

Supporting practical training  
for dental students

# Editorial

## Dear members of the W&H Group,

Early contact with future dentists is crucial for our market success. By providing W&H products for university education and training purposes – one example here is the cooperation with the university in Rabat (Morocco) – young dentists learn the specific working with W&H products already during their education. In my opinion, collaborations with universities provide a great chance to establish our professional network already at an early stage.

Company visits at Bürmoos also prove to be particularly successful for the fostering of our international networks. We are able to provide our guests with deeper insight into our modern company structure and thus strengthen the trust in our products. Very much in the spirit of “a picture says more than a thousand words and a visit says more than a thousand

pictures,” our customers and partners have the possibility in the course of factory tours, workshops or product trainings to get to know the company W&H and its employees personally and experience an authentic picture. Besides the visit of renowned oral surgeons from China, who participated in a Piezomed training at the end of November, I am pleased that we could welcome guests from the university Pécs in Hungary as well as representatives of Spanish dental depots shortly afterwards. For me, it is very positive to see how a visit at Bürmoos contributes to further expand the necessary trust between us and our partners.

Dear members of the W&H Group, I would like to encourage you to pass on or actively share your experiences of company visits to or from your colleagues. Quite active



are for example Roland Wichmann, Roland Gruber, Peter Dorrell, Angela Paredes as well as Filip Gloza. The contact persons for company visits at Bürmoos are the members of the team AccM. Please also forward the information to Simon Niedermüller, Bastian Diebald, or respectively the OEM team, to ensure a smooth organizational processing.

Peter Malata

# Marketing and Communication Forum 2017

The interactive exchange of information on current market conditions and international market experiences were the focus of this year's Marketing Meeting. From January 17th to 19th 2017, more than 50 participants took the opportunity to receive comprehensive information on the latest product innovations and valuable inputs for market positioning at the Kapuzinerhof in Laufen.



More than 50 participants took part at this year's Marketing Meeting and gained insights into current product developments, strategies for product launches and the use of new advertising channels.



... discussing country-specific particularities.



Ángela Paredes immerses into the virtual reality world.

## A noticeable trend towards digitization ...

A special thematic focus this year was on the importance of digitization with presentations about the online sales tool, the video channel, the virtual reality concept and much more. The participants also had the chance to take a look at the first virtual reality video within the new W&H virtual reality world. Another highlight was the lecture about online communities

and roles held by Dr. Katja Hutter, Professor at the University in Salzburg and an expert in the field of Marketing and Innovation. The participants, including representatives of our subsidiaries, our area managers, DWB colleagues from product management and sales and marketing ended the first day with an excellent dinner at the restaurant Rauchenbichlgut in Salzburg. The second evening came to an end with a classical concert at the Great Festival Hall in Salzburg. We want to thank all participants for their valuable contributions and their valuable feedback on the meeting topics.



The Marketing and Communication Forum offered time for discussions in a great plenum.



# Morocco, the outcome of teamwork!

After several years of negotiation, the project of the new private dental school of Rabat in Morocco (International University of Rabat - UIR) finally became a reality with the inauguration of two new teaching labs on the 1st of October 2016. This success was made possible thanks to the patience and perseverance of Dr. Ismaël Yacoubi, CEO of Le Médecin Dentaire and official importer of W&H in Morocco. In collaboration

## Create a realistic working environment for students ...

with the University (UIR) and Dr. Yacoubi, the company Maecolux SA – Luxemburg (W&H's liaison office for Africa) defined the specifications, coordinated the production and then, offered its expertise for the installation. The UIR has now two modern pre-clinical teaching rooms with 66 simulation benches for students and two simulation benches

for teachers. These simulators are equipped with Frasco's phantom head PK-2 with torso and a prosthetic work station with extraction and dust extraction. The whip-arm delivery units are installed on a swivel in order to provide a realistic configuration, just like on a dental unit. Students are working with W&H's rotary instruments from the Alegria range, including turbines plus speed reduction and increasing contra-angles. In order to improve the ergonomics and to deliver an effective and ideal education, the two teaching benches are equipped with ELIO multimedia operating light with integrated HD camera, made by Ekler in France. This allows the teacher to film the work on Frasco's phantom head and to transmit it direct (or delayed) onto the LCD screens that are installed on each student bench. This up to date technology will help future Moroccan and African dentists to receive a realistic training for everyone's benefit: practitioners, patients and the African public health, in order to preserve the African smile.



Area Manager Ernst Heiniger and Dr. Ismaël Yacoubi, CEO Medico Dentaire, visited the inauguration of the new teaching labs at the private dental school in Rabat.



With rotary instruments from the W&H Alegria range the students are able to enhance their practical skills



The new teaching labs at the private dental school in Rabat are equipped with modern simulation benches which facilitate high-quality training.



# Piezomed training for Chinese Key Opinion Leaders in Austria

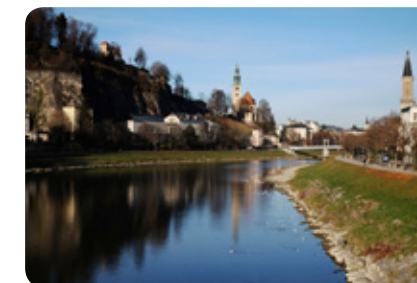


The Chinese Key Opinion Leaders had the opportunity to test the surgical device Piezomed in practical applications.

From November 28th to December 2nd three professors from China travelled to Buermoos for specialised training in the Piezomed. The three professors were Professor Wang EnBo, Associate Professor and Chairman of oral surgery in Peking University School and Hospital of Stomatology, Professor Miao Zhou, department of oral and maxilla surgery Guangzhou medical University and department of digital dentistry, and Dr. Andrew Wu, who has his own clinic in Shanghai and is specialist in piezo surgery and periodontics. The 3 guests were accompanied by Lin Yu, one of the sales team of W&H China who is a product specialist for Piezomed. Following the factory tour, which was very enlightening to the 3 Key Opinion Leaders, their time



was taken up with in depth training of the Piezomed and how to present the product as well as understanding in depth the range of unique features of the Piezomed and all the various tips. There were 2 days of theory



The Chinese Key Opinion Leaders enjoyed their time spent in Austria.

followed by hands on training at each stage. There was special emphasis placed on the aspect of periodontics. On the Wednesday evening they all travelled to Vienna for a special endo surgery workshop and meetings at the University of Vienna with Prof. Dr. Dr. Christian Ulm (Head of Oral Surgery Dep.), Ass. Prof. PD. Dr. Georg D. Strbac (Oral Surgery Dep.) and Ass. Prof. Dr. Dr. Xiaohui Rausch-Fan (Deputy Head of Periodontology Dep. and Periodontal Research). On the final day they were treated to a live surgery session with Dr. Strbac at the University. The training was very well organised and extremely professional and enjoyed by all participants. Thanks are due to Andreas Lette, Stefan Unterkircher, Larissa Spiegel and Sieglinde Junger-Maier for all the organisational aspects of the visit.



Dr. Andrew Wu, specialist in piezo surgery and periodontics, reports about his days in Austria and the special training: »One of the most memorable events of 2016 was the first trip to Austria in my life. The beautiful scenery, the Christmas markets and the nice people I met

made it an unforgettable trip. As a long time user of W&H products, what I know about W&H is that it's a dental manufacturer with over a hundred years of history. I had an in-depth understanding of W&H and the products after a series of trainings and visiting the factory.

W&H provides not only top quality products but also the best services for countless dentists from all over the world. I am very confident to continue to use W&H products and I look forward to help to increase the sales of W&H products in China.«



# » You gotta act «

## Or why the preparation in extraction of impacted teeth is so important

Willing to give patients the best treatment and services is the main motive for dentists and companies that offer the most advanced technology and equipment. Guided by the belief that dentists and their patients deserve the best, W&H Bulgaria organized in November 2016 a clinical theoretical-practical course on the topic »Extraction of impacted teeth«. Lecturer of the event was the leading specialist in the field of dental surgery and implantology Dr. Branimir Kirilov. The event was held in three parts. During the first part, participants had the opportunity to



observe a live operation in Dr. Kirilov's clinic, where his practical experience was demonstrated in a complex clinical case. The second theory part took place in one of the halls in hotel »Marinella«, which brought



Dr. Branimir Kirilov provided the participants with valuable advice for the surgical application of the Piezomed and Implantmed.

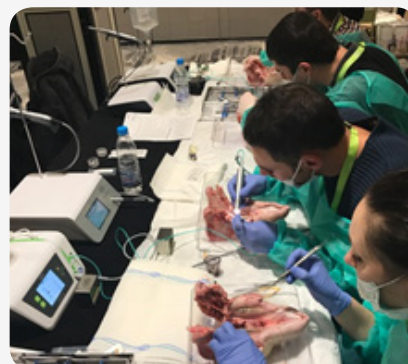
together nearly 40 participants. The seemingly familiar theme of extraction of impacted teeth created new thinking in the different approach of the lecturer. The different approach to planning and the technique of solving specific clinical cases provoked a lively discussion among the participants.

## Valuable tips from a renowned user

The main emphasis in the practical part was the need of serious preparation of the dental professionals, as well as the technical support. During the practical part of the course, the participants had the opportunity to extract teeth of pig heads and were able to see different techniques of sewing.



The surgical instruments and devices from W&H in the practical test.



The demonstrated solutions for the use of the piezo surgery unit Piezomed presented once again all the advantages of the innovative ultrasound technology. High-frequency microvibrations allow cutting and extraction of teeth with incredible precision. In addition, with the so-called cavitation effect the dentists can also ensure an almost blood-free surgical site. The surgical procedures presented with Piezomed showed the participants that the use of innovative ultrasound technology supports greatly the working process in extraction of impacted teeth. During the practical exercises the advantages of the latest generation of Implantmed were demonstrated. In his presentation, Dr. Branimir Kirilov pointed out one of the leading thoughts of Steve Jobs that helps him to deal with the serious challenges that he is facing in his daily practice: »You gotta act. And you've gotta be willing to fail. If you're afraid of failing, you won't get very far.« Because when one is prepared for the professional challenges, then they turn into success.

# New Lisa gets Dental Industry Award



W&H is proud to offer with the new Lisa sterilizer an innovative solution for the dental sector that impresses not only our customers but also experts from the dental industry. In May 2016 the new Lisa with its ultimate connectivity was awarded the commended status at the Clinical Innovations Awards, presented by the independent and non-product related health organization Healthcare Learning. Recently the new Lisa was again recognised by a high-profile jury with its innovative features and benefits for the dental practice.

The UK Dental Industry Awards Ceremony was held by FMC, a UK based, dental publishing and communications company. The event was held in November 2016 at the Royal Garden Hotel, Kensington, with the main focus of the high-profile judging panel, which consisted of 20 members selected from the dental industry and profession, to highlight companies and products which showed that they were best performers in the dental sector. W&H (UK) were delighted to be shortlisted as

Finalists in 3 categories:

- > **Innovation of the Year** [Company with more than 25 employees] for the new Lisa
- > **App of the Year** for the Lisa App and
- > **Product Launch of the Year** [Company with more than 25 employees] for the Lisa Product Launch Campaign.

We were delighted that against tough competition, W&H (UK) were chosen as the Winners of the Product Launch of the Year Category with a very strong and eye catching Marketing Campaign utilising the Lisa bug. This included a clever teaser campaign and a broad spectrum of PR and advertising use.

## The new Lisa dental sterilizer

### Fast. Easy to use. Secure traceability

The new Lisa is designed to meet all current and future requirements and is the future-proof choice. Lisa features an accelerated type B sterilization cycle for an average load, is intuitive and easy to use thanks to a new user interface and user oriented menu structure. The new Lisa offers real connectivity with enhanced traceability and ergonomics thanks to the Wi-Fi connection and W&H Lisa Mobile App for Real Time Remote monitoring of up to 4 sterilizers



The lucky winners Sonia Tracey (Managing Director W&H UK), Alejandro Ramirez (Product Manager W&H Sterilization) and Kate Scheer (Marketing Executive W&H UK)

with a smartphone or tablet. W&H offers with the Lisa Mobile App full optimization of traceability in your practice. This means greater security of the link between the sterilization cycle and the patient file and the cycle database is also saved to a smart phone or tablet, guaranteeing



an extra backup and allowing the cycle report to be checked at any time. With the new Lisa App work in the practice becomes more flexible, is easier and the team saves considerable time.

# Dental Directory 'Working Together' Manufacturers Partnership Day 2016

W&H UK were delighted to be awarded the prize for Best Sales Force at the Dental Directory 'Working Together' Manufacturers Partnership Day 2016. W&H UK are keen to work in close collaboration with their Dealer Partners, so this award reinforces

their ethos and confirms their positive position within the market. W&H were selected as the winners due to the ongoing support offered especially with regard to dental groups and the NHS (National Health Service). It was noted that W&H work

in close cooperation backing up the Dental Directory Team, they respond quickly and efficiently to queries and opportunities make it easy and enjoyable working with them. The Award was presented to Sonia Tracey at the event.

> Text: Kate Scheer, Marketing Executive W&H UK

## Successful sales growth in Latin America

W&H supplies partners in 23 countries in Latin America and the Caribbean. In 2016 W&H achieved record sales results in this area, between 2008 and 2016 W&H reached an average annual growth rate of 8%. The countries with the highest sales are Mexico, Brazil, Chile, Argentina, Colombia and Costa Rica. Major challenges in these countries are the recurring political and economic crises and the fluctuating currencies, specifically in Brazil the high import duties and the strong domestic dental industry.

**Focusing on close cooperation with partners and KOLs.**

Thanks to the establishment of strong relationships and the focused and intensive cooperation with our

partners, W&H was able to reach this positive sales growth in Latin America. In an interview Area Manager Oliver Goetzendorff talks about the background of the sales growth and the future plans for these countries.

**1. Mr. Goetzendorff, what specific measures have been taken to reach this increase in sales in Latin America?**

Goetzendorff: One special measure was the implementation of the W&H Innovation Days. With these customer events W&H offers the participants an ideal occasion to become familiar with latest W&H technologies and provides special offers. The close collaboration with our partners and the cooperation with Key Opinion Leaders are further important contributions to the increase in sales.

**2. What are the future plans and aims for Latin America?**

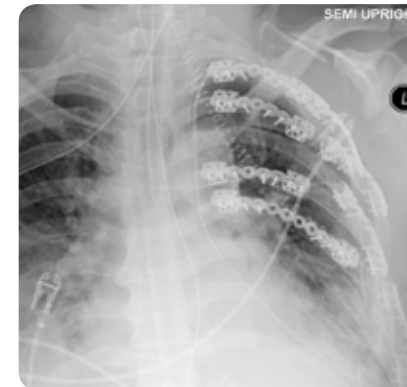
Goetzendorff: The growing prosperity and the associated better access to dental services offer new opportunities for the future in the Latin American market. There are approximately 350.000 dentists in Latin America and we want to take advantage of user-communities for our future sales activities. Another important step is to expand our cooperation with Key Opinion Leaders. We also would like to offer concepts for system solutions and to focus more on applications to further increase sales.

Thank you very much for the pleasant interview.



> Text: Sarah Brandstätter, Trainee Marketing DWB > Picture: W&H

... think outside the box ...



Caption: Stabilized ribs



Caption: An ideal system for rib stabilization: the Implantmed SI-915 in combination with the WS-75 LG contra angle.

That was exactly what we did when we got approached by ACUTE Innovations®, a US company based in Portland, Oregon, and leader in the medical device field providing innovative product solutions for challenging thoracic procedures.

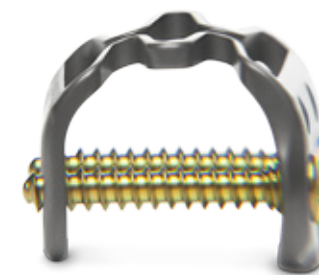
**A further area of application for W&H products ...**

They simply asked: »Would your Implantmed SI-915 and your WS-75 LG contra angle be able to torque

down fixation screws for our rib brackets?« We just answered straight: »Would 70 Ncm be enough?« There was an instant mutual understanding between W&H and ACUTE Innovations® and we have provided a unit and some contra angles for their internal lab testing.

ACUTE Innovations® developed and manufacture the RibLoc® U Plus Chest Wall Plating System, a clamp system to bolt brackets onto fractured ribs through a rather small incision in the chest wall. That way the rib is totally stabilized which takes away the usual pain discomfort and speeds up the

healing time significantly. After their stringent tests have returned a positive result, we needed to overcome some regulatory hurdles – huge thanks to the W&H regulatory-, AccA-teams, Sales Management and all other involved colleagues in Bürmoos – and finally started to supply a customized version of our well know W&H work horses – the Implantmed SI-915 and the WS-75 LG contra angle. Meanwhile we have delivered 28 units and 70 handpieces since January 2016 which have been in use for their clinical field testing and we have received good feedback.



Caption: The RibLoc Rib Fracture Plating System from ACUTE Innovations®



Caption: Address challenging rib fractures with the RibLoc® U Plus Chest Wall Plating System, a clamp system to bolt brackets onto fractured ribs

> Text: Christopher Stachl, CEO W&H Impex > Pictures: ACUTE Innovations®



# China visit by Christian Stempf November 6th to 12th 2016



Peter Dorrell and Christian Stempf with the Bybo leaders in Changchun.

In the late afternoon of November 6th Christian Stempf landed at Pudong International airport on the eastern side of Shanghai. After a peaceful sleep, early Monday morning he then arrived at the W&H China offices to

make his first presentation to the sales team of our sister company in China. As none of the team had any previous knowledge of microbiology and the related topics, this was a steep learning curve for all. At the end

of the first day there was a company dinner at a great local Thai restaurant. This was also the last chance for the team to be together before the end of the year and an enjoyable time was had by all. The 2nd day of training for the sales team, covered the

**Increasing brand awareness with high class lectures at universities and clinics.**

various aspects of sterilisation, the design of reprocessing area and the other critical areas, where Christian Stempf is such an expert. Early on Wednesday Christian Stempf with W&H East China sales manager - Aileen Song visited the #10 Dental hospital in downtown Shanghai. This is one of the leading dental hospitals in the city, where they operate with a CSSD system. After the morning presentation, Christian Stempf then travelled 200 kms to Hangzhou by the new high speed train in 1 hour. Here Christian Stempf presented to part of the Tongce group of clinics. The 60 attendees were primarily nurses, who were involved in the reprocessing of the dental instruments and handpieces. The next presentation on the trip

was in Changchun some 2,100 kms further north where Christian Stempf presented to some 80 nurses and administrators from the Bybo group of clinics. The Bybo group are the largest chain of dental clinics in China with over 200 clinics and around 2,500 dental units. The presentation was a whole day affair after which he had a trip of some 2,500 kms to arrive at the university town of Wuhan. The next morning the first presentation was at the local group clinic called Yiya, who have some 13 clinics around the province of Hubei and where Christian Stempf gave a brief presentation early morning to an enthusiastic group of nurses and some dentists. After lunch we then moved onto Wuhan University, founded in 1893, which is acknowledged as one of the top 5 dental universities in China and currently has over 32,000 full time students. Here we were welcomed by the chief nurse of the implantology section Ms Liu, as well as the head of the CSSD and the chief of the university cross infection teaching. Furthermore the audience of 100 nurses and dentists provided an enthusiastic audience to complete a successful week of hygiene lectures around Eastern China for Christian Stempf.



Christian Stempf at Wuhan University.



# 28th Saudi Dental Society International Conference



Ernst Heiniger with the booth team from our partner Al Turki Medical.

From 10th - 12th January 2017 the 28th Saudi Dental Society International Conference took place in Riyadh, Saudi Arabia. Ernst Heiniger and Amine Soufi, in cooperation with our partner Al Turki Medical demonstrated innovations in the field of oral surgery and implantology as well

as hygiene and maintenance. The most interest was created by our new surgical device Implantmed with W&H Osstell ISQ module, our fully automatic cleaning and maintenance unit for dental handpieces Assistina 3x3 and our Synea instruments with ring LED.





## 2nd Technical Training in Bahrain



15 service technicians from the Middle East participated in the second technical training for the surgical devices from W&H.

From 5th to 8th December 2016 Area Manager Ernst Heiniger and SEST Team member from DWB Rainer Mackinger organized the second technical training for our partners in the Middle East. In October 2015 the first comprehensive training for service technicians took place and laid the foundation for a well-founded service network in the Middle East. The second technical training took place in the modern locations of our partner

Gulf Corporation for Technology in Manama, Bahrain. Overall 15 service technicians from Saudi Arabia, Egypt, the United Arab Emirates, Syria, Bahrain, Qatar and Pakistan used the opportunity to receive theoretical and practical training about our latest surgical devices for oral surgery and implantology. The focus was on the W&H Implantmed including the W&H Osstell ISQ module and wireless foot control. The service technicians had the

chance to thoroughly get to know the products, their technical structure and the application of the required tools. In the sales area of Ernst Heiniger only the countries Kuwait, Lebanon, Yemen and Jordan are not trained on the W&H implantology devices. The reason for this is, on the one hand, the relatively small installation base in the respective countries [Kuwait] and the chaos of war in some areas [Yemen]. In many countries, logistical barriers are also a problem. High import duties make it almost impossible for the partners to return defective products. With this continuous technical training, W&H has been able to fulfill an important requirement of our customers, namely country-specific technical service and maintenance on site with short processing times. We want to thank Martina Aringer [Service Education and Support] and Karl Struber [Account Management], who have contributed to the great success of the second technical training in Bahrain.



Product information and technical know-how were on the agenda of the theoretical and practical training in Bahrain.



## After nearly 9 years W&H say goodbye to Ernst Heiniger

Area Manager Ernst Heiniger decided to retire at the end of March 2017 having dedicated nearly nine years to the company. Ernst Heiniger joined W&H in December 2008 as Area Sales Manager for the regions Africa and Middle East. He was responsible for more than 60 countries and supported W&H's sales growth in the Middle East region. His main tasks consisted of supervising our partners and the support of the communication between the W&H headquarters and our traders. Over the years Ernst Heiniger contributed to the expansion of a strong partner network and maintenance of long-

term partnerships in heterogeneous countries with very different market conditions. Ernst Heiniger was challenged by cultural differences, strong religious beliefs, political developments as well as different values and beliefs. He was always open-minded and respectful in dealing with business partners and their different cultures. This made it possible to implement sales goals on a professional basis. His commitment to the company and his loyalty were of considerable value for W&H. It is with sadness that we say goodbye to Ernst Heiniger but we wish him a long, healthy and enjoyable retirement.



Ernst Heiniger decided to retire in March 2017 having dedicated nearly 9 years to the company.

## Amine Soufi assumes the function of the Area Manager for Africa and Middle East



Amine Soufi, the new Area Manager for Africa and Middle East, assumes the function from Ernst Heiniger.

As of 1st January 2017, Mr. Amine Soufi joined W&H Dentalwerk Bürmoos GmbH. Mr. Soufi will assume the function as Area Manager from Ernst Heiniger, who is retiring at the end of March 2017. Amine Soufi will be responsible for the Middle East region including Iran and the Maghreb region. He speaks English, German, Arabic and Russian fluently and is proficient in French. With his experience of more than 10 years in sales and project management in the

medical technology sector, knowing the needs of the local markets and the advantage of being based in Jeddah in Saudi Arabia, W&H wants to expand its business in this growth market. Together with our long lasting sales partners the goal is to become the biggest player in the Middle East region. We are very happy to have Amine Soufi onboard for this major challenge.

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