



27<sup>th</sup> Global Summit and Expo on

# **DENTAL MARKETING**

December 07-08, 2017 | Madrid, Spain

# Workshop

# Day 1

*Euro Dental Market 2017*

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## *Mahmood Qureshi*

*Academy of Implant Dentistry, Pakistan*

### **Stable alveolar bone implant reconstructive integration natural**

**Introduction:** In a relentless pursuance of perfection and a definitive solution for long term stability of tissues around dental implants, the author will present an exceptional concept - the 'SABIRIN', Stable Alveolar Bone Implant Reconstructive Integration Naturally; 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: 'a major paradigm shift in re-establishing the natural spiritual union of the form and function.

**Analysis:** Loss of teeth always leads to the shrinkage of jaw bone at the extraction site with a 50-70% bone loss in height and width over a period of 2-4 years resulting in unaesthetic facial lines, increase in size of maxillary sinus, over closure, prognathic appearance, reduced horizontal labial angle of lip, loss of tone in muscles of facial expression causing functional, anatomical and cosmetic problems. A typical patient, with existing edentulous areas and desiring implant treatment doesn't have adequate bone to permit implants to be placed into normal root locations. This atrophy is a dynamic functional loss as the bone heals and changes from stress bearing to non-stress bearing bone for implant placement.

**SABIRIN modules:** Bone renaissance implant placement with especial osteotomes, soft tissue manipulation, vascularized osteotomies, sinus & onlay grafts, piezo-surgery, autologous growth factors & stem cells.

**Results:** The refurbishment of patients to innate curve, contour, aesthetics and function is achieved by using SABIRIN components which resurrect the lost contours of hard and soft tissues with a long-term, esthetic predictability.

### **Biography**

Mahmood Qureshi is BDS, FAID (USA), FPFA, FICD, BS, CRD (London), Founder President, Pakistan Academy of Implant Dentistry, Director, MQI- the International Institute of Implant & Reconstructive Surgery. MQ is one of the acknowledged international mentors and a leading dental implant & oral reconstructive surgery expert. He has developed and modified several surgical techniques and instruments and is the originator of the '2 IC' Universal Concept and 'SABIRIN'- a unique philosophy of treating the untreatable patients. He has developed MQMET - a revolutionary and an innovative implant placement system. Founder of the "1 year" post graduate curricula in Implantology; Editor of the International Journal of "IMPLANTS"; An International course presenter; has lectured extensively & conducted over 1000 professional presentations on Implantology in 5 continents.

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## Scientific Tracks & Abstracts Day 1

*Euro Dental Market 2017*

# Sessions

Day 1 December 07, 2017

**Orthodontics | Periodontics | Dental Practice Management | Restorative Dentistry |  
Prosthodontics | Dental Marketing**

**Session Chair**

**Gadia Peabody**

University of Michigan, USA

**Session Co-chair**

**Mohammad Ahmed Shams**

Dental Spa, Egypt

## Session Introduction

**Title: Invisalign today**

**Mubarak Alsaeed**, Bayan Dental Center, Kuwait

**Title: The psychological effect of smile line on the personality behavior**

**Mudher Ali**, Uruk University, Iraq

**Title: Evaluating the accuracy of dental implant placement using an innovative manually fabricated surgical guide technique.**

**Nabeel Seryoka Martani**, Hawler Medical University, Iraq

**Title: Leadership for dentist**

**Aref Alaabed**, Northampton University, UK

**Title: Soft tissue management around implant why, when & how**

**Ye Shi**, NYU College of Dentistry, USA

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## Invisalign today

**Mubarak Alsaeed**

Bayan Dental Center, Kuwait

Patients are demanding invisalign treatment and it is time for us as dentists and orthodontists to listen to our patients. However, since its induction in 1997, controversy has existed over whether moderate to difficult orthodontic cases can be treated with Invisalign. In my lecture I will show you several orthodontic cases with varying difficulties that I have treated in my practice and I will also show you tips and tricks on how to achieve great results with Invisalign.

## Biography

Mubarak Alsaeed has completed his master in Clinical Orthodontics in 2011 from the University of Manchester in the UK and the M-Ortho from the Royal College of Surgeons in Edinburgh, as well as the MFDS from the Royal College of Surgeons in Ireland. He is the Medical Director of Bayan Dental Center in Kuwait. He is a Platinum Elite Invisalign provider and he has given many presentations in international conferences.

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## The psychological effect of smile line on the personality behavior

**Mudher Ali**  
Uruk University, Iraq

Cosmetic dentistry is considered one of the priorities of people need all around the world in a high percentage. Most of the patients nowadays are looking for cosmetic corrections. The reason behind this patient demand may have great effect on the psychological behavior of the patient. The variation of this demand depends on the severity of the appearing beauty of the smile line of the patient. Many of these patients may become shy others may become aggressive with psychological trauma. Also some of these patients may isolate themselves from the community so may not share any social activities and the end result is inferior complexity. Accordingly, the clinician here is playing the role of a dentist and a psychiatrist at the same time. Hence, the clinician may change the whole life of the patient. In other words, you are rehabilitating the life of your patient. The difficulties in cosmetic correction may vary from one case to another depending on many factors. This article discuss these difficulties by displaying some clinical cases report of many patients suffering from bad smile line. Most of these patients have psychological trauma and they were looking for immediate solution. Meanwhile, they were looking for a dentist with a deep emotion that has a spiritual behavior towards them. This is considered the key for successful end results. The final conclusion of this article shows how to make your patients live happy and practice their life normally keeping in mind that money is not everything in our faded life.

### Biography

Mudher Ali has graduated from college of dentistry –Baghdad University 1988 and was among the first ten top students. He completed his master degree in prosthodontics specialty from Baghdad University 1995 and became a well-known lecture in his department for 27 years. In 2015 he became the head of prosthodontics department of the Iraqia University. Recently in 2017 he moved to Uruk University and occupied the Head position of Prosthodontics department. He occupied the position of General Secretary and Board Member of the Iraqi Association up to 2016. Also he was the Council Member of the IAOR which is the Iraqi division of the IADR up to 2016. He has certificate in Lumineer and cosmetic dentistry field.

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## Evaluation the accuracy of dental implant placement using an innovative manually fabricated surgical guide technique

**Nabeel Seryoka Martani**

Hawler Medical University, Iraq

**Aim:** The aim of this study was to evaluate the accuracy of dental implant placement, using CAD/CAM fabricated surgical guide versus an innovative manually fabricated surgical guide.

**Materials & Methods:** Twenty partially edentulous patients were selected for this study, for which 26 implants was placed. According to method of surgical guide fabrication, patients were divided into two groups (n=13); CAD/CAM fabricated surgical guide versus an innovative manually fabricated surgical guide utilizing a special technique (San technique). The CBCTs were acquired for the both groups. The AccuGuide software was used for virtual planning and 3D superimposition to evaluate the placement of the implants post-operatively. Data were collected, tabulated and statistically analyzed.

**Results:** There was no statistically significant difference in linear and global parameters measured in this study between CAD/CAM and CAD/MAM groups. The mean global difference was 0.05 mm at the coronal level, 0.07 mm at the apical level, and the axis deviation was 0.46 degrees.

**Conclusion:** The use of San technique appears to be an acceptable alternative method, for manually fabricated surgical guide, based on virtual planning of dental implant.

### Biography

Nabeel Seryoka Martani is a Lecturer in the Department of Conservative Dentistry at Hawler Medical University, Iraq. In 1996, he has received BDS degree (Dental & Oral Surgery) from University of Mosul-Iraq. After that, MSc degree in Conservative Dentistry from University of Salahaddin-Iraq in 2003. Followed by PhD degree in 2015 from the Department of Oral Rehabilitation Science at Beirut Arab University-Lebanon.

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## Leadership for dentist

**Aref Alaabed**

Northampton University, UK

The 2010 Scottish Audit of Surgical Mortality found that technical errors during the surgery itself constituted just 4.3% of the operative areas of concern identified, with far more errors stemming from poor decision-making. Further, numerous studies have shown that deficiencies in teamwork in the operating room, are significant contributors to adverse events and patient harm experienced by surgical patients. Decision making is a sign of good leadership style; I will explain the leadership styles, explain the differences between the leader and the manager will deliver practical tips on effective motivation and will create a strategy for decision making.

## Biography

Aref Alaabed is a Dentist and an Executive Trainer with extensive years of experience in leading a medical facility. He implements policies and procedures, focusing on the development of the organization by fulfilling the mission, vision and goals. He has completed his MBA from Northampton University, UK, another Master's degree in Coaching Leadership at Bristol University. A third Master's degree in the ILM, UK level 7. He is the Founder and CEO for the International Medical Training Academy in London [www.imta.co.uk](http://www.imta.co.uk). He is also an accredited Speaker from the CPD in England in this field of expertise.

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## Soft tissue management around implant why, when & how

**Ye Shi**

NYU College of Dentistry, USA

The increased esthetic and functional demands require peri-implant soft tissue contours that are in harmony with the adjacent dentition. It is difficult, however, to maintain soft tissue quality and volume due to the multiple surgeries involved in implant placement and the physiological resorption of alveolar ridge. Oftentimes soft tissue augmentation is necessary to improve tissue contour, which can be performed in different stages through the whole implant treatment. Various surgical techniques have been described to augment the peri-implant soft tissue. In This presentation, the rationale, timing and surgical techniques of soft tissue augmentation will be discussed and demonstrated by clinical cases in order to guide clinician to achieve optimal esthetic result.

### Biography

Dr. Ye Shi received her DDS degree from Nanjing University in China, 2011. She completed post-graduate residency and accomplished her Master degree in Prosthodontics from Pecking Union Medical College, China in 2014. Afterward, she accomplished the Advanced Program for International Dentists in Implant Dentistry at NYU College of Dentistry in 2016 and stayed as a clinical fellow for another year. Currently she is a Diplomat of the International Congress of Oral Implantologists (ICOI), member of the Academy of Osseo integration (AO) and member of the American Association of Periodontology (AAP). She has published in peer-reviewed journals and presented more than 10 scientific posters both in the US and internationally.

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# Workshop

# Day 2

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## *Nabeel Seryoka Martani*

*Hawler Medical University, Iraq*

### **Computer-guided implantology lecture and workshop**

This course is a guide for using various soft wares available to improve the patient's experiences after an Implantology procedure. The course is designed for dentists who wish to start working in Computer-guided Implantology and to improve their skill and confidence in the practice. The workshop topics involve: introduction to computer-guided implantology, importance of accuracy in implantology, treatment planning, computer-guided Implantology illustrated with clinical cases and integration of computer-guided Implantology in office. What you will learn from this workshop: benefits of using software for Implantology, setting up your computer to organize file, transferring big files such as CT scan data and hands-on software experience on demo cases.

### **Biography**

Dr. Nabeel Seryoka Martani, is a lecturer in the Department of Conservative Dentistry at Hawler Medical University- Iraq. In 1996, he received B.D.S. degree (Dental & Oral Surgery) from University of Mosul-Iraq. He obtained M.Sc. degree in Conservative Dentistry from University of Salahaddin-Iraq and followed by Ph.D. degree in 2015 from the Department of Oral Rehabilitation Science at Beirut Arab University-Lebanon.

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## Scientific Tracks & Abstracts Day 2

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# Sessions

Day 2 December 08, 2017

**Dental Marketing | Oral & Maxillofacial Pathology | Forensic Odontology | Dental online Marketing | Digital Dentistry | Endodontics | Pediatric Dentistry**

**Session Chair**

**Gizem BERK**

Denta Form Dental Clinic, Turkey

**Session Co-chair**

**Nabeel Seryoka Martani**

Hawler Medical University, Iraq

## Session Introduction

**Title: Periodontal muscle training can strength the periodontal support, fit your teeth**

**Nima Sabzchamanara**, National medical university, Ukraine

**Title: Bone ridge augmentation for dental implant placement**

**Andres Penalva Tron**, Universidad Intercontinental, Mexico

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## Periodontal muscle training can strengthen the periodontal support, fit your teeth

**Nima Sabzchamanara**

National Medical University, Ukraine

Previous research on periodontal structure and function has shown a significant relationship between periodontal tissue and teeth. This study assessed dentist's beliefs about the relative efficacy of the health of periodontal tissue. A total of 505 patients in general practice were asked to respond to a list of 25 obligatory nourishment for a child while going to have the first teeth, for its effectiveness in dealing with patient's periodontal health especially include chewing hard food. They were also asked to select the three most effective nutrition for periodontal tissue. The indices of patient perceived importance of the periodontal health were derived and each compared with actual effectiveness as determined from a sample of 250 patients. Although the majority of patient's rated 18 of 25 nutrition as being very effective, there was no significant association between patient perceived nourishment effectiveness and actual effectiveness. The implications for patient training are discussed.

### Biography

Nima Sabzchamanara has completed his dental study from National Medical University Kiev Ukraine with honored Diploma. He has taken his speciality course in the Department for Therapeutic dentistry. He has published The article in seven dental journals. He is the Member of Editorial Board Allied Academies, ASLMS Student member, Ukrainian Dentistry association.

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## Bone ridge augmentation for dental implant placement

**Andres Penalva Tron**

Universidad Intercontinental, Mexico

In the present we are in time that there are no excuses for don't place an implant in the ideal prosthetic position, so we can offer to our patients predictable long term prosthesis. We have many techniques and biomaterial to reconstruct our alveolar ridges to obtain the ideal conditions to place our dental implants, passing through the augenous bone, biomaterials until rhbmp 2, and different techniques like sinus graft, ridge expansion, nerve lateralization and cigomatic implants. All this is to solve the different challenges that each patient require.

### Biography

Dr. Penalva finishes his periodontics and Implantology training at Universidad Intercontinental. Which is part of the faculty since 2008, he has member of several associations and he is a national and international speaker, also he is speaker of Nobel bio care a BTI implants

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## Young Researchers Forum Day 2

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## Introducing Dentiscope: A unique online study guide

Shahd Elghazali and Mira Mohammed Nasser Alrazooqi  
University of Sharjah, UAE

The journey through dental school takes around 5-6 years of studying and throughout that journey many dental students struggle with finding accurate and easily accessible extra study material to read on their own. As students, we were looking for an easily accessible and accurate source of all dental related topics, but none was found, so we created the very first of its kind. Dentiscope is a completely unique, free, online dental study guide that is specially and carefully designed to give dental students and dentists a platform for continuous and self-paced learning. It is a tool built to cater to students' study needs in their own time and at their own convenience. Plenty of content is frequently uploaded and always available on the website. Content is in the form of illustrative videos and study guides. The content created covers all areas in dentistry including (but not limited to): prosthodontics, orthodontics, periodontics, operative dentistry, oral surgery, radiology, anatomy, physiology, histology, endodontics, and also features student research and clinical cases. Dentiscope was made by students, for students to digitally facilitate their learning. In addition to producing content, Dentiscope also aims to motivate and encourage other students worldwide to use their creative skills and knowledge to create content and submit it for a chance to have their work live on the website. Through various community-based activities our aim is to branch out and reach different communities to facilitate the awareness in these areas regarding the importance of oral hygiene and oral care.

### Biography

Shahd Elghazali is currently enrolled as a Senior Dental student at the University of Sharjah. She is a Content Contributor and the Founder of Dentiscope and has worked with her team to successfully create a unique and one-of-a-kind online platform. In addition to gaining recognition for academic excellence all throughout her university years, she has also been active in Dental Associations such as USDSA, IADS and GDSA. She has held positions in the USDSA as General Secretary of the executive board, and Executive Secretary for the 3rd International Students' Dental Conference held in Sharjah, UAE. She is enthusiastic, motivated and hard-working.

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## Video Presentation Day 2

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## Peri- implantitis, the known and the unknown

**Marwa B Abulhasan**  
Ministry of Health, Kuwait

Peri-implantitis is an epidemic in our implant world. It is an infectious disease that causes an inflammatory process in the soft tissues, and bone loss around Osseo integrated implants. Diagnosis is based on changes of color in the keratinized mucosa, bleeding on probing, and increase in the depth of the peri-implant pockets, suppuration, radiographic examination, and gradual bone loss. The incidence of its occurrence is increasing the more the following is noted: more implants are being placed without proper planning, more bone graft materials are being used, more implants are abundantly being produced with different surface treatments, and more neglect is shown for treating periodontitis first before proceeding to placing implants. There are known and unknown issues to us on why this disease occurs and how it can be treated. Research is ongoing on this particular subject in order develop a gold standard in treating Peri-implantitis or event better to prevent it from occurring.

### Biography

Marwa B Abulhasan is an American Board certified Periodontist. She has completed her dental degree from the University of Pittsburgh and received her Masters of Science in Craniofacial Biology and a Certificate of Periodontology from the University of Southern California (USC). She enjoys combining the academic and clinical worlds. She first started teaching at USC and then moved to Kuwait where she taught at Kuwait University. She then joined the Kuwaiti Board for Advanced General Dentistry Program where she is currently the main Periodontist and Implant Surgeon Faculty. As for her clinical world, she works as a Periodontist for the Kuwaiti Ministry of Health and also at Crown, a multi-specialty private dental Center.

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