Turkish Dental Association invites dental professionals to 101st FDI AWDC

Next year’s meeting to be held in Istanbul

As decided at an FDI conference in Lisbon in March, the next FDI Annual World Dental Congress will take place in Turkey for the first time. In anticipation of the event, which will be hosted by the Turkish Dental Association (TDB) in Istanbul next year, TDB President Prof. Tamer Yücel invited dental professionals to attend the 2013 congress at a lunch yesterday at this year’s meeting in Hong Kong.

Alluding to the city’s unique geography and history, the event’s theme will be “Bridging continents for global oral health.” Yücel said that he and his organisation are looking forward to bringing dentists from five continents together in the city of Istanbul for the first time.

“Hosting the annual meeting in Istanbul is like winning the dental Olympics and offers similar added value. A widely publicised international event, held under the auspices of the President of the Republic of Turkey, provides an ideal opportunity to raise awareness among members of the public about the importance of oral health,” he said. “We hope that the 2013 Annual World Dental Congress will also have a positive impact on government decisions in the field of public dental oral health.”

According to the 2010 survey analysis published by the Turkish Ministry of Health, 85 per cent of young people in Turkey aged between six and 19 are affected by dental caries. The organisation also found that as many as 74 per cent of those aged between 15 and 19 and 96 per cent of those between 30 and 34 are affected by periodontal disease.

In addition to benefits to oral health, the TDB believes that organising the FDI congress will be a significantly positive step towards international recognition of the country.

The organisation currently represents about 22,000 Turkish dentists. It has been a member of the FDI World Dental Federation for 24 years. Since the year 1992, it has been organising dental congresses throughout Turkey, including its own national dental congress, which brings together between 2,000 and 2,500 dentists every year.

Its 2013 congress, held in partnership with the FDI, will take place at the Istanbul Convention and Exhibition Centre from 28 to 31 August.

With regard to the dental industry, more than 50 dental manufacturers are located in Turkey and dental products from over 300 companies are available on the market. The country’s dental equipment and material sector has an estimated value of US$150 million.

According to the ministry, the sector’s growth rate has increased in recent years from an estimated 3 per cent in 2009 to an estimated 10 per cent in 2011.

The first review-driven health care community in Asia

CompareClinic.com presents a whole new way of connecting patients to clinics

Compare Clinic is a review-driven community that aims to help people connect with trusted medical specialists, both locally and overseas. Recently Dental Tribune International co-founders Henrik Petersen and Virginia Chan about the concept of Compare Clinic and its benefit to the dental community.

Henrik Petersen: Using Web 2.0 technology, Compare Clinic facilitates three-way communication between dental manufacturers, dental surgeons and patients, and helps people make informed decisions about dental and medical treatments. The ultimate goal of Compare Clinic is to connect patients with trusted dental professionals. To this end, our community also helps dental clinics reach out to more patients and build a trustworthy reputation.

Medical tourism is on the rise in Asia, according to Reuters. It is estimated that it will reach over one million by end of this year. In the past, medical tourists came primarily from the US and Europe looking for cheaper treatment alternatives owing to high costs in their home countries or a lack of dental insurance. In recent years, affluent Asians have become the driving force behind the advanced medical centres in Korea, Singapore, Thailand, the Philippines and India. It is common for people to live in different places throughout their lifetime and consequently they will seek dental and medical treatment in an environment that is entirely new to them. Compare Clinic will be able to connect patients around the world to quality dental treatment.

Virginia Chan: Being a practice management consultant, I understand many dental clinics are looking for a cost-effective way to market...
Raising awareness of oral health in China

In this series of reports in Worldental Daily, FDI and Unilever have sought to highlight the achievements of their landmark Live.Learn.Laugh partnership. The partners said that they are looking forward to reporting to delegates at FDI Istanbul 2013 on further progress around the globe and demonstrating once again the partnership’s role in achieving their joint vision of improving people’s lives through better oral health.

In Dalian, China, Unilever’s Zhong Hua brand and the Chinese Stomatological Association are currently working together with central and local government to improve oral health care standards in young mothers and their children by integrating oral health into the standard maternal and child health care system. Oral disease in young children in China is a common problem, with half of children enrolled in kindergarten showing signs of tooth decay. Recent studies have found the prevalence of caries in three-year-olds.

Dental assistants demonstrating effective oral hygiene measures on a model to a Chinese mother.

I LLI partnership targets mothers with young children

In Beijing to be 50.5 per cent, whilst the figures in five-year-olds is 73.3 per cent.

The project aims to improve the oral health of 700 children by raising awareness of oral health problems among mothers with young children through oral health education, encouraging the proportion of mothers who brush their teeth twice a day with fluoride toothpaste, and increasing the proportion of mothers who practise healthy feeding habits and take responsibility for the oral hygiene of their children, thus reducing the incidence of caries in young children. The project uses a dental pass to promote regular visits to the dentist and teach young mothers that oral health is as important as general health in bringing up a healthy, happy child.

Please remember to visit the Live.Learn.Laugh partnership stand to find out more about the exciting oral health improvement projects taking place around the world.
An action document for global oral health

“Vision 2020” report released at FDI congress

Members of the Vision 2020 Task Force yesterday released a new report that discusses oral health problems and ways to address the crisis on a global scale for the first time. The document, available as a download from the FDI’s website, recommends expanding the role of existing oral health care professionals and access to care, among other measures, in order to improve oral health worldwide by 2020.

Members of the task force present included FDI President Dr Orlando Monteiro da Silva, Task Force chair Dr Michael Cick, USA, and the Dean of the Peking University School of Stom-