

# plan world

## News from IDS 2013



**IDS  
2013**



**Digital  
Perfection™**

*See more.  
Get closer.  
Work better.*



New products,  
new innovations  
in all categories

New high-quality training program

# Planmeca Academy



*Join our new training program aimed at our existing and future 3D customers.*

**A new benchmark in 3D product training:**

- The high-quality training concept offers you, our Planmeca 3D imaging system users, in-depth product knowledge and helps you to maximize the potential of your 3D device.
- Planmeca Academy training program offers you deeper knowledge on how to improve your daily diagnostic work with the Planmeca 3D product and software platforms.

## What you get

- ➔ Learn to fully utilize the potential of your Planmeca 3D system and software applications in your clinical and diagnostic work.
- ➔ Learn how to efficiently interpret 3D images, how to use different software tools for accurate diagnosis, what modules to use for different clinical cases, etc.
- ➔ High-quality training sessions by internationally noted medical and dental professionals. Clinical case studies will also be used.
- ➔ Hands-on training with advanced software tools.
- ➔ A more thorough understanding of the 3D software tools of Planmeca.

## How it works

- ➔ Register for the program with your local distributor and pay the participation fee directly to the distributor.
- ➔ Local travel and accommodation arrangements will be covered by the participants.

## Please note

- ➔ The number and frequency of training programs and their locations will be planned and decided between Planmeca and the distributors in each country.
- ➔ The program is currently in process of being implemented to cover all our market areas and there are country- and area-specific variations for the details, availability and terms of the program.
- ➔ Aim is to establish a continuous regular training program worldwide after the pilot phase in each territory.

For further information, please contact your local Planmeca distributor.

plan  
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Planmeca customer magazine

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## CONTENTS

4	Editorial
	Strong growth and new ideas
6	Planmeca made heads turn at IDS 2013
10	New! IDS 2013
12	Product news
14	Italian A & P Clinic chooses Planmeca
16	Planmeca strong in Chile
18	Planmeca USA's agreement with Henry Schein helps meet increased need for dental products and equipment
20	Growing with Asia
22	Pioneering Planmeca innovations to King Saud University
24	Planmeca's teaching concept at the University of Eastern Finland takes dental education to a whole new level

27	Grand Opening in Kuopio
28	Finnish design thinking manifested in medical and dental devices of Planmeca Group
30	Modern yet cosy – Clinic Denta
33	Ultramodern student clinic in Gothenburg
36	St. Luke's Radiology first to try out Planmed Verity®
	Extremity 3D Scanner in the UK
38	The new computerized tomography centre at the Orhei District Hospital in Moldova uses Planmeca ProOne®
40	Hammas NEO – entrepreneurship, friendship and girl power
42	Planmeca in social media







## Strong growth and new ideas

The year 2012 was a very successful one for Planmeca. Despite the international economic turmoil, Planmeca has gained market share not only in the new emerging Asian markets, but also in the traditional and important European markets.

In the huge Chinese market, Planmeca is currently the preferred brand for 2D and 3D digital panoramic imaging. The growing middle class is willing to invest in high-quality oral health care and the best possible technology. As a Finnish privately owned manufacturer, this achievement makes me very proud. This is the outcome of years of hard work.

Our strong commitment to building customer relationships and a passion for innovation guide everything we do. It is my firm belief that these values have led us where we are today – at the forefront of our industry.

The seeds for future success stories are currently sown actively in Africa and South America, where health care infrastructure is now being built. It is noteworthy that these markets shift directly to digital dental equipment.



### More efficient production processes and increased capacity

Our new, ultra-modern production facilities are now fully in operation. We have refined our processes in both X-ray and dental unit production to improve efficiency. I am very pleased that these efforts have resulted in an increased production capacity and significant cuts in our delivery times, enabling us to serve you better.

### Planmeca Academy for 3D product user-training

To meet the growing needs of our 3D users, Planmeca has now launched a new international 3D training program called the Planmeca Academy. The aim is to set a new benchmark in 3D product user training. The training courses are led by internationally noted medical and dental professionals around the world. Learn more about our new program in this magazine.

### Openness and freedom of choice

The number of equipment and solution providers especially in the field of imaging

is rapidly increasing all over the world. This means Planmeca Romexis® imaging software has a key role: currently we are able to provide and create attractive combinations of 3D volume data for different clinical purposes. In addition to the excellent user experience and sophisticated imaging tools, we offer you the freedom of choice. A software system and platform with open connectivity makes it possible for the dentist to use various different planning applications, for instance, in prosthodontics and orthodontics. I strongly believe that Planmeca's software policy is the right one.

Another interesting area is the use of 3D patient-specific implants that we provide for reconstructive maxillofacial surgery. The increasing amount of virtual 3D patient data enables us to take full advantage of 3D modeling in difficult reconstructive surgical patient cases. The feedback for these patient-specific implants has been excellent, since it brings important cost savings for hospitals by decreasing operation time. Most importantly, the treatment outcome is a much better aesthetic result and quality of life for the patient.

### IDS 2013

The International Dental Show organised in Cologne in March this year was a great chance to get a first-hand look at our latest innovations and pioneering dental technology.

We're proud to take our Digital perfection concept to the next level by introducing new open CAD/CAM solutions, digital equipment, and a complete software package – helping dental professionals around the world work more effectively.

HEIKKI KYÖSTILÄ  
PRESIDENT





# Planmeca made heads turn at IDS 2013

**IDS  
2013**



The new touch screen in our X-ray units is very simple to use – seems that even kids can do it!



Our wide selection of new devices and CAD/CAM and software solutions created a constant buzz at the stand.

6



**IDS  
2013**

*The 35th International Dental Show held in March this year was the biggest and busiest dental event so far with 125,000 trade visitors from 149 countries and 2,058 different companies presenting their product innovations.*



The Planmeca Sovereign® Classic dental unit with its versatile features was well received by the customers.

7







**IDS<sup>®</sup>**  
**2013**



Our new and comfortable Planmeca ProMax<sup>®</sup> 3D patient support being tested by a visitor.



*At the event, Planmeca's 600 m<sup>2</sup> stand did certainly not go unnoticed. The colourful and stylishly designed stand – our biggest ever – was filled with groundbreaking novelties and conveyed perfectly our dedication to technology and innovation.*



*Our stand attracted more Planmeca distributors and customers than ever before. A warm thanks to all visitors at our stand!*

**IDS<sup>®</sup>**  
**2013**





## New features for the Planmeca ProMax® 3D family

- New adjustable and comfortable patient support
- New easy-to-use touch screen available for all Planmeca ProMax® units



## Planmeca ProMax® 3D Plus

- A true all-in-one unit
- Volumes sizes: Ø40x50 mm, Ø70x70 mm, Ø90x90 mm, Ø140x90 mm
- CBCT, 3D photo, 3D model scanning, panoramic and cephalometric imaging, true extraoral bitewings

# New! CAD/CAM



## Planmeca PlanMill™

- High speed milling with precision
- Perfect fit for prosthetic works
- Two versions:
  - for dental practices
  - for dental labs



## Planmeca PlanScan™ Lab

- Accurate desktop scanner for dental labs
- Easy to operate and maintenance free
- Open STL file format



## Planmeca PlanScan™

- Digital impression scanner
- Fast and accurate, real-time scanning
- Comfortable use – no powder
- Output in open STL file format



## Planmeca PlanCAD™

Perfect design tool from single crown to full arch bridges.

## Planmeca Romexis® Cloud

Share your images online

Anybody, anywhere

Planmeca Romexis® Cloud

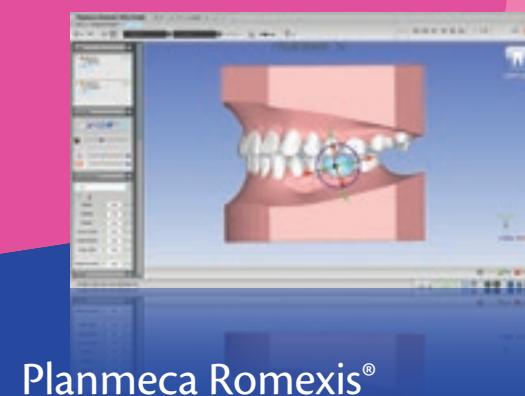
Planmeca Romexis® user

## Planmeca ProCeph™

- Effective one-shot cephalostat for Planmeca ProMax® units
- Short exposure time – no motion artefacts



It's radically different



## Planmeca Romexis® 3D Ortho Studio

Innovative 3D tools for orthodontists and dental laboratories

3X<sub>3D</sub>

## 3D model scanning

Scan your impressions and plaster casts with any Planmeca ProMax® 3D unit

Create your virtual patient with CBCT, 3D face photo and 3D model scan



## Planmeca Sovereign® Classic

- Intelligence in infection control
- Innovations in design
- Intuitivity in use



## Planmeca ProScanner™

Compact and full-featured image plate scanner for top-quality images



New!

The new Planmeca Showroom application now also includes content on the Planmeca dental unit range.

**Try it now!**

## Planmeca Showroom application for iPad

The Planmeca Imaging application for iPad has been enlarged and is now called **Planmeca Showroom**.

The free new application enables users to explore Planmeca's dental units, imaging devices, and software through their iPad. The application provides a thorough product information package for users of Planmeca's dental and X-ray units.

The user can view Planmeca's showroom in a 360-degree-angle view and enter different product categories ranging from dental units and imaging devices to software. The application also includes clinical images, a virtual GUI for the **Planmeca ProMax® 3D** product family, demo videos, animations, and interactive content.

The free Planmeca Showroom application can be downloaded from the App Store.

**NB.** If you already have the Planmeca Imaging application, you can simply update it on your iPad.



Download the Planmeca Showroom application

Available on the App Store



## New imaging mode for scanning impressions and plaster casts

Planmeca is proud to introduce a new imaging mode to the **Planmeca ProMax® 3D**, **Planmeca ProMax® 3D Mid** and **Planmeca ProMax® 3D Max** X-ray units. The imaging mode is designed for scanning impressions and plaster casts. The scanned impression is available instantly as a digital cast in **Planmeca Romexis®** and can be superimposed with CBCT data or exported in open STL format.

The acquired 3D impression scans can be utilised in many ways. For example, the user can:

- Follow the orthodontic treatment progress by comparing impressions taken in different phases of the treatment.
- Measure the changes and movements of the teeth and compare them to the original CBCT image.

- Utilise impression scans and those combined with a CBCT image in orthognatic surgery planning and follow-up (pre- and post-operative situations).
- Create snapshots for making deviation images of the pre- and post-operative situations.
- Export the mapped or separate impression scans and CBCT volumes in open STL format to orthodontic and surgical planning software.
- Utilise impression scans and 3D crowns in Romexis implant planning with the CBCT volume.
- Benefit from the automatic storage of impression casts in the patient's data with all other images (intraoral, CBCT, panoramic, cephalometric).

Now available in several languages.

# True all-in-one unit Planmeca ProMax® 3D Plus

## A new member in our 3D family



### Planmeca ProMax® 3D Plus

- Volumes sizes: Ø40x50 mm, Ø70x70 mm, Ø90x90 mm, Ø140x90 mm
- CBCT, 3D photo, 3D model scanning, panoramic and cephalometric imaging, true extraoral bitewings



Digital perfection™  
See more. Get closer. Work better.

Find more info and your local dealer  
[www.planmeca.com](http://www.planmeca.com)

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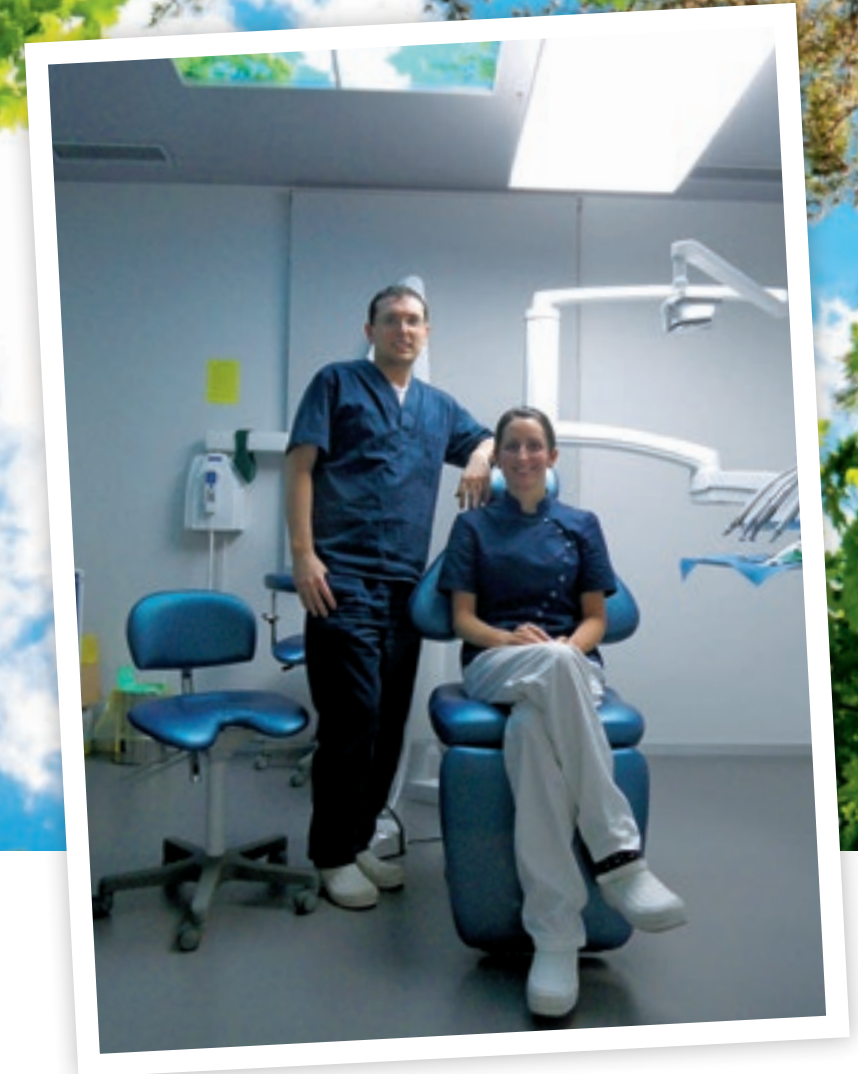


## Italian A & P Clinic chooses Planmeca

*The new A & P Clinic, which was started six months ago by Dr Carlo Pizzo and Dr Gioia Amico in Cittadella, Italy, is fully equipped with Planmeca's X-ray and dental units. The two young dentists, who share both professional and private lives, also share a love for aesthetics and beauty.*



The proud owners of A & P Clinic, Dr **Carlo Pizzo** and Dr **Gioia Amico**.



### Creating a beautiful and comfortable working environment

"In our brand new dental clinic, we installed both a **Planmeca Sovereign®** and a **Planmeca Compact™ i** (cart version), and we have been using them for six months now. Aesthetics, design, and performance were the key elements behind every choice during the development of our clinic – furniture, equipment, and dental chairs included. Only Planmeca's units could satisfy our needs: *sleek, comfortable, and innovative* are just a few adjectives that can be used to describe them.

Working with Planmeca's dental units is fun! They can be fully customised by the user, so each dentist at the clinic can have his own presets.

Our motorised Planmeca Sovereign can be rotated at will in order to fit the room in the best possible way: this is something unimaginable in any other dental unit on the market. It is a feature that very often helps us work in a more ergonomic manner.

Planmeca Compact i (in its cart version) is our first choice in the operating room because it is the best operating table for a dentist: the cart keeps the space free above and around the patient and lets us work efficiently.

Both units are incredibly comfortable and many of our patients have also pointed this out. And we have to admit that we have taken a nap on them more than once, too!

Last but not least, the design is much more refined than in any other product. This is something that we give a lot of attention to. Everybody – the patients, the doctors, and the dental assistants – feel better and work better in a beautiful environment. Our dental clinic is where we spend more time than anywhere else, our home included: we want it to be a place that we like and love. So we chose Planmeca.

### 3D magic with the latest technology

We have also been using **Planmeca ProMax® 3D Mid** since our clinic opened, and we are really satisfied with it. We chose the unit after a thorough analysis of what the market was offering: we needed an imaging unit that could provide a wide range of FOV choices, the possibility to take panoramic images and cephalometric shots, and last but not least, a software that could run natively on Mac OS, because our IT infrastructure was entirely built on Apple computers. Planmeca ProMax 3D Mid was the only device that fulfilled all of these requirements.

We love using it for taking panoramic images, for preliminary treatment planning, for 3D scans, for wisdom tooth extractions, and for implant surgery. With **Planmeca Romexis®**, its dedicated software, we can virtually place the exact dental implants we are going to use by choosing them from the integrated 3D implant library. This feature works amazingly well.

The machine and the software work seamlessly together; they are fast, reliable, and easy to use. The 3D rendering is an incredibly powerful tool for us – both for visualising the real bone morphology of the patients and for the patient himself to understand his clinical situation and the treatment we are offering him. So Planmeca Romexis can become a really effective communication tool. For this reason, we also adopted the **Planmeca ProFace®** option: by superimposing a 3D scan of the patient's face and a CBCT image, we can show our clients an easy-to-understand image, in which they can really recognize themselves. For many, this looks like magic even nowadays!"



# Planmeca strong in Chile

*Chile currently has one of the soundest economies in the world. Forecast growth for 2012 is 5.25%, with forecast inflation of 2.5%. It is expected that in 2012 and 2013 Chile will have the highest economic growth of the OECD countries. Planmeca has a strong foothold in the Chilean dental market – our customers tell why.*

Currently, Planmeca is the leading company in its market in Chile. In 2011 its market share was 41%. Its forecast market share for 2012 is 49%.

For the past two years, Planmeca has been represented in Chile exclusively by the BEYS Group. During this time, a total of 90 units have been sold: 1/3 of them intraoral units, 1/4 cone beam 3Ds, 1/4 2Ds, and the rest dental units.

#### Planmeca university customers:

- The University of Chile is the country's most prestigious and long-established university, one of the most renowned in South America.
- San Sebastián University was the first university to install a Cone Beam 3D unit. The university is currently being expanded.
- Universidad Mayor is academically outstanding and the first private university to introduce a degree course in Odontology in Chile.

#### Major clinics with Planmeca equipment:

- Clínica Alemana is regarded as the second best medical clinic in South America. The clinic is equipped with a Planmeca ProMax® 3D Max unit, a digital Planmeca ProMax® (2D), Planmeca Intra™ and ProSensor® units, and a Planmeca Compact™ i dental unit.
- Clínica Santa María has a respected history in Chile, especially for its Odontology Service. It is equipped with a Planmeca ProMax 3D s.
- La Dehesa Dental Radiology Clinic where Dr. **Gerardo Labraña**, a respected professional, practises has a Planmeca ProMax 3D Max unit and a digital Planmeca ProMax.
- Planmeca also has a foothold in hospitals and doctors' surgeries throughout Chile.



#### Excellent service pays off

The key to Planmeca's success in Chile is delivering excellent service. It starts with personalised consultancy from a team of professionals who are responsible for all the pre-sale, sale, and after-sale aspects – highly trained personnel are able to resolve any problems and deliver a comprehensive solution to customers. They also provide frequent user training on the equipment, all with the aim of delivering an excellent service that surpasses the expectations of the most demanding customers.

Furthermore, in Chile, as in the rest of the world, there have been important changes in the area of imaging, with the current focus on digital technology, where Planmeca is the absolute leader.™

#### Dr. Gerardo Labraña La Dehesa Radiology Clinic:

"Planmeca is a world-renowned brand of dental diagnostic radiology equipment. One of the key characteristics of Planmeca is that the company designs equipment specifically for radiologists and not for any other clinical speciality. This is principally reflected in the Romexis software, which has a print module that makes life easier and is intrinsic to the work of a maxillofacial radiology clinic. I am very satisfied with every aspect of the service. The level of attention during installation and training is excellent. They are always eager to solve any problems."



Dr. Labraña is Planmeca's leading medical consultant, presenting his experience through case studies and applications of the equipment at various meetings, events and conferences. Dr. Labraña is also a world pioneer in the use of the ProFace system. He also works at the Clínica Alemana and the Universidad del Desarrollo.

#### Dr. Jorge Crignola Odontology Service, Clínica Santa María:

"A balance between design, functionality, and a sharp image of the radiographed structure. When we faced the decision to purchase equipment of this type, and given the very similar prices, we opted for European – and Finnish – quality in this particular case, where there is a requirement for practical details with a high level of perfection, which means it is a pleasure to work with and analyse the images provided by this equipment."



#### Dr. Rodrigo Haristoy Universidad del Desarrollo, Concepción:

"Its leadership position reflects the image quality and especially the Romexis software, which is the most important feature. Its compatibility with other applications and with MAC are important aspects. For this reason I believe that it is one of the great advantages that Planmeca has over its top-of-the-line competitors. I should also mention that the service backup and the after-sales service make a significant difference."



#### Dr. Fernando Fuentes Director, University of San Sebastián Odontology School:

"The Planmeca Cone Beam concept is a significant development. In addition to the high quality of the images and what that means for diagnosis, from the academic point of view it is an extraordinary teaching tool. I must also emphasise how user-friendly and versatile the Romexis software is. We are very pleased with Planmeca equipment, which is why we are going to buy two more to equip our sites around the country."





## Planmeca USA's agreement with Henry Schein helps meet increased need for dental products and equipment

18

United States dental industry market research reports estimate that demand for dental equipment and products will increase by 5% in 2012. In the United States, this trend is fueled by favorable population trends, such as the large number of people over age

# 50

As baby boomers age, they are more likely to require repair and restorative dental products and services, such as crowns, bridges or dentures, and implants, than other segments of the population.

Planmeca USA is well-equipped to take advantage of this trend, with a leading line of imaging products that help dentists diagnose and treat a full range of oral health problems. To better ensure that the line of imaging products would reach a wider dental market, Planmeca signed an agreement with Henry Schein, Inc., which is now a U.S. distributor of its full line of dental equipment, software, and other products. Henry Schein is the world's largest provider of health-care products and services to office-based dental, medical, and animal health practitioners.

This new partnership puts Planmeca on firmer footing against other U.S. imaging companies. According to Planmeca USA President **Bob Pienkowski**, "We both view this exciting partnership as a path toward mutual sales growth. We want to provide our innovative products through well-trained dealer distribution networks that provide excellent service and support to our end users and their patients. Planmeca strives to provide our dealer

partners and the dental community with the most technologically advanced oral health products backed by customer care, education, and field support," he said.

With expanding markets comes expanding support needs, too. As Henry Schein's distribution network opens new sales avenues for products, pressure will increase to meet this expanded need for support and technical information on these products. To meet this need, Planmeca USA personnel hosts technical trainings in-house and also travels to Henry Schein centers to conduct sales training on products. Additionally, they have been working closely with a number of Henry Schein publications to communicate about Planmeca products to its vast market of dentists in North America.

"Planmeca and Henry Schein have a shared commitment to quality and customer service, and we are pleased to be embarking on a new relationship in the U.S. market," Pienkowski said. "Henry Schein's customers rely on the company for a comprehensive offering of dental equipment and

for the latest in advanced technology solutions. We look forward to helping Henry Schein continue to meet its customers' needs and to our future mutual success."



# Planmeca ProMax® 3D

## Create your virtual patient.

# 3x3D



CBCT

+ 3D model scan

+ 3D face photo



### A world first:

### One imaging unit, three types of 3D data. All in one software.

Digital perfection™

See more. Get closer. Work better.

Planmeca  
IDS 2013  
Highlights

# PLANMECA



Find more info and your local dealer [www.planmeca.com](http://www.planmeca.com)  
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Demonstrating the magic moves of Planmeca Sovereign®

# Growing with Asia

*Amazing Asia could be the slogan of an Asian travel campaign, but in terms of business development and progress, it is probably not making full justice to last decade's transformations and progress in the Asian nations and marketplace.*

COPY JOUKO NYKÄNEN IMAGES JANNE KYÖSTILÄ AND PLANMECA ARCHIVE

Planmeca has been present in the key Asian markets ever since the 1980s. We are very pleased to see China in our top three sales ranking along with the traditionally strong markets of France and the US.

Asia is the focus area in many ways. We are clearly the preferred brand for 2D and 3D X-ray users in Asia. Planmeca has the leading and a fast growing market share in China, a significant market share in Japan and is well qualified for the pole position in India in the race for future growth.

## What lies beneath?

Is it the fact that Finland is positioned a little bit between the East and the West that has helped us in Asia, or is it the positive reputation of Finland? Maybe we are applying unique strategies or have found the magic toolbox?

The answer, however, is much less glamorous. The key factors for Planmeca in Asia have been:

- Very persistent and long-term groundwork from the early stages of the markets
- Having an open and alert mind, keeping pace with the fast market growth and changes
- True, transparent, long-term partnerships
- Working and learning closely together with partners and customers
- Personalised service with flexibility
- Consistency in support on all levels
- Always respecting and understanding the local culture and conditions
- Offering genuine and trend-setting, yet simple, practical and reliable products and innovations
- Converting advanced product features into locally understandable customer benefits

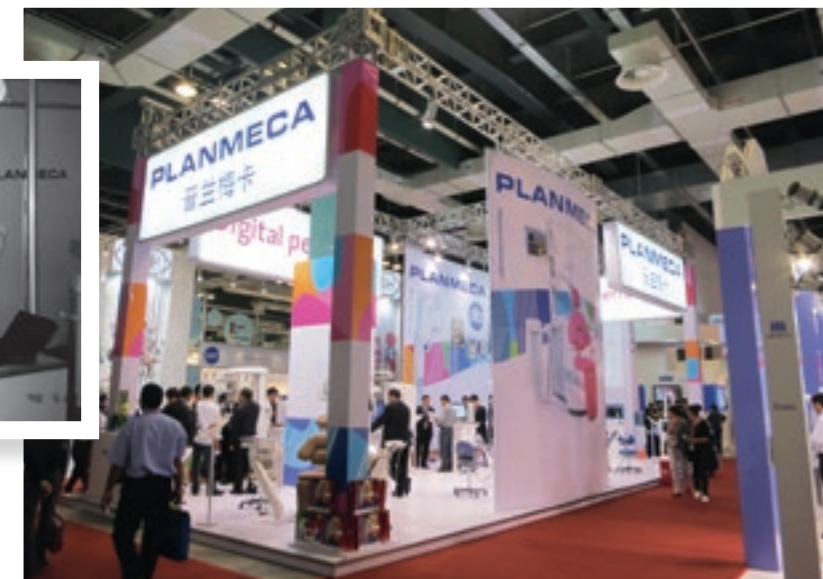
## Patience and persistence

When Planmeca started its sales activities in China in the mid-eighties, the country was very different from today. Still in the late nineties, the number of potential customers was quite limited. Despite this, Planmeca worked patiently and supported key Chinese institutions and professionals in their development work.

The persistent groundwork brought significant results already in the mid-nineties when Planmeca along with its sister company Planmed made a great breakthrough with a large equipment project, supplying a large number of dental care units, dental and mammography X-ray units and accessories to hospitals and institutions in China. This early project helped Planmeca to create a benchmark in product quality and support, which partially paved the road for further achievements in the market.



Growing market, growing visibility:  
Chinamed-Chinalogistics Exhibition in 1998 and  
Shanghai Dentech in 2012



Keeping up with the market changes is very important in the dynamic Asian markets.

During the last 15 years, Planmeca has expanded and developed its distribution network in China, having now a group of committed distribution partners who share the spirit of the Planmeca family.

## Customer first

The Planmeca staff from production to top-management share strong dedication to customer service. In order to secure good customer service in all circumstances, we have developed our own dedicated support systems both in China and in Helsinki. We have placed the emphasis on educating our customers.

As one major milestone, we have opened a new technical training and service support

center in our base in Shanghai. In Helsinki, we have also strengthened our export team, dedicated to China support.

## Close relationships

Planmeca's way of working is based on staying close with our partners and customers. We rely on continuity in our relationships and know that promises that we make today must also be fulfilled in the long run.

The high brand image and reputation of Planmeca is well-earned and exists for a good reason.

## Big in Japan

The Japanese market is the second biggest dental market in the world, with a very high level of professional customers. Planmeca has experienced strong sales

growth in Japan during the last decade, based on systematic, long-term work hand in hand with the field.

When the solid brands of GC and Planmeca were joined in our strategic distribution partnership, the impact was remarkable. GC is famous for being one of the highest ranked companies in Japan in terms of their quality system and support. Combining the Finnish and Japanese innovation powers has been one of the building blocks in our success story.

As a family company, Planmeca is different from most major players in the field, but in a positive way. This is why every year hundreds of our customers and partners come to visit our factory and headquarters, which we call home. 🇫🇮



Sinodental Peking 2012





# Pioneering Planmeca product innovations to King Saud University



22

Planmeca, along with its distributor CARE, will deliver state-of-the-art dental teaching environments and solutions to King Saud University's girls' college and dental hospital, which is by far the largest in the region.



The first equipment delivery leaving the Herttoniemi factory for Saudi Arabia was signed by the Dean of King Saud University College of Dentistry, Professor Khalid Ali Al Wazzan, and the President of Planmeca, Mr. Heikki Kyöstiä.



Construction of the dental hospital is well underway.



## Public Dental Services in the Kingdom of Saudi Arabia:

Curative and preventive services in the field of oral and dental health are provided through 1,982 dental clinics annexed to hospitals and health centres spread throughout the Kingdom as follows:

- 1,138 dental clinics annexed to health centres.
- 449 dental clinics annexed to hospitals.
- 395 dental clinics annexed to specialised centres.
- 55 mobile dental clinics.

There are 12,234 dentists registered with the Saudi Dental Society (by June 2012), but not everyone is registered, so the approximate number could be around 13,000 dentists.



The Planmeca-CARE team visited the King Saud University College of Dentistry in September.

Preparing for these record-breaking agreements made the professionals on both ends think and rethink their options and possibilities. New innovations were taken into consideration and the solution was tailored so that it was optimal for both institutions. The result is a teaching environment that is modern and will carry dental education in Saudi Arabia into the future.

## Thinking and rethinking to reach the optimal solution

Planmeca and its local distributor, CARE, first needed to convince the management and faculty of the university that the fully integrated solution that Planmeca provides for teaching institutions, especially large ones, had many clinical advantages and long-term cost savings in addition to being unmatched by any other manufacturer. In addition, direct and objective endorsements by dental schools around the world had an important effect on winning over the trust of the King Saud University.

"Many stumbling blocks were faced along the way, but the team worked in partnership

with the university project team and the contractor to come up with a win-win solution for everyone", says Mr **Eli Chedid**, CEO at CARE.

The Planmeca teaching environment was designed for the climate and environmental factors of Saudi Arabia. For example, the centralised water treatment system ensures a clean and safe water supply for treatment independently of local water conditions. Also, the dental unit infection control cycles are automated and centralised to guarantee the safety of the patients and the dental team.

The dental unit concept, based on **Planmeca Compact** dental units, supports a seamless transition from pre-clinical simulation training to clinical training and actual patient treatment.

In this way, the students learn the efficient and safe use of real dental units and X-ray equipment already at early stages of their training, and will be able to easily adapt to the workflows of their future employers, whether private clinics or hospital annexes.

## Advances in technology for the good of the Kingdom

The King Saud University College of Dentistry is investing heavily in the future. The boys' campus will get a brand new dental hospital building, and the girls' college will move to a brand new building on a new campus adjacent to the boys' campus. The equipment acquired for the two buildings is similar in order to standardise the clinical practice and its maintenance.

Professor **Khalid Ali Al Wazzan**, Dean of the King Saud University College of Dentistry, says: "We had a vision. We were looking for innovative methods to provide the highest quality education and research – to provide the best dental health care for the citizens of the Kingdom of Saudi Arabia.

We chose the company that demonstrated commitment to the university's vision of excellence in dental education and that we believe is best positioned to serve the interests of the university, its faculty, and most importantly, its students – the dentists of the future in Saudi Arabia."

23



# Planmeca's teaching concept at the University of Eastern Finland takes dental education to a whole new level

24

Planmeca and its subsidiary Plandent signed a record-breaking contract in the spring of 2012 with the University of Eastern Finland in Kuopio. The contract consisted of delivering 127 Planmeca dental units and 18 intraoral X-ray systems, together with the accompanying suction, water and cleaning systems to the university's new teaching environment. This delivery agreement was the largest in Plandent's history and also the biggest contract ever signed in the dental field in Finland.



University of Eastern Finland, Kuopio campus, medical and dental school building

Dental education in Eastern Finland was discontinued in 1998, which resulted in an acute need for dentists in the region. It was decided to start teaching again on the Kuopio campus of the University of Eastern Finland in the autumn of 2010.

The new teaching environment aims to provide the most modern dental training in Finland, with dentists graduating with a more versatile skill set than the traditional job description requires. "We want to educate doctors specializing in the mouth area who care for the health of the whole person through oral care," says Professor **Jari Kellokoski**, Director of the University of Eastern Finland Institute of Dentistry.

Students are taught to prioritise the kind of treatment that is most essential and urgent for the patient. "For example, if the patient is very overweight, the matter should be discussed, and it should be considered whether it would be necessary to consult a nutritional therapist, an internist, etc. Excess weight causes an ongoing inflammatory process in the body, making conditions such as gingivitis difficult to treat in such patients. Gingivitis in turn affects the entire body and is harmful in relation to many general diseases."

Similarly, students are taught to suspect sleep apnea on the basis of facial bone structure, as well as to explore causes of headaches, for example. "The idea is that a whole person is treated at the reception, not just a set of teeth, as has been the case traditionally. What we seek to do now is to ensure that people receive the treatment they need. Dentistry should be taken as a part of overall health care."

## Planmeca dental units as modern teaching aids

When selecting a provider for the new learning environment, one of the many criteria was that the leg rest on the patient's chair in the dental unit could fold down 90 degrees. "The patient will be interviewed face-to-face today, and the traditional dental unit is not suitable for this purpose. The Planmeca patient chairs also function as a consultation chair. When the leg rest is down, the dentist can sit easily in front of the patient."

The importance of medical history is emphasised in modern dental education. "One should talk with the patient for some time before doing anything else. In an upright position, the neck and lymph nodes can also be examined. The first visit is often used for discussion alone, and people must get used to this change. Dentists are being taught more and more these days to take on the role of consultant."

## Good ergonomics right from the start

Planmeca's idea behind the learning environment is that students learn good working ergonomics right from the start of their studies by practicing with real dental units. Neck and shoulder disorders are general occupational health problems for dental practitioners, so acquiring the right ergonomics is important even before beginning to work with patients.

"In simulation, the treatment stations are exactly the same as they are in real patient care. Attached to the dental unit is a torso with neck joints that bend with the

headrest just like a real person's neck does," explains Plandent Regional Manager **Esko Hokkanen**. The dental unit is suitable for both simulated training and for normal dental care and treatment. "The torsos can be removed and placed in their specially made storage bags."

The torso has a chest area as well, so during simulation exercises, the anatomical conditions are correct the whole time. "You have to move yourself in relation to the patient's chest," says Kellokoski. In addition, the wireless foot controls and foot-adjustable working chairs provide additional ergonomic support.

## Seamless collaboration with the university hospital

Kuopio University Hospital is located next to the Institute of Dentistry: easy access is provided by a tunnel 200 meters long. Larger X-rays can be taken at the hospital, while intraoral images are taken at the institute. "The hospital's oral imaging center is equipped with all the latest available technology, and in December it got the **Planmeca ProFace**® face photo system. Similarly, ultrasound equipment is available and it is possible to carry out laboratory tests in the hospital."

During simulations, students can practice taking X-ray images of the skull. The teacher authorises taking pictures from his or her own workstation, as well as approves the images.

The students are also taught how to recognise changes in facial skin. The changes are photographed and sent directly to the hospital dermatologist for consultation.

"Dentists are trained nowadays to take on a more versatile role than the traditional one," says Professor **Jari Kellokoski** from the University of Eastern Finland. On the left, Mr. **Esko Hokkanen** from Plandent Oy.

25







Third-year students Lauri Tuulainen and Saara Kivelä practice working with a torso attached to a dental unit.



Each treatment unit is the optimum size, which leads to significant rental savings.

#### Trustwater™

- Centralised waterline cleaning system for dental units
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- Replaces chemicals
- Suitable for practices of all sizes
- Does not require daily or weekly disinfection
- The result of collaboration and research by Planmeca, Trustwater and Trinity College in Dublin

#### New generation of teaching methods

The simulation room has 40 student places and 2 teacher workstations. The teacher controls all the student workstations from his or her own station, and the teaching can be organised with fewer staff, thanks to this modern technology.

The simulation area is separated from the rest of the department by a glass wall. "Those who are still training with torsos can continuously see the older students who are already working with real patients. This is very motivating for them in every way. When you move to the other side of the glass wall, you will find exactly the same layout and dental unit. There is no need to learn everything from scratch," says Kellokoski. "Yes, the students have a completely different start to their studies here because of the cutting-edge technology," he continues.

Each unit is also the most optimal size. "It would not be possible to fit into a space with a smaller floor area. However, there is enough room to manoeuvre. For example, positioning the dental unit for right- or left-handed use just takes a couple of minutes. There is also enough space to carry out maintenance procedures well. When you consider how much one square meter costs in rent over 10 years, you are already talking about quite a large sum of money."



In Trustwater's environmentally friendly and chemical replacement system, water is separated and purified in a centralised manner. In this way, water directed to the dental units and sinks is completely purified, so that soap dispensers are no longer required at the treatment stations. "You can wash your hands in the changing room in the morning with soap and use rinses and gloves in the workspace," says Hokkanen.

#### Continuous cooperation

In choosing a provider for the learning environment, it was important to select a company that would also commit to continuous development and cooperation with the university after delivery. "It is not enough that the unit is modern just for now – it must also be so a year from now," Kellokoski points out. "This in turn requires continuous co-operation and development. The learning environment is also a good place to test new innovations. This serves both the manufacturer and us as a university."

The leg rest on Planmeca's dental unit chairs folds down 90 degrees so that it also serves as a consultation chair. In modern dental care, detailed discussions are held face-to-face with patients before treatment.



The Finnish Minister of Education, Jukka Gustavsson, met third-year students, who were working with a Planmeca Compact i dental unit with simulation torso.

IMAGES TUOMAS LOKKI



## Grand Opening in Kuopio

Planmeca and its subsidiary Plandent were proud to congratulate one of the most modern teaching clinics in the world, University of Eastern Finland Institute of Dentistry. The opening ceremony gathered hundreds of guests to Kuopio on 22 January 2013.



Plandent Regional Manager Esko Hokkanen (on the left) and President Heikki Kyöstilä presented Planmeca's greetings in Kuopio.



Professor Jari Kellokoski, Director of the University of Eastern Finland Institute of Dentistry gave the opening speech.



## Finnish design thinking manifested in medical and dental devices of Planmeca Group



Video: Meet the Industrial Designers of Planmeca and Planmed.

*Both Planmeca Oy and the manufacturer of mammography and orthopaedic imaging equipment, Planmed Oy, reaped success in international design contests in 2012.*



HI Design 2012 showcased Planmeca Group's designs in the summer 2012 in Helsinki

### Recognition for Planmeca ProFace®

#### red dot 2012 product design award

Planmeca ProFace and Planmed Verity both received the globally sought after "red dot award: product design 2012." A total of 4,515 products from all over the world participated in the contest. A 30-member international expert jury examined, tested, and evaluated each individual entry, applying the highest standards. Both products received the red dot in the category of Life Science and Medicine.

#### Finalist nomination at the Industrial Design Excellence Awards (IDEA)

Planmeca ProFace was nominated as finalist in the Industrial Design Excellence Awards (IDEA) 2012.

#### Planmeca ProFace®

Planmeca ProFace® is a unique option for Planmeca's 3D X-ray units for producing both a 3D face photo and a 3D X-ray in one imaging session. If required, the 3D face photo can also be acquired separately in a completely radiation-free process. The unit allows medical and dental professionals to follow changes in the patient's soft tissue, to visualise soft tissue in relation to dentin and facial bones, to plan operations, and to communicate with patients and colleagues in an efficient way.



### Several design awards for Planmed Verity®

#### Jackpot at the Medical Design Excellence Awards (MDEA)

Planmed Verity won the title of the '2012 MDEA Gold Winner' in the Radiological and Electromechanical Devices category, and was also nominated 'Best in Show' among all gold-winning products.

The Medical Design Excellence Awards is the medical device industry's premier design awards competition. It is the only awards program that exclusively recognizes contributions and advances in the design of medical products.

#### red dot 2012 product design award

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#### WIPO DESIGN AWARD 2012

The World Intellectual Property Organization (WIPO), a United Nations agency, presented the first ever WIPO Design Award for Finnish design to celebrate World Design Capital Helsinki 2012. The award was given to the product development team of Planmed Verity.

#### Fennia Prize Honorary Mention

Planmed Verity® received an Honorary Mention in the Finnish design competition Fennia Prize 2012. The objective of this international competition is to support the production of high-standard products and services and to promote competitiveness and internationalisation of the industry.

The Fennia Prize jury consists of representatives of the design, business and media communities. The entries were evaluated on the basis of their usability, responsibility and business aspects.

#### Finalist nomination at the Industrial Design Excellence Awards (IDEA)

Planmed Verity was nominated as finalist in the Industrial Design Excellence Awards (IDEA) 2012.

#### Planmed Verity®

Planmed Verity® is a 3D extremity scanner designed to find subtle extremity fractures on the first visit to the clinic. The compact and mobile unit offers fast 3D imaging at the point of care. It is the world's first mobile extremity scanner intended for pre- and post-operative imaging. It offers a better resolution with a lower dose than full-body CTs. Unlike any other 3D imaging device, Planmed Verity allows weight-bearing imaging of the knee and ankle. Planmed Verity has a CE mark and FDA clearance.



# Modern yet cosy – Clinic Denta



The complete range of dental units from Planmeca is displayed at the Denta clinic: Planmeca Sovereign™, Planmeca Compact™ i Touch, Planmeca Compact™ i (side delivery), and Planmeca Compact™ i Classic.



COPY & IMAGES OLGA ILYINA

*The 15-year-old clinic Denta is located in Maikop city, the capital of the Adygea Republic in southern Russia. Maikop has a population of about 170,000. In these smaller towns, the exchange of information between patients is rapid, and positive feedback – and the negative, too – spreads quickly.*



Planmeca Sovereign is the favourite unit of the clinic owner, Mr. Azamat Unarokov.

"We wanted to make a cosy, modern clinic, equipped with advanced equipment, where patients can get the full range of dental treatments and diagnostics. The equipment of Planmeca meets the requirements that we have set for it; exceptional design, excellent ergonomics, and, of course, the reviews of colleagues who were already familiar with Planmeca affected our choice.

## Ergonomics, innovations, and comfort count

The ergonomics created by Planmeca's engineers is indisputably the best in the world, as stated by many dentists. The concept of an all-in-one, lift chair system and the compact size of the equipment were revolutionary solutions, and time has shown that these solutions were ideal.

Our way of operating is very independent, so we have needed very little support from the distributor – we typically have done everything ourselves. The main thing for us is that we have organised good service, and therefore, we have had no problems in our clinic's workflow.

Over the years, Denta has expanded: today we have four dental treatment rooms in the clinic, a dental laboratory, centralised sterilisation and an X-ray diagnostics room. We feature the complete range of dental units from Planmeca at our clinic. All the rooms are equipped with Planmeca Intra™ intraoral X-ray units along with a Planmeca ProSensor™ system.

Modern dentistry requires the capability for other patient positioning than the classical supine position. It is very important for us to be able to communicate and to examine the patient in the sitting position. Many treatments, such as the assessment of the aesthetic parameters of the face and lips, performance evaluation of the treatment results, discussion of the treatment plan, etc, are available and very comfortable in a face-to-face position with the new and unique features of the Planmeca Sovereign™ chair. In turn, our patients greatly appreciate the comfort during treatment.

We believe it is impossible to work these days without dental tomography. Thorough diagnostics is the key to successful treatment,

and that is why we equipped our clinic with a Planmeca ProMax™ 3D dental imaging unit already two years ago.

## Functional clinic = a perfect showroom

Personal experience, the quality of the equipment and the potential of the Planmeca equipment in general led to my decision to open Planmeca's dealership in southern Russia seven years ago. Thus, the functions of my clinic have expanded – it is used as a showroom where any doctor can see the equipment in the workflow, to assess its functional and intellectual potential. In my opinion, the living example of a working and successful clinic is much more effective than a regular showroom.

Having your own clinic and working daily on the equipment, you get invaluable experience. You get unparalleled knowledge of all the details concerning its use.

It gives you the possibility to offer well-reasoned advice to customers and answer any questions based on your own knowledge and experience. We are completely open to our clients – and this openness is our vision and the key to our success."

## Company profile: Denta

Located in Maykop, Adygea Republic, Russian Federation

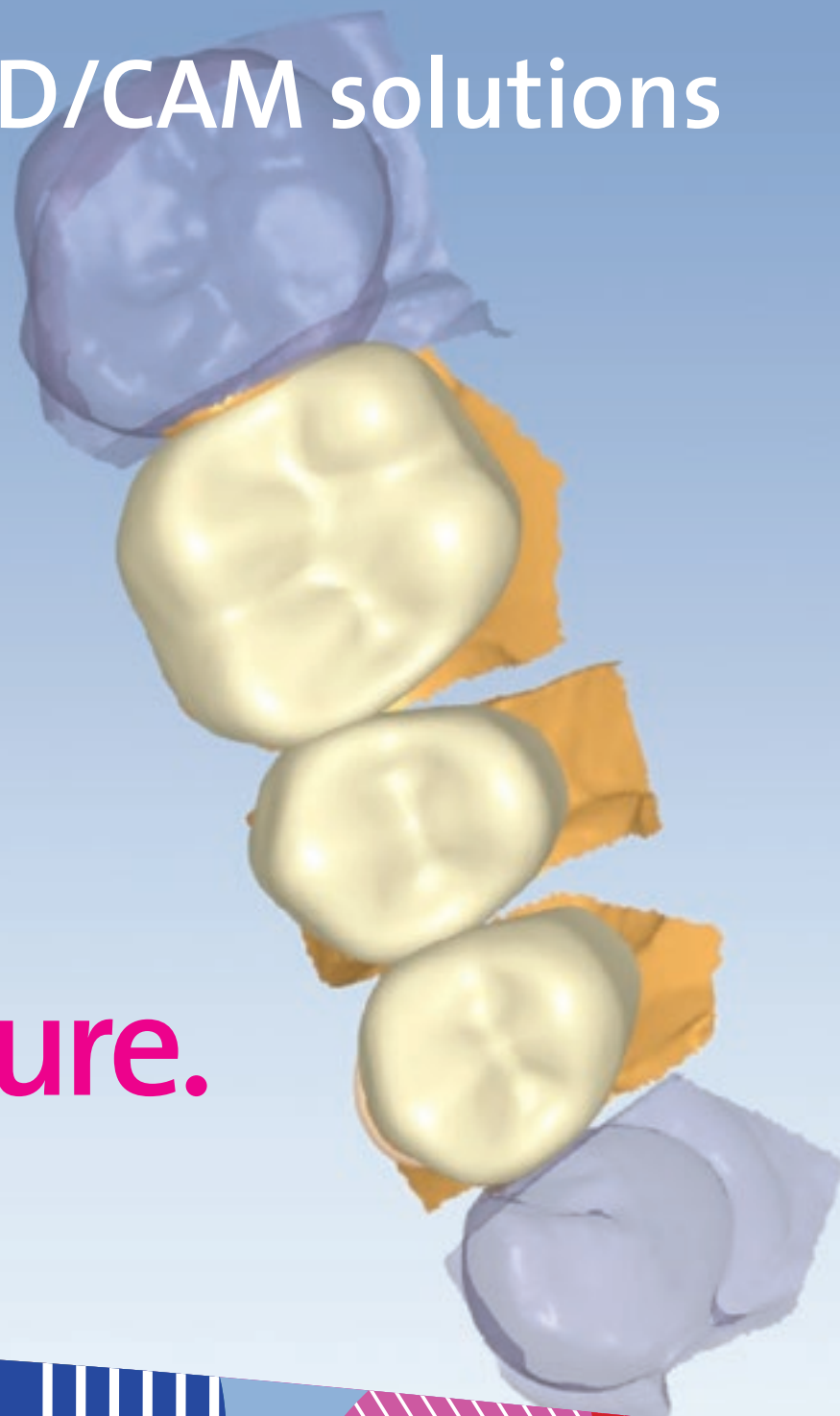
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## Ultramodern student clinic in Gothenburg



Ann Jonsson (left) and Åsa Leonhardt are proud of the 40 work spaces in the simulation section.

*The dental and dental hygiene students at the University of Gothenburg have been the first in northern Europe to train on simulation units that are similar to an actual dental unit. It would be hard to be better equipped for the work environment on the actual job than with this simulation.*







In the simulation section with five plus five spaces, students practice in a work environment that is very similar to an actual clinical environment.



Folk tandvården's (Swedish National Dental Health Service) 3000 m<sup>2</sup> basic training clinic for adult dental care students underwent a complete renovation in 2011. The need for the remodeling arose from the increasing number of dental and dental hygiene students being taken in each year. Also, clinical training starts earlier in the new dentistry curriculum.

"The training is being expanded and we were looking for solutions to maximise the number of work spaces," explains Ms. Åsa Leonhardt, associate professor and head of Folk tandvården's training clinic for adult dentistry.

"The real challenge for us now is that we are in the middle of a transition period between two different curricula," she continues. "Since the students now come in contact with patients earlier than previously, we need both more patients and more treatment spaces."

### More room

The most notable aspects of the change are the lighting, the open spaces, and the fresh color scheme.

The clinic's new section has a total of 70 treatment spaces with the most modern equipment in Sweden: 40 simulator spaces and 30 treatment spaces. Of the latter, 24 spaces are in large teaching halls and six are in smaller training rooms, one of which has a video camera.

Each day, this section fits approximately 100 students and patients, and roughly 60 clinic personnel (20 nurses, 6 hygienists and 30 dentists as well as administrative personnel and clinic management). It is obvious that scheduling is a challenging puzzle.

All 30 treatment spaces are equipped with **Planmeca Compact** i units with LED lighting, Planmeca dental chairs with standard upholstery and soft headrests in a Tempur-Pedic material, saddle chairs, and dental stools.

### A modern simulation clinic

"When the renovation group was looking for new equipment, we looked for a simulation clinic that was similar to the actual clinical situation and that provided a large number of spaces," says Leonhardt.

"We needed to be able to accommodate as many work spaces as possible in as small an area as possible, both for dental hygienist training and dentist training."

Aiming to find a modern simulation clinic, the choice fell to Planmeca Compact i, clinical simulation. Students work on a dummy with a torso at a real dental unit. This solution saved a lot of space at the clinic.

### Ergonomic design and authentic environment

Planmeca has brought simulation to the same level as the most popular unit sold, the **Planmeca Compact** i Touch. This includes a touchscreen instead of push buttons and LED lights instead of halogen lighting.

The unit is easy to use, displaying clear symbols and text instructions. Each work-space is equipped with a display screen for working with data records and for showing demonstration films.

"It's wonderful that we are investing in the students and can provide new innovations for training," says Åsa Leonhardt, who feels that it is a strength to be able to show demonstration



films during training. "The best part is that the students are in a simulated setting right from the start and can follow hygiene procedures, data records, etc. We have also been able to increase the number of spaces from 18 to 40 – now there are four sections with 10 spaces each. It works really well with double units," she thinks. Despite the minimal space, instructors have easy access.

### Good infection control routines right from the start

The simulation unit can be run with **Planosil** to regularly clean the biofilm from the water lines. This type of cleaning is not very common in a simulation environment, since many people think that bacteria in the mouth of a dummy do not matter. But this ignores a large part of the idea behind water cleaning.

Naturally, you want to ensure that patients don't get bacteria in their mouths, but equally dangerous – if not more dangerous – is the bacteria in the spray that healthcare workers breathe in daily. And this is the case even if

you are working in a simulated environment instead of on a real patient.

### Mission impossible – possible

The entire renovation was a joint project between Folk tandvården and the Institute of Odontology. A project group consisting of personnel from the adult clinic worked with the architect to implement the work.

"During the construction period, the clinic was closed for only five weeks," explains Åsa Leonhardt. The student schedule was highly compressed, but the stipulation was that we must keep going. The clinic tore out the old decorations, created new drawings and color schemes via the architect, and supervised the renovation, decoration, and purchasing.

"It was very messy," says Ms. Ann Jonsson, the clinic coordinator and central contact. We were enclosed in plastic with dust and noise, and at times we doubted that we could maintain the time schedule. But it was also fun to be a part of the project, and it is wonderful to work with modern equipment. It makes a big difference.

### Continued future focus

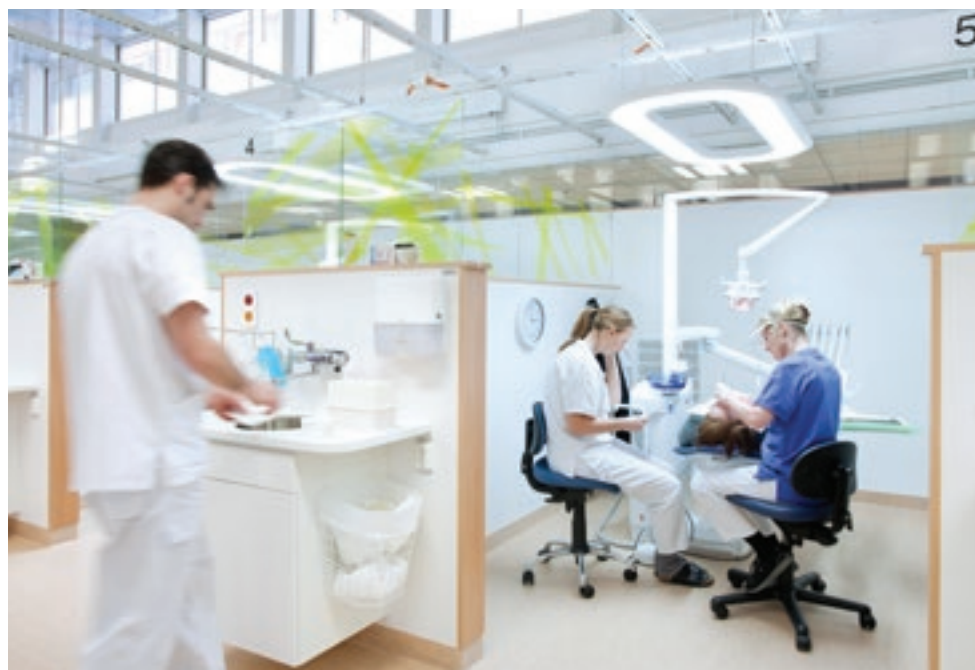
Thanks to investing in units with the Clinic Edition software program, the work process for the unit can be monitored.

"We look forward to taking full advantage of the benefits," says Åsa Leonhardt. This includes the maintenance service and hygiene care, but first and foremost the options for tracking students' progress. In the summer, we will begin using digital X-ray units and sensors, as we anticipated," says Leonhardt proudly. ■

### PLANMECA COMPACT I CLINICAL SIMULATION – CLINICAL ENVIRONMENT FROM THE VERY BEGINNING

"The aim is simply to offer the students a work environment that is as close to the clinical environment as possible," explains Mr. Jens Hendrén, Export Manager at Planmeca Oy. Traditionally, simulation environments were built around laboratory desks with an added torso, and working with a torso was very different from working with a unit.

Our simulation unit, which has a unique design, provides an environment that is very close to working with an actual unit, so that you can learn the correct ergonomic working posture right from the start. For the student, the transition from preclinical to clinical work is smooth, which in the end results in better care for the patient in the student treatment rooms.



Tomorrow's dentists work with the latest equipment right from the start.



Two out of a total of four simulation sections can be seen behind the conference table.





COPY &amp; IMAGES XOGRAPH HEALTHCARE

PHOTO ABOVE: RICHARD CAVE / OXFORD MAIL

## St. Luke's Radiology first to try out Planmed Verity® Extremity 3D Scanner in the UK

**Planmed Verity® Extremity Scanner** raised remarkable interest at UKRC 2012, the largest diagnostic imaging event in the U.K., held in June 2012 in Manchester. As a result, Planmed partner Xograph Healthcare installed the first Planmed Verity mobile extremity CT scanner at St. Luke's Hospital in Headington, Oxford.

This state-of-the-art CBCT scanner is set to revolutionise extremity CT imaging, bringing 3D imaging into emergency departments, orthopaedic clinics, sports injury, and trauma centres for fast diagnoses at the point-of-care.

The Planmed Verity's ultra-high resolution capability allows it to display

subtle extremity fractures, such as those of the scaphoid, on the patient's first visit. Its CBCT technology, using a flat panel detector, enables the system to use a significantly lower radiation dose – just one-tenth of that of a conventional multi-detector CT (MDCT) scanner.

The unique motorised gantry rotation also allows weight-bearing imaging of the lower limb, which is extremely useful when examining the knee and ankle.

### St. Luke's Radiology

St. Luke's Radiology is an independent radiology and orthopaedic medicine practice with a spine intervention service and a sports medicine service. It is also a substantial teaching practice running national and international courses.

Dr. **David Wilson**, Consultant Musculoskeletal Radiologist at St. Luke's, said: "It is a very impressive piece of equipment and I am excited about investigating Planmed Verity's potential for use in a U.K. trauma environment. Its versatility for imaging the upper and lower limbs in the seated, recumbent and standing position for weight-bearing examinations is something we have not experienced before. The low radiation dose is of major importance changing the clinical circumstances in which we would use CT."

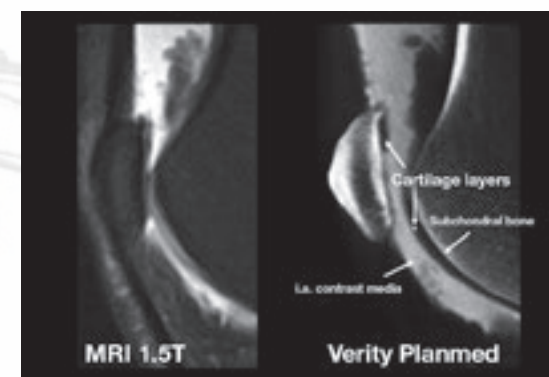
"We are also going to undertake three small research projects using the scanner whilst it is at St. Luke's involving occult fractures in ankle trauma, standing ankles after elective orthopaedic surgery, and wrist injuries," Dr. Wilson continues.

The Planmed Verity will be used to diagnose private and NHS patients.

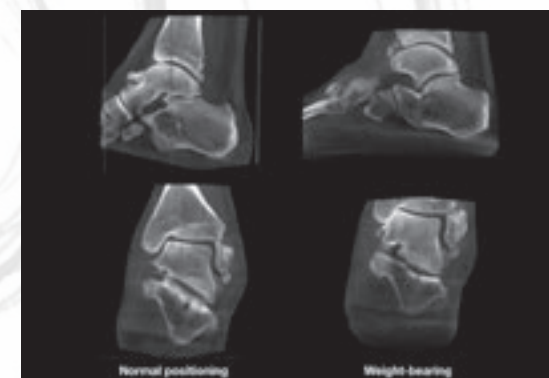
**Paul Andrews**, Commercial Manager at Xograph Healthcare, said: "I am so pleased that St. Luke's have taken the first installation of the Planmed Verity Extremity Scanner in the U.K. The versatility of this advanced mobile imaging platform allows it to be sited and set up in any RPA-approved room, as no extensive room preparation or external cooling systems are required."



Dr. **David Wilson** (front), Consultant Musculoskeletal Radiologist at St. Luke's Radiology, tries out the new device accompanied by (from left) Dr. **Sami Tohka** Sales and Marketing Director at Planmed Oy; **Marcus Blunkett**, Principal Physicist St. George's Healthcare NHS Trust; **Marion Watson**, Superintendent Radiographer at St. Luke's Radiology; Dr. **Gina Allen**, Consultant Radiologist; and **Simon Pike**, Product Manager at Xograph Healthcare Ltd.



Comparison of knee cartilage visibility in 1.5T MRI and extremity CBCT arthrography. Courtesy of Prof. Jari Salo, Kuopio University Hospital, Kuopio, Finland.



Weight-bearing and non-weight-bearing image of the ankle using Planmed Verity Extremity Scanner. Image courtesy of Dr. Kimmo Mattila, Turku University Hospital, Turku, Finland.

Planmed Oy is part of the Planmeca Group. Founded in 1989, Planmed offers products for mammography and orthopaedic imaging that are well-known for their imaging performance, user-friendliness and good ergonomics. [www.planmed.com](http://www.planmed.com)

Watch the Planmed Verity Video:





## REFERENCES

The new computerized tomography centre at the Orhei District Hospital in Moldova uses Planmeca ProOne®



The new CT centre was opened in a very strategic location in Moldova, offering services for patients from a wide geographical area.



Mr. Tudor Ceaicovschi from Intermed, Prime Minister of Moldova Mr. Vlad Filat, and Health Minister Mr. Andrei Usatii attending the opening ceremony.

38

Planmeca donated a **Planmeca ProOne®** X-ray unit to the new computerized tomography centre at the Orhei District Hospital. The donation was organized with the help of Intermed, Planmeca's local distributor in Moldova. The opening ceremony, held on 17 April 2012, was honoured by the presence of the Prime Minister of Moldova, Mr. **Vlad Filat**. Attending the event were also the Health Minister, Mr. **Andrei Usatii**, the director-general of the National Health Insurance Company, **Mircea Buga**, Orhei district head **Ion Stefirta**, and the manager of Intermed, **Tudor Ceaicovschi**. "Doctors from other hospitals were also invited to learn from the experience in order to bridge the gap between patients and locally provided screening services," said the Minister of Health.

The project is the first real public-private partnership (PPP) launched in the health sector in Moldova with regard to diagnosis via computerized tomography. The goal of the PPP project is to provide quality medical services through fast diagnosis, early treatment, monitoring of disease evolution, and a qualified medical staff.

Thanks to the new centre, patients from the northern part of the country and those from at least four neighbouring districts will no longer need to travel to the city of Chisinau for examinations, and their medical insurance will cover the examination costs. The prime minister specified that the centre was opened in a very strategic location, as the population of Orhei is appx. 125,900 persons. "This is a successful example for the Republic of Moldova. The opening of this centre, unique in its capacity and performance, was rendered possible due to demands from local authorities in Orhei."

The Ministry of Health will perform audits on the centre as well as monitor patient quantity and satisfaction over a period of six months.

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# The NEO clinic

## – entrepreneurship, friendship and girl power

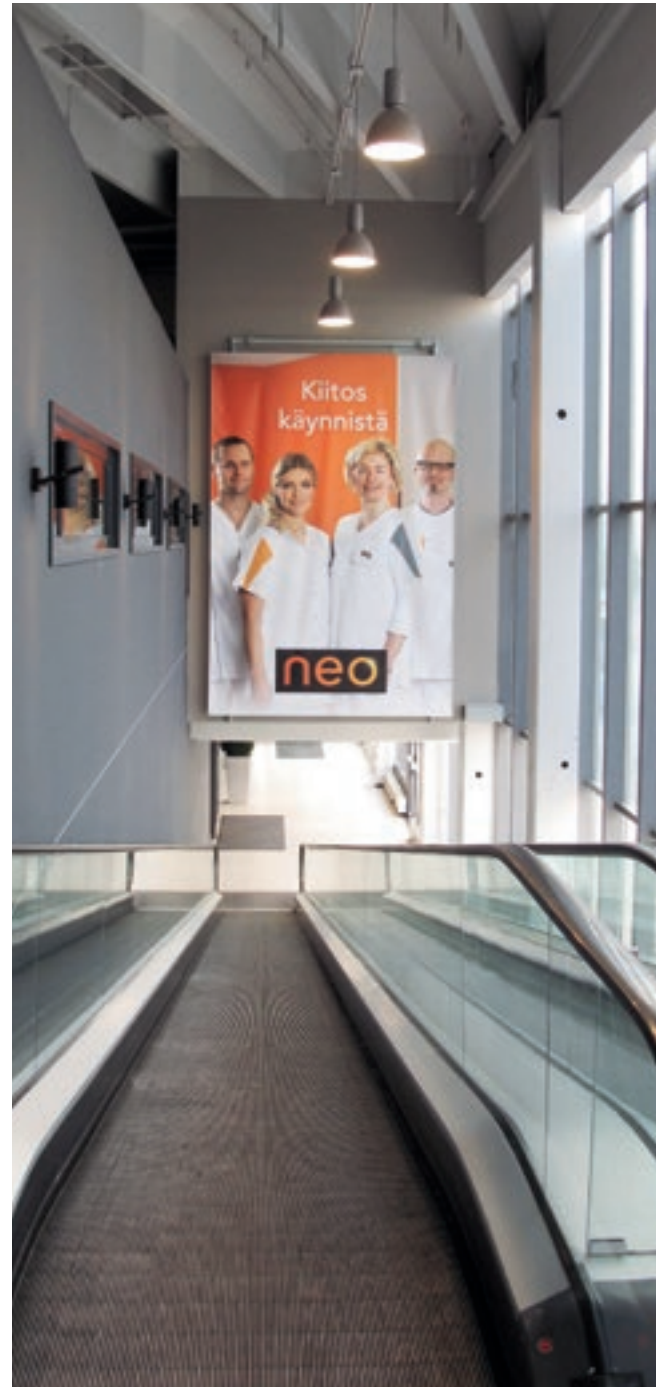
The private dental clinic Hammas NEO in Turku, Finland, is open every day of the week and offers comprehensive dental care for its customers. The clinic, situated in the health care hub NEO house, was founded in May 2011 and signified a dream come true for four female dentists. Their idea was to create a dental clinic where the patient is at the centre of everything – and where work is also fun.



All eight treatment rooms are equipped with a Planmeca Compact™ i.



The NEO hospital offers modern recovery chairs equipped with iPads.



The NEO clinic is situated in the health care hub NEO house.



When Ms **Maija Arjasmaa**, Ms **Tiina Ranne**, Ms **Kristiina Mäkinen** and Ms **Riikka Vahtera** get together, there is never a quiet moment. Besides having gone to dental school together and working together for years, these ladies also shared the dream of one day starting their own company, their own clinic. “The four of us have always pulled together so it was obvious that the clinic would be a joint venture,” they say.

It took a while for the idea to ripen. They all worked at a large clinic, so the risk had to be worth taking. Finally, the prospect of starting their own clinic in the new NEO house was too good to be missed. “The same building houses four other health care companies: an orthopaedic hospital, a centre for orthopaedic rehabilitation services, an occupational health centre and a company selling individualised assistive devices. Also, there are 20,000 employees in the business area, so the customer base was assured,” says Tiina Ranta.

Hammas NEO works especially closely with the orthopaedic hospital situated on the same floor. “We offer a multitude of dental services, so we have an in-house dental surgeon, a periodontist, an orthodontist and a prosthodontist. We also treat dental phobia patients and perform dental care under general anesthesia in co-operation with an anesthesiologist and a nurse anesthetist from the NEO hospital,” explains Kristiina Mäkinen.

“We utilise the hospital’s modern recovery room. Also, the pretreatment procedures and patient motivation are handled by the hospital, so the dentists can concentrate on dental care. The proximity of the hospital also gives the patient a sense of security,” says Maija Arjasmaa.

Hammas NEO is also experienced in offering out-of-hours dental services. “Urgent care requires special skills: swift decision-making and the ability to react to unexpected situations. We have all treated urgent care patients for years, so we know when to act and when to wait.”



From left: Riikka Vahtera, Maija Arjasmaa, Kristiina Mäkinen, and Tiina Ranne holding her daughter Annika, aka the “NEO baby”.

### Dental units, cabinetry and auxiliaries ordered from Plandent

Maija, Kristiina, Riikka and Tiina participated in designing their clinic from scratch with an architect and interior designer. They also designed the tailor-made cabinetry for the 8 odd-sized patient rooms. The cabinetry, along with the dental equipment and supplies, were ordered from Planmeca’s subsidiary Plandent Oy.

The choice of dental units was easy. “We had all worked with **Planmeca’s Compact™ i** dental units before, and thus decided to spare us from relearning the equipment – after all, we had a new staff, new treatment rooms, new computers and new software to get familiar with,” Maija explains. “We also considered the matter from a maintenance point of view, and Plandent’s maintenance service has always worked very well,” continues Kristiina.

Hammas NEO also uses the PlanOrder material management service offered by Plandent. “Material management is something that you deal with every day. We did not want our cabinets full of expiring materials. Our assistants have really liked the service,” the ladies say.

### Support from friends

Hammas NEO employs ten dentists, six assistants and two dental hygienists. There are plans to recruit more personnel in the future. A clear division of tasks has been essential: “Kristiina handles HR, Maija interior design, Riikka the paperwork, and



*Working for our own clinic has strengthened our friendship.”*

I take care of IT matters,” Tiina clarifies. “Naturally we all have done a little bit of everything, but having clear roles has helped a lot.”

The ladies admit that founding their own business felt a little scary in the beginning. However, the support and help have always been at hand. “Luckily we all panicked at different times, so the others could carry you over,” the ladies say with a smile.

A shared direction was not difficult to find. “At first, I thought that our friendship might suffer,” Riikka says. “But that has not happened – the project has in fact strengthened our friendship. All four of us have grown and learned a great deal during the past year,” the others continue with one voice.

Every one of them agrees that starting their own clinic has made their dreams come true. “Years ago I realised that I have to be able to work until I’m 60. I decided I needed to change the way I work. Now I look forward to coming to work every day,” Tiina says. They all nod in agreement. ■



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42



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