for taking ownership of the treatment progress. The fourth application ensure long-term monitoring. This is only the beginning.

I think it is a very interesting tool because it gives a different role to the patient. Otherwise you were always at the mercy of your dentist while here we involve the patient. It's like with fitness apps, you monitor your fitness status, you monitor your health and now you monitor your oral health.

Also, as soon as you have the app on your phone you start sharing it so there is a certain word of mouth that can also be a marketing tool for the dentist.



**Q: Dr. Polzhofer, regarding your initiative here at IDS "The Arena of Confidence", how are the lion and the little girl, Ana, connected to the new implant BLX?**

Dr. Polzhofer: Let me share some thoughts. When we talked to our customers about this new implant system what we again and again heard was their need for confidence. So, as doctor promises the patient

that he is going to pull the tooth and the patient will leave with a temporary crown, the doctor doesn't want the patient to be unhappy with the result because he could not achieve the promise.

So, the doctor needs a partner that can give him confidence that he will reach the goals that he promises to the patients. And, what Straumann can bring, with this new implant, is confidence.

Confidence in all bone types, in difficult situations, not only in replacement but also in the follow up, with a good surface, with the right strength, with good abutments. Which animal or which thought represents confidence more than the king of the animals? It is not a very aggressive animal but it's there and aware of its capabilities and always ready to act if it's needed. So, it immediately came to us to have a lion as the central figure, to show what we mean by confidence: knowing what you can do.



Of course, one thing leads to another and the lion lead to the idea of the little girl, Ana and the Lion. Again, it is about confidence, I am not afraid, I am going to face the challenges but I know we are able to do this together and to come to a strong solution and this leads to the arena of confidence because it's the place where it actually happens. It is like putting the important things into the center.

**Q: You have linked this initiative to a social issue like the extinction of lions. There is in fact the possibility of adopting a lion from the Drakenstein Lion Park in South Africa. Can you tell us more?**

Dr. Polzhofer: Well, it is a very interesting story. We have a global network of key opinion leaders and a strong international team of people that give us input.

One of the people we've been talking to is a South African dentist who really loves lions and sent us pictures of himself with a lion, telling us that he liked the idea but, as we lived in Switzerland, if we wanted to see a lion we needed to go to Africa. The initiative developed like in a merge, from the discussion with our customer.

Of course, as lions live in Africa we needed to go, and we did. That's the idea of the Drakenstein national park and the adoption of a lion to help the endangered species. And it is the perfect approach for an implant: Developing and growing like a small lion.

This is also central, of course, for our dentists because nothing is more satisfying than if you have promised your patient a treatment that you are able to fulfill, it is about caring and I think this is one of the reasons why it works so well with the story of the lion.

**Q: One last question. As media, we should educate the community to integrate oral health into primary care and general health. Is Straumann focusing in any way on how oral health impacts your overall health status? And How?**

F. Hemm: For us as dental implant manufacturer it is quite difficult to run a general awareness campaign about oral health and the impact on health in general however, we do several things.

We have, for example, a collaboration with the European Federation of Periodontology (EFP), because the periodontal status has a huge impact on your overall health status. There are many studies about the implications of perio on diabetes, on cardiovascular disease, even on Alzheimer; etc. We have entered into a partnership with EFP, as an implant partner and as perio partner because we have Emdogain as a periodontal treatment concept, to help propagate the importance of oral health. So, we work with the EFP with its 25 members to spread the implant message as part of the overall oral health message.

We also have other initiatives, that you may have seen in the arena here at IDS. We run a pilot on caries prevention, detection and treatment and on perio prevention, detection and treatment.

Historically we are in the repair business, we come into play when your tooth is gone already, when it is too late. But we believe we need to look at the life cycle of the tooth, so we start with caries and how you prevent, detect and treat them and the same with perio and we have a portfolio of products exactly addressing these three areas: Prevention, detection and repair. So, we can help to save the natural tooth.

It may sound contradictory, as we want to sell implants but, if you look at the activities of a general dentist, it is not about the implant but it's about managing the natural tooth.

We believe that the right thing to do is to look at the entire cycle of a tooth.

So, our message is: Maintain your tooth, if you loose your tooth we have implants but, even if you place an implant, you cannot forget about it, you must also maintain an implant.

There are a lot of activities that we are undertaking at the moment to prevent the development of peri-implantitis.

Again, AI can play a role on how to detect a problem with your implant. So, we are involved in the whole cycle of a tooth. While, moving into general health, for us as a small implant company, is another very big step.

For more information [www.straumann.com](http://www.straumann.com)