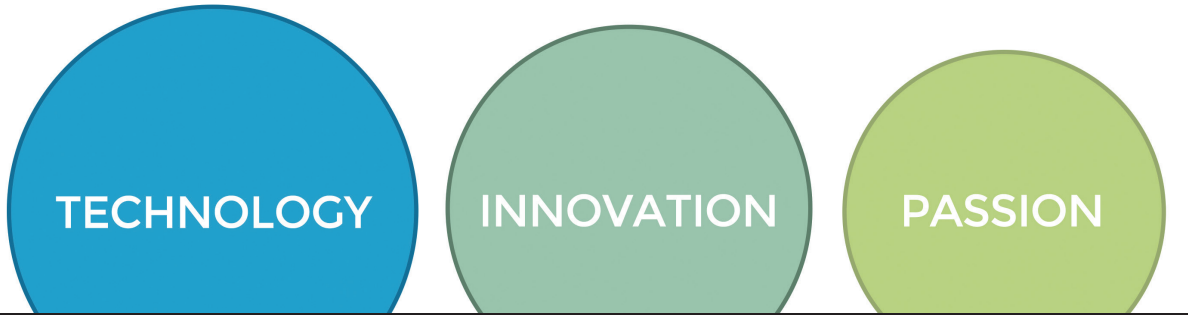
Technology, innovation and passion

Laser devices bring improvement to the daily practice

Timo Krause, Germany

MEDENCY is a dynamic and innovative dental equipment and technology company privately owned and based in Vicenza, Italy. Since its founding, CEO Alessandro Boschi has driven the company forward through his unique passion and profound experiences in the field of laser dentistry. Prior to MEDENCY, Boschi had taken up many important leadership roles in various dental businesses over the past 15 years, forming an in-depth understanding of business as a dedicated team effort. Hence, MEDENCY presents an utterly talented team with global expertise in the field of dentistry and, in particular, dental lasers. The overall objective and ultimate mission





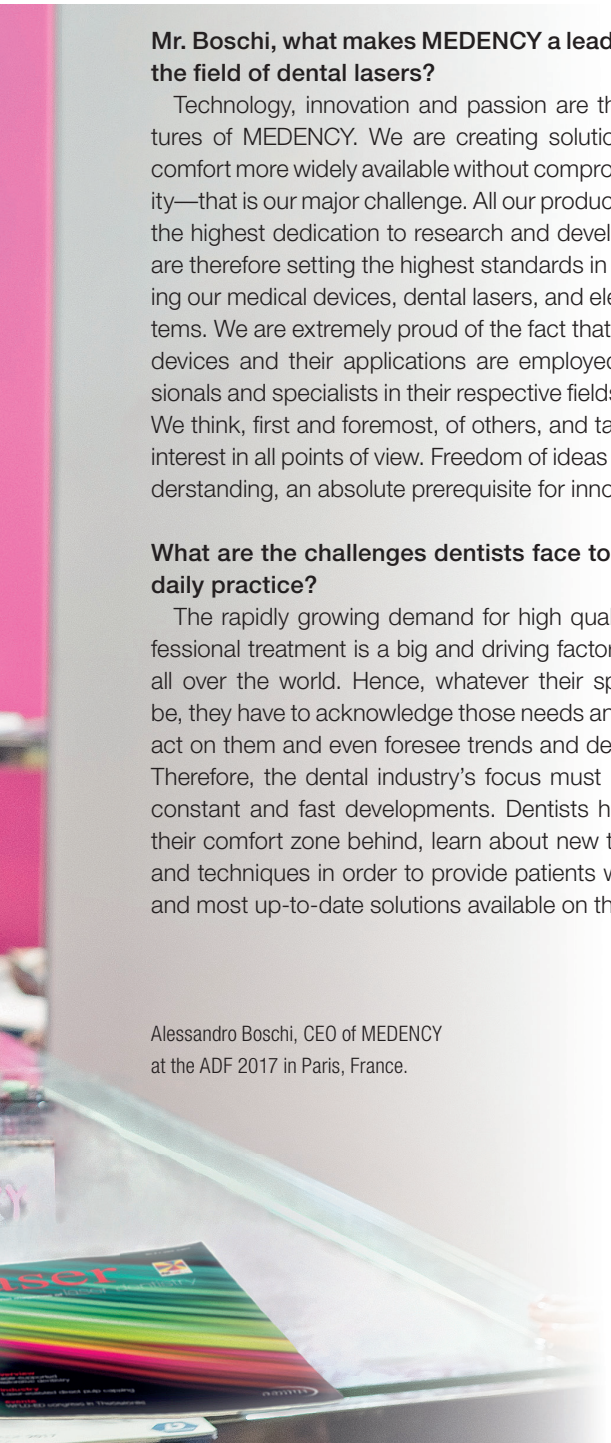
is to provide a combination of cutting-edge products and services like tailor-made educational courses as well as a high-level of customer exchange, while drawing on a wide network of academic partners. *laser* had the opportunity to speak with Alessandro Boschi about his ideas and thoughts regarding laser dentistry and the benefits of utilising lasers in daily practice.

Mr. Boschi, what makes MEDENCY a leading force in the field of dental lasers?

Technology, innovation and passion are the main features of MEDENCY. We are creating solutions to make comfort more widely available without compromising quality—that is our major challenge. All our products arise from the highest dedication to research and development. We are therefore setting the highest standards in manufacturing our medical devices, dental lasers, and electronic systems. We are extremely proud of the fact that our medical devices and their applications are employed by professionals and specialists in their respective fields worldwide. We think, first and foremost, of others, and take a sincere interest in all points of view. Freedom of ideas is, in our understanding, an absolute prerequisite for innovation.

What are the challenges dentists face today in their daily practice?

The rapidly growing demand for high quality and professional treatment is a big and driving factor for dentists all over the world. Hence, whatever their specialty may be, they have to acknowledge those needs and demands, act on them and even foresee trends and developments. Therefore, the dental industry's focus must be on these constant and fast developments. Dentists have to leave their comfort zone behind, learn about new technologies and techniques in order to provide patients with the best and most up-to-date solutions available on the market.



Alessandro Boschi, CEO of MEDENCY at the ADF 2017 in Paris, France.

The PRIMO dental laser device is one of your key products on the market. What are the major advantages and benefits for users?

Lasers have several uses for dental surgery, periodontics, endodontics, implantology, cosmetics, and further therapy. PRIMO combines state-of-the-art diode laser technology with the innovation and experiences MEDENCY has gained in the dental industry. Thanks to its intuitive interface and the easily accessible wide touch screen, the device is very easy to use. This small portable unit comes with variable tips and hand pieces for multiple treatment procedures. Currently, new models are being finalised in the last stages of development. Among them is a new device that shall help implantologists fight the new "tsunami" of the dental field—called peri-implantitis. Furthermore, in the near future, we are going to launch a unit specifically for hygienists as an adjunct device for scaling and root planing.

In your opinion, how have lasers changed the dental market so far, and what are your future plans?

Laser is one of the newest developments in dentistry, and has stimulated growth in the medical and dental equipment market. Particularly in dental surgery, laser offers numerous benefits, rendering treatment more effective for the dentist and less painful for the patient, accelerating treatment options and leading to significantly improved patient outcomes. I am convinced that dental lasers will be utilised more and more in dental practices. Therefore, we will continue our efforts to show, how lasers make the practice life easier for dentists and their teams. Our aim is to inform dentists of all the benefits arising from using lasers in their daily routine. Furthermore, we will increase our current full support of academic and university programmes aimed at studying new instruments and possible fields and indications of use.

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