

First European oral health summit

Takes place in Brussels

In early September, the Platform for Better Oral Health in Europe, a forum that brings together European organisations for the promotion of oral health and the prevention of oral diseases, celebrated its first anniversary. At its first summit, participants of the event



were presented with the "State of oral health in Europe" report commissioned by the organisation. In celebration of World Oral Health Day, over 140 European oral health experts attended the summit in Brussels, which was organised under the patronage of the Cyprus Presidency of the Council of the EU, supported by Karin Kadenbach and Dr Cristian Silviu Buşoi, who

are members of the European Parliament and presented the report.

"The good news is that we have witnessed incredible progress in the last decades in the prevention of caries in children. The bad news is that having damaged, missing or filled teeth is still the norm rather than the exception in Europe, and oral diseases remain among the most important health burdens," Kadenbach concluded.

According to the report, the EU currently spends almost €79 billion on health care and the figure is likely to rise to €93 billion by 2020. It also emphasises the challenges that demographic changes may pose to oral health. However, Kadenbach emphasised that there are also rising inequalities among member states in terms of access to oral care. In many EU member states, oral health care is not fully integrated into national or community health programmes, the report states. Therefore, Prof Kenneth Eaton, Chairman of the Platform for Better Oral Health in Europe, called for greater policy attention and action on the topic of oral health. The report recommends that EU decision-makers make a commitment to improving oral health by 2020 as part of EU policies.

New logo

showing all-round quality

To mark its 90th anniversary, Komet treats itself and its customers to a brand new Corporate Design. Introduced on 01 September 2012, our fresh and dynamic new Corporate Design captures the spirit of modern times while still representing the traditional Komet values of quality, innovation and tradition. Our new logo is impressive: The distinctive Komet lettering is now placed above the Komet spiral.

These two symbols—standing for dynamics and innovative power—will ensure global brand recognition with our 100,000 customers world-wide. The eye-catching new design will successively appear on all



printed matters, our website and at trade fairs. Frank Janßen, our Head of Marketing, says: "We created a dynamic, up-to-date Corporate Design that reflects what we stand for: A reputable company with a professional approach."

When asked how the company will be addressed in future, Mr. Janßen stated: "The brand name Komet will be predominantly used in all our communication, but we will continue to operate as Gebr. Brasseler GmbH & Co. KG." There's nothing left for us to add, other than, "Happy Birthday, Komet, and congratulations on your great new design!"

20 nations represented at the

tioLogic® Advanced Training Course

From July 13–16, 2012, more than 200 participants from 20 countries were treated to a comprehensive programme at the Westin Grand Hotel in Frankfurt/Main as part of the tioLogic® Advanced Training Course. Proceedings got underway on Friday evening with a get-together in relaxed surroundings and a lively entertainment programme where guests could already engage in in-depth discussions.



Over the two days that followed, interested participants had the opportunity to gain valuable insights into the latest developments of the tioLogic® system. A variety of practical tips and solution-oriented approaches were also presented for implantology scenarios, sinus and bone augmentation, and risk management, as well as for handling complications in a professional manner.

The in-depth discussions during breaks and following each presentation were just one indication of how impressed participants were by the implantology experience on display in the presentations and workshops held by our team of international speakers comprising Prof Tobias M. Böckers and Dr Joachim Hoffmann from Germany, Dr Vincenzo Catalano and Dr James Galea from Malta, Dr Umberto Pratella from Italy, and Dr Manfred Sontheimer from Germany. The presentation by Dr Santiago Isaza Penco, which looked at synergies between dental and orthodontic implants such as the tomas® system from Dentaurum, also encouraged participants to share knowledge across different disciplines.

And although it was not part of the official programme, many participants also chose to take the 160-kilometre journey to Ispringen to visit Dentaurum, and to see for themselves onsite just why Dentaurum quality "made in Germany" is so special.

New study reveals

Oral health's growing price tag for Europe

Treatment costs for oral and dental conditions across Europe often exceed those of other major diseases, including cancer, heart disease, stroke, and dementia, according to a pan-European study released in September 2012. The State of Oral Health in Europe Report estimates current spending in dental treatment in the EU 27 to be close to €79 billion per year, a figure set to reach €93 billion by the year 2020 if adequate action is not taken now. The report reveals that oral health-related costs are still on the rise despite the fact that caries and their complications are highly preventable through a healthy, balanced diet and routine oral hygiene practices.

The study was commissioned by the Platform for Better Oral Health in Europe, a forum that brings together European organisations that work towards the promotion of oral health and the prevention of oral diseases in Europe. The report analysed data from 12 European countries (Austria, Cyprus, Denmark, France, Germany, Ireland, Italy, Lithuania, Poland, Romania, Spain

and the United Kingdom). The report shows that—despite significant achievements in the prevention of cavities in Europe—much remains to be done in areas such as: promoting oral health awareness, tackling oral health inequalities and addressing common risk factors. Further indispensable tools in the fight for better oral health in Europe include the development of high quality, comparable oral health data and better cost-effectiveness studies to assess the impact of prevention initiatives.

On the basis of the report findings, the Platform has developed a series of recommendations and calls on policymakers.

Presenting the results of the study at the first European Oral Health Summit, held 5 September, 2012, at the European Parliament in Brussels, Member of the European Parliament Ms Karin Kadenbach said, “In a time of austerity measures and growing pressure on health-



[PICTURE: ©ALMAGAM]

care budgets, this report is a timely reminder that we have to tackle the persisting disparities in oral health across and within EU countries, with regards to socioeconomic status, age, gender, or indeed general health status.”

Speaking at the Summit, Professor Kenneth Eaton, Chairman of the Platform for Better Oral Health in Europe, called for more policy attention and action on the topic of oral health. “At the EU level, there is currently a lack of understanding about the integral role oral health plays in overall health and well-being,” he said. “On behalf of the Platform for Better Oral Health in Europe, I hope and believe we finally have the adequate tools and procedures in place to work effectively together and foster policy decisions which will benefit the oral health of everyone in Europe in the years to come.”

Source: www.oralhealthplatform.eu

Minimally Invasive Surgery

Boosts Outpatient Procedures

More and more surgical procedures are being performed globally every year, driving the demand for new and improved surgical equipment, states a new report by healthcare experts GBI Research. The new report Surgical Equipment Market to 2018—Increased Access to Ambulatory Surgical Centers to Drive Outpatient Surgery Volumes shows that this increase in surgical procedures is due to improving healthcare infrastructure in emerging countries, increasing cases of lifestyle diseases and technological innovations boosting the possible workload of surgeons.

According to the Centre for Disease Control (CDC), approximately 48 million surgical procedures are performed in the US each year, while emerging countries such as India and China hold huge future potential for surgery due to increased healthcare expenditure and huge patient populations. The spread of westernised living standards has led to a worldwide increase in diseases such as obesity, lung cancer, cardiovascular diseases and kidney disorders, expanding the patient population eligible for surgery.



[PICTURE: ©VALERIY VELIKOV]

Accessibility, affordability and patient comfort are also driving up the demand for outpatient procedures. Outpatient surgery is found to be more cost-effective than inpatient surgeries, as they eliminate hospitalization costs, minimize the time spent in the operating theatre, and cut costs for staffing and travel. The increasing volume of surgical procedures being carried out is resulting in a growing demand for surgical equipment such as surgical sutures, electrosurgical devices and hand instruments. The global market for surgical equipment is therefore forecast to exceed \$7 billion by 2018, following growth at a Compound Annual Growth Rate (CAGR) of 4.2% during 2011–2018.

Flavoured toothpaste suppresses

Appetite for sweets

A German manufacturer of dental care products has developed a flavoured toothpaste that reduces a person's desire for sweets. The product promises healthy teeth and curbs one's sweet tooth. Users only have to brush three times a day for at least three minutes to benefit from the product, which promotes dietary change and can lead to weight loss of up to almost 7 kg.

According to Dr Weiler, a newly founded company, natural flavours in the toothpaste are responsible for the effect.

A randomised, placebo-controlled, blind study with 48 participants over four weeks and an application study over three months with 36 people found that 90 per cent of the participants reported a significantly reduced appetite for sweets.

Some of them saw a weight reduction of up to 6.8 kg within three months as giving up sweets became easier when using the toothpaste regularly.



[PICTURE: ©GRASKO]