Interview: “Education remains a priority for the company”

By Brendan Day, DTI

At the recent European Association for Osseointegration (EAO) annual congress in Lisbon in Portugal, Dental Tribune International had the opportunity to speak with Jo Massoels, Vice President of Global Marketing and Solutions at Dentsply Sirona Implants, about some of the company’s recently launched products and its focus for the future.

Mr Massoels, the theme of this year’s EAO congress is “The bridge to the future”. How is Dentsply Sirona living up to this theme, both here and looking beyond Lisbon?

Well, here in Lisbon, we are mostly focused on our implant solutions, given that this is the main specialty of the EAO. How Dentsply Sirona lives up to this theme, both here and in general, is through our scientific approach to research and development. This knowledge remains our foundation, but at the same time, our digital portfolio continues to expand, and so what Dentsply Sirona is doing is developing a bridge between this scientific knowledge and a digitally based future.

Of course, this is not to say that we are not focused on implantology as a path forward—here at EAO, we have been showcasing our new Astra Tech Implant System EV as it is rolled out across North America and Europe?

Yes, absolutely. That’s where Dentsply Sirona will really be able to leverage its dedication to training. We have built it and are building many training facilities around the world to educate dental professionals in all general areas, where they are able and will be able to engage in training sessions for the Astra Tech Implant System EV, Azento and other Dentsply Sirona solutions.

Dentsply Sirona took the opportunity at the 2019 International Dental Show to launch the Primescan intraoral scanner, among other products. What has the feedback been to this point?

It’s been tremendously positive, to be honest. We knew it was a great product, but I did not expect it to be such a tremendous success—there are quite a few intra-oral scanners on the market already, but with the launch of Primescan, we enabled users to take a digital impression easily and with great accuracy at an outstanding speed.

With the launch of Primescan, we enabled users to take a digital impression easily and with great accuracy at an outstanding speed. In general, there is a growing demand for immediate temporisation, and it is something that many clinicians want to be able to offer their patients. However, a crucial factor for clinicians is achieving primary stability in the implant—this is a requirement for successful immediate temporisation.

As patients are requesting faster dental care, there are a growing number of clinicians conducting immediate temporisation. This is what the Astra Tech Implant System EV seeks to address, with its deeper apical threads designed to allow for ideal primary stability. What we’ve done is improve an already very versatile implant system, allowing it to be used for an even greater set of indications, without compromising the guiding principles of the Astra Tech Implant System EV and providing outstanding marginal bone maintenance. I am confident that this will be appreciated by our customers. They’ll be able to treat more cases than ever before using the same implant system with the same drilling protocol.

We’ve built on what we already have—not just the products but also the science that serves as our foundation.

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