

27th Global Summit and Expo on

DENTAL MARKETING

December 07-08, 2017 | Madrid, Spain

Posters

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Basic fibroblast growth factor regulates pyrophosphate/phosphate regulating gene expression in stem cells isolate from human exfoliated deciduous teeth

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Basic fibroblast growth factor (bFGF) play roles in stem cells isolate from human exfoliated deciduous teeth (SHEDs) maintenance and regulated cells differentiation. Moreover, bFGF signaling have an effect on mineralization by regulate pyrophosphate/phosphate balance in cells. From our previous study showed that under osteogenic differentiation, bFGF decreased *ALP* activity and mRNA expression also reduced nodule formation. The aim of present study was investigated the regulation of bFGF on osteogenic differentiation in SHED via pyrophosphate/phosphate regulating gene expression. SHEDs expressed mesenchymal stem cells surface markers (CD44, CD90, CD105) and differentiated into osteogenic and adipogenic lineage upon differentiation medium cultured. Exogenous bFGF reduced *ALP* mRNA expression and protein levels also inhibit bone nodule formation in osteogenic induction. SHEDs were maintained in osteogenic induction after 14 days, did not showed effect on *PPi/Pi* regulating gene (*ANKH*, *ENPP-1* and *PIT-1*), in contrast, bFGF mRNA expression was significantly decreased at 14 days and *ALP* mRNA expression was significantly increased at 3 and 7 days. Treating SHEDs with exogenous bFGF reduced *ALP* mRNA expression and significantly increased *ANKH* mRNA expression and this effect was rescued *ALP* and *ANKH* mRNA expression by FGFR inhibitor. Further, the intracellular mechanism implying the involvement of intermediate molecules pretreated with FGFR inhibitor and cycloheximide were up-regulated *ALP* mRNA expression and down-regulated *ANKH* mRNA expression at 24 hours. Notably, treating SHEDs with phosphate were enhanced calcium accumulation upon osteogenic induction 14 days whereas treating SHEDs with pyrophosphate were inhibited. In conclusion, bFGF enhanced *Pi/PPi* regulating gene expression in SHEDs.

Biography

Nunthawan Nowwarote has completed her PhD at faculty of Dentistry, Chulalongkorn University, Thailand. She has worked at mineralize tissue research unit at faculty of dentistry, Chulalongkorn University for six years. She got poster award: 6th Hiroshima Conference on Education and Science in Dentistry 2015, 21-30 October 2015 at Hiroshima Japan by oral presentation and poster presentation in title basic fibroblast growth factor induced interleukin six expression by stem cell isolated from human exfoliated deciduous teeth.

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Bichectomy: Clinical case report in a 28-year-old woman with heavy face complaints

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Bichectomy or facial lipectomy is a surgical procedure that consists of removal of the adipose body from the cheek or formerly known as Bichat's adipose ball. This technique presents several aesthetic-functional indications that aim to provide a better facial harmony, and consequent physical and psychological well-being of the patient. The adipose body of the cheek is a structure formed by a spherical mass of encapsulated fat located below the buccinator muscle, bilaterally, which has a mechanical function and facilitates movement between the muscles during sucking and chewing movements. The amount of this fatty tissue can vary, with this, people who tend to have a more rounded face have a larger amount compared to those with a thinner face. The bichectomy technique is considered a minor oral surgery procedure, performed through intrabuccal access and local anesthesia, and can be performed or indicated by any dentist with specific professional training in the area. In view of the increase in cases with indication of performing this surgical procedure in the dental office, this study aims to report aspects related to the surgical technique, including indications, benefits, risks and complications, through clinical cases, comparing pre and post- Late postoperative period of the patients submitted, in which the aesthetic and functional improvement can be observed clearly. It is concluded that the bichectomy technique presents itself as one more option of the dental surgeon, however, due to its peculiarities, it is indispensable that the professional has a broad anatomical knowledge and technical training to avoid complications that can be Irreversible.

Biography

Rafael Evaristo is Dentist Surgeon in Oral Maxillofacial Surgery and Traumatology at São Leopoldo Mandic Dental Research Center. He is graduated (dentistry) from the Federal University of Goiás followed by Master degree from the Department Oral Maxillofacial Surgery and Traumatology at São Leopoldo Mandic Dental Research Center. He is Specialist in Implantology. He is an Active Member of Brazilian College of Oral Maxillofacial Surgery and Brazilian Academy of Esthetic Dentistry – ABOE. He is Professor of Esthetic and Functional Facial Harmonization.

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Immunohistochemical expression of actin and s100 in pleomorphic adenoma and mucoepidermoid carcinoma

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Background: The aim of this study was to evaluate the expression of fibroblast growth factor-2 and Heparanase in salivary pleomorphic adenoma, and to correlate the two studied markers with each other and with clinicopathological parameters including: age, sex, tumor site and histopathological presentation.

Methods: Sections of twenty five formalin-fixed paraffin embedded tissue blocks specimens of salivary pleomorphic adenoma were immunostained using monoclonal antibodies (Fibroblast growth factor-2 and Heparanase) to assess their expression in this tumor.

Results: The expression of fibroblast growth factor-2 and Heparanase were positive in all pleomorphic adenoma cases (100%). The positive expression of fibroblast growth factor-2 was significantly correlated with histopathological presentation (p-value=0.032), but it was non-significantly correlated with FGF-2 and other clinicopathological parameters (age, sex, tumor site). The positive expression of Heparanase was non-significantly correlated with the histopathological presentation (p-value=0.088) as well as with other clinicopathological parameters (age, sex, tumor site). Statistically significant correlation was found between the expressions of both studied markers (p-value= 0.0005).

Conclusion: The fibroblast growth factor-2 and Heparanase positive expression was noted in all cases of salivary pleomorphic adenoma signifying that both fibroblast growth factor-2 and Heparanase might contribute in the biological behavior of pleomorphic adenoma. The highly significant correlation found in the expression of both markers suggests their synergistic and cooperative role in the tumorigenesis of pleomorphic adenoma.

Biography

Dr. Ahlam obtained her B.D.S and MSc degree from the college of dentistry of Baghdad. She was a junior teaching staff in periodontal. In 2004 she obtained professor degree in oral diagnosis department. In 2002 she was the head of oral diagnosis department from July-2002 to October-2006 and in 2006 she was the head of Promotion department. In 2015 she was the head of scientific committee in Baghdad College of dentistry. Now she is Professor in oral pathology in dental college, Uruk University. She is a Member of Iraqi Diabetic Society. She has more than 45 publications in the field of oral and maxillofacial pathology.

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Analysis of dentists' choice of local anesthetics in Belarus

Iryna Zakharava, E Mirnaya, L Palianskaya, N Yudina and A Serova
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Aim: The purpose of this research was to study the selection of local anesthetics by dentists in Belarus.

Materials: Anonymous questionnaire poll of 213 Belarusian dentists was conducted. Questionnaires were statistically analyzed.

Results: 15.9% of respondents always use local anesthesia in treatment of dental caries and non-caries lesions, 83.1% - do it sometimes, 31.4% use local anesthetics in treatment of pulp diseases. The dentists are guided by the following criteria when choosing local anesthetics: allergic history data - 92.9%, medical anamnesis - 90.6%, patient's condition - 84.4%, diagnosis - 71.2%, planned duration of treatment - 62.3%. Respondents prefer "Ultracain D-S" (60.1%) and "Ultracain D-S forte" (59.2%) in their practice. 45.1% use "Ubistesin", 38.5% - "Ubistesin forte", 37.5% - "Septanest", 25.4% - Lidocaine, 20.1% - "Scandonest". 91.4% of respondents know about the availability of domestic articaine-containing anesthetics on the market, but only 22.1% of dentists use "Articaine with epinephrine" and 14.0% use "Erpicaine", manufactured in Belarus. The reasons for rare use of Belarusian anesthetics are as follows: the lack of domestic products in dental clinics (48.7%), fear of complications (25.3%), the presence of preservatives in anesthetic solution (16.0%), lack of information about the anesthetic (16.0%), drug packaging in ampoules (14.6%), lower efficiency (14.0%).

Conclusion: Dentists of Belarus prefer to use articaine-based local anesthetics in their practice. Under-use of domestic products indicates the need to improve their characteristics and to intensify marketing efforts.

Biography

Iryna Zakharava graduated from Belarusian State Medical University in 2005. She works as Asst. Prof. at the 2nd Department of Therapeutic Dentistry since 2010. Member of EADPH participated in many international conferences. The author has more than 20 scientific publications. Her research interest includes Public Health and Anesthetics in dentistry.

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The role of communication in marketing relationship in dental patient's loyalty

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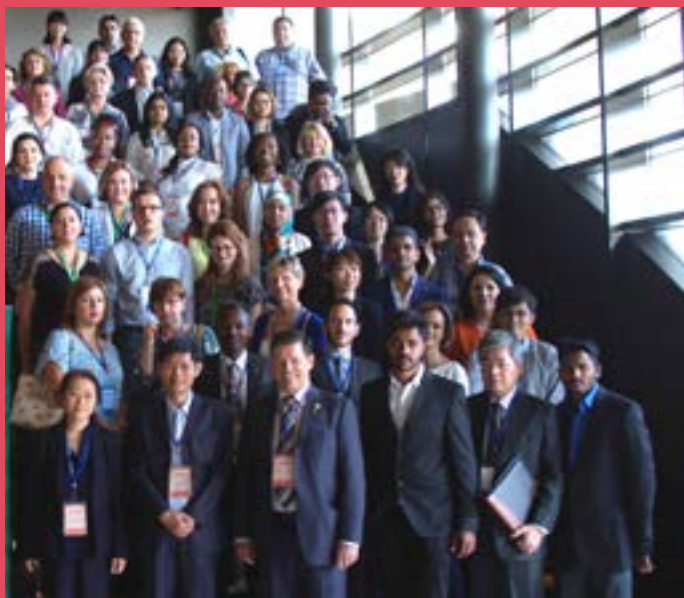
The communication is the basic in marketing relationship and it has a direct impact in customer by strengthening customer relationships and building customer loyalty by talking, take care and make them feel as partner not just customers. The dental clinics and centers had to increase the direct and the indirect communication due to increase competitive. Marketing relationship aim to use media to strengthen customer loyalty, and use telecommunication and information technology to keep the customers, and increase the quality of service by doing it with shorter time and strength the relationship with customers by all communication possible ways. Collect data, contact dates, issues discussed with customer and the customer hobbies and interests. The paper concluded there are statistically differences between communication in marketing relationship in customer loyalty, and it found the communication in marketing relationship make customers to keep coming to the clinic.

Biography

Abeer Turkmani has completed her Bachelor of Business Administration at Damascus University Faculty of Economics. She is Director of Malek Dental clinics and preparing master degree in marketing at Damascus University Faculty of Economics. She has published a paper in Al-Baath University journal. Her research interest includes Dental Marketing, patients loyalty and Dental centers management.

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Growth factors role in achieving ideal regeneration of soft and hard tissue

Ehab Rashed

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This presentation will demonstrate how to obtain the growth factors from patient and how to utilize it at severe bony defect site, by mixing the patient growth factors with bone substitute to compensate for the lost hard tissue, then the use of the growth factors at the surgical site to accelerate the soft tissue healing in order to optimize the final outcome.

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The bone renaissance

Mahmood Qureshi

Pakistan Academy of Implant Dentistry, Pakistan

In a relentless pursuance of perfection and a definitive solution for long term stability of tissues around implants, the author will present an exceptional concept the 'Bone Renaissance', a unique philosophy encompassing the sequential and codified reversal of the bone back to its original 3-D Engineered Divine Osseo-architecture by incorporating the 5 in 1 modus operandi: 'SABIRIN', Stable Alveolar Bone Implant Reconstructive Integration Naturally, a major paradigm shift in re-establishing the natural spiritual union of the form and function. The SABIRIN components resurrect the lost contours of the hard and soft tissues with a long-term, esthetic predictability. The refurbishment of patients to innate curve, contour, aesthetics and function is achieved by using SABIRIN components: Bone Renaissance Implant placement with specially designed osteotomies (rotary & manual), growth factors and soft tissue manipulation. Vascularized osteotomies, sinus grafts, and on lay grafts. Based on the 25 years of experience, the presenter thoroughly discusses the rationale, gives practical guidelines and presents surgical maneuvers to rectify hard and soft tissue deficiencies.

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Digital innovations in implant dentistry

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During all dental treatments, especially implant dentistry, the biology should be respected and be managed accordingly. Firstly, all the implants should be placed in the best three-dimensional position so that no biological complications occur. This implies that implants should be placed in healthy and good quality tissues, keeping in mind the relation with its surroundings, antagonist and biomechanical issues. Nowadays, loading time of the implants is also a challenging issue for both practitioners and patients. By using digital innovations and equipments, we can choose good quality implant sites in the bone. Bone density can be analyzed as well as the three-dimensional position of the implants can be designed. By using this method, surgical complications and errors can be prevented, helping the practitioner choose the best surgical procedure such as flapless, flap or guided bone regeneration (GBR). Loading of the implants with prosthetic design also can be achieved using such software. Therefore, digital innovations can help us achieve predictable treatment plans with better results and fewer complications.

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Bone ridge augmentation for dental implant placement

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In the present study, we focus on avoiding placement errors of implants and the ideal prosthetic position in order to offer to our patient's predictable long term prosthesis. We follow numerous techniques and have various biomaterials to reconstruct the alveolar ridges to obtain ideal conditions for the placement of dental implants, passing through the autogenous bone. Biomaterials like rhBMP-2, and different techniques like sinus graft, ridge expansion, nerve lateralization and zygomatic implants are used for the purpose of solving different challenges as per the patient's requirement.

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Differences in the effectiveness of media tracks with picture books on the level of knowledge of oral health in children between 4-6 years in kindergarten Bhayangkari 1 Alai city of Padang Indonesia

Elshinta Pratiwi

Andalas University, Indonesia

To improve knowledge about oral health, appropriate media is needed that appeals to children. The purpose of this study was to determine differences in the effectiveness of media tracks with picture books on the level of knowledge of oral health in children between 4-6 years in kindergarten, Bhayangkari 1 Alai city of Padang Indonesia. This study uses a quasi-experimental design with pretest-posttest control group design. Purposive sampling was done to be divided into two groups; 30 students in the group song and 30 students in the group picture books. Data analysis was done using Wilcoxon Signed Rank Test and Mann Whitney U-Test based on 0.05 as significant. The suggestions from the results of this study are expected to expound oral health education using media songs and media picture books during early childhood.

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Comparative study between intermaxillary fixation (IMF) and pure conservation in management of condylar head fracture in children

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Faculty of Dentistry Alexandria, Egypt

Background: The purpose of the present study was to compare intermaxillary fixation (IMF) and pure conservation in the management of condylar head fracture in children treated at the Department of Maxillofacial Surgery, Faculty of Medicine, Assiut University, Egypt, from 2011-2016.

Methods: 24 patients with condylar head fractures were included in this study; 10 males and 14 females in between the ages ranging from 5-15 years. They were divided into two equal groups Patients in group 1, were treated by closed reduction for 2-3 weeks followed by physiotherapy, while group 2 patients were managed by pure conservation only for the same period. Outcome results on clinical and radiological parameters were evaluated during the follow up period.

Results: In group 1, the maximum mouth opening after 2 months ranged from 28-36 mm (average 32 mm), while development of ankylosis were reported in 3 patients. In group 2, the maximum interincisal opening ranged from 28-37 mm (average 32.5 mm) with absence of ankylosis. Pain in temporomandibular joint (TMJ) was noted in 3 cases of bilateral condylar head fractures of this group, but subsided gradually during the follow up.

Conclusions: This study concluded that treatment of patients by closed reduction gives satisfactory clinical results, though the condyle is not anatomically normal in radiographs, whereas management of patients by pure conservation without any surgical intervention showed excellent results clinically as well as radiographically. Perhaps a study conducted on larger number of patients with longer post operative follow up will throw more light on this subject.

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The role of dental photography in the tooth shade recording

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The manual shade selection method is a subjective procedure in the dental clinic and the most commonly used one. Not only is it subjected to the operator's experience and affected by many factors, but also it records only limited information about the shade of the tooth based on hue, chroma and value; this results in transferring inadequate information to mimic the natural tooth structure. Dental photography is a tool of huge importance in assisting the operator to record all the needed information about the tooth shade. It also helps in the ease of transformation of the collected data to the lab when needed. Dental photography using a professional camera, that can be adjusted manually to standardize the picture conditions and the understanding of different lighting techniques, helps in creating a series of pictures, each one showing a piece of information about the tooth shade (hue, chroma, value, translucency, opalescence, fluorescence, and halo effect) and morphology (secondary and tertiary tooth morphology besides the special effects) to be recorded and reproduced when needed.

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Assessment of the efficiency of Botox and lip reposition in the correction of the gummy smile according to the patients' satisfaction

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Tishreen University, Syria

This study aims to evaluate the effectiveness of both injection botulinum toxin type A (Botox) and surgical lip reposition in the correction of the gummy smile due to hyperactive upper lip based on the resulting smile and patients' satisfaction. This is done to device a less damaging (to tissues) and more stable alternative in giving results with statistical importance and aesthetically satisfying results. The method was tested on 24 patients: 12 received the BTX-A injection and the remaining 12 underwent surgical lip reposition. The patients rated their satisfaction according to their gingival display that was defined as the difference between the lower margin of the upper lip and the superior margin of the right incisor. These patients were followed up at 2 weeks, 2 months and 6 months, post-injection and post-surgery with changes documented by photographs. Both groups answered a questionnaire addressing the overall appearance and they were asked to rate the improvement of their smile based on a 5-point aesthetic scale. BTX-A injection exhibits better results than those of surgery and had given safer and more satisfactory results than lip reposition. The patients rated the effects of BTX-A as highly favorable, if we take into consideration that BTX-A was temporarily effective but the surgical procedure (lip reposition) is 80% recurrent surgery as the lip reverted back to its original position with almost complete relapse after 6 months, containing all the dangers affiliated with the surgical procedures.

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30 years clinical experience and analysis of different treatment approaches of full mouth dental prostheses retained by implants

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The purpose of this paper is to present 30 years of retrospective study on implant-retained full mouth maxillary and mandibular dental prostheses done entirely by a single operator in private practice. The idea is to show different types of implants, prosthetic approaches and materials in the implant procedure over a period of 30 years. Factors considered will be implant survivals, peri-implant conditions, radiographic evaluations and complications based on effects of various prosthetic approaches employed. An important issue one faces is to decide on a particular prosthetic option best suited for a particular patient. This report will be providing some answers to these issues. The benefits of following strict established protocols will also be emphasized.

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The relationship between interpersonal communications of co-assistant students with service quality based on patient satisfaction at Faculty of Dentistry Andalas University Clinic

Rahmi Agvanesia

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Interpersonal communication is a skill and is one of the competencies that dentists must possess. Therefore, Faculty of Dentistry, Andalas University has been trying to implement this soft skill by implementing it into curriculum. Patient satisfaction on interpersonal communication is thought to be one of the factors that determine the quality of a health service. The aim of the study is to determine whether there is a relationship between interpersonal communications of co-assistant students with service quality based on patient satisfaction at the Faculty of Dentistry, Andalas University Clinic. The study was an observational cross-sectional analytic approach. The sampling was simple random, and the number of subjects were 90 respondents. The materials used in this study were questionnaires consisting of 17 questions; there were 12 questions regarding interpersonal communication and 9 questions regarding patient satisfaction on service quality. The result of Chi-square test for interpersonal communication of co-assistant student-patient shows that there is a significant relationship between interpersonal communication of co-assistant students with service quality based on patient satisfaction at the Faculty of Dentistry, Andalas University Clinic.

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Congenital maxillary double lip laser correction, an alternative treatment approach: Case report

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Congenital double lip is an infrequently occurring anomaly of the lip, caused by excessive areolar tissue and non-inflammatory labial mucous gland hyperplasia of the pars villosa. This case interferes with mastication, speech and esthetic concern of the patient. This paper reports a case of congenital double upper lip in a 26 years old female patient which was referred for her main complaint of embarrassing smile. During the course of examination, we noticed a fold on upper lip when the mouth opened as it becomes more prominent on smiling. Diastema, severe gingival pigmentations and yellowish teeth were also other observations. Surgical treatment was done using diode laser to remove the excessive tissue and melanin pigmentations. Crown lengthening was done in the same day by LASER and traditional surgery. Teeth were covered with laminate veneers 60 days after surgery. Although the majority of cases of double lip are treated by traditional surgical approaches, it is useful to use LASER technics to reduce treatment time, bleeding and pain.

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Future of dentistry: CAD/CAM and intraoral imaging digital dentistry

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Digital dentistry: This is the future of dentistry; the most amazing fields of digital dentistry are CAD/CAM and intraoral imaging. Both laboratory and clinician controlled. A high level of predictability of outcomes of CAD/CAM is in dental manufacturing and the dental laboratory profession. His laboratory profession has discovered what the clinicians have been slower to recognize as to how CAD/CAM works. It is faster, more economical, predictable, consistent, and relatively accurate. Merging of procedures, such as implant placement and immediate provisionalization, through strategic company alliances and shared technology allows dentists to do more in less time. For those who have sworn never to fabricate an indirect crown chairside or in their office, digital intraoral imaging/digitally designing using exocad-dental CAD software to get a full contoured monolithic same day zirconia restoration is growing rapidly and should draw every dentist's attention. Scanning teeth and preparations is becoming increasingly easier and faster. Currently, there are many companies that offer intraoral imaging nowadays. Carestream one of the foundations (clinician reports) has researched that it is proven to be as accurate as the conventional methods (i.e., stone die systems). It is found to be more accurate, faster, and easier. It is not a question of, "Will CAD/CAM and intraoral imaging replace elastomeric impressions (i.e., VPS, polyether)?" but "When?"

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Attitude, positive thinking and social skills in dentistry

Pablo Goldenberg

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In the dental profession, we regularly receive excellent contents which are basically technical. For that reason, the aim of this talk is to enhance the great potential of our social and personal skills and turn it into a very important part of our daily work as health professionals. These keys are going to make the difference about the quality of our treatments and how patients perceive us. At the same time our attitude to achieve our personal, professional goals and dreams is very important. The best of all is that all these things are easy to improve and learn.

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