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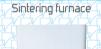


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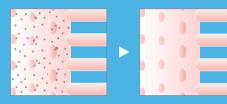
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AP-LL-030

# Management System Qualification? A Necessity in Any Business.



What is the success of a company? Although this answer cannot be simplified to one thing, the truth is that the success and proper functioning of a company depends on several factors that, integrated, are an almost guaranteed formula for good results. Among these factors, the management systems stand out. When reviewing the statistics, there has been a considerable increase in the adoption of management systems certifications in the last several years. Businesses are today struggling to meet customer expectations, experiencing reduced business opportunities, poor internal culture, and high staff turnover. Those results reflect uncertain times but are also encouraging in their demonstration of action shown by businesses to stabilize and secure their future.

Implementing Management System Standards (ISO) provides a modern and robust framework to adapt to the ever-changing business environment. A business management system is a work system, a key tool that helps to streamline your business processes and build-in efficiency. Implementation of the appropriate management system improves business performance and embeds safe and sustainable practices into your operations. On a practical level, it demonstrates your ability to meet your customers' needs. A company focusing on its customers is estimated to be up to 60% more profitable than those that do not. An effective management system looks at managing and optimizing time, risks, and money, improving performance and transparency, fueling a culture of continual improvement.

Adopting management standards is a fundamental part of businesses' growth strategy. The ISO - International Standardization Organization - is a non-governmental organization that allows companies to establish and comply with market rules and customer expectations. In our case, at Infodent International, we have the ISO 9001:2015 Certification, a model that allows us to consistently ensure the improvement of our processes and performance, as well as the effectiveness of the services offered, customer satisfaction and continuous improvement. Our objective is to add value to our processes. Quality has a high strategic content and is to comply with what has been established as the basis for achieving and maintaining our excellence. Having the ISO 9001:2015 Certification allows us to cultivate and promote a healthy relationship with our national and international clients where satisfaction, respect and trust are the main values that govern our business relationships. We take it seriously!

#### Baldo Pipitone CEO Infodent S.r.l.

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The **autoclavable dispenser** is a valuable tool to complete all systems except for PINJECT PINS. All screws and pins made in titanium grade 4 and are self threading (except for PINJECT PINS). **S-LINE** and **FIT-LOCK** are cross cut connection and **DUAL PINS** are allen key micro connection.

products

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**PINJECT** pins have a patented connection wiht the applicator and once wihdrawn from the dispenser they are containted inside the applicator untill they are inserted into the bone.

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- FTZ Implant Line: Universal internal hex connection.
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The implant's unique Spira profile, featuring a hybrid progression-flat

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More information at:

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Low-Force Spring Delivers 150 Grams Of Force

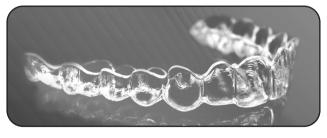


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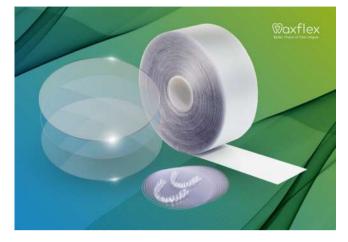
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# **GDT Dental Implants**

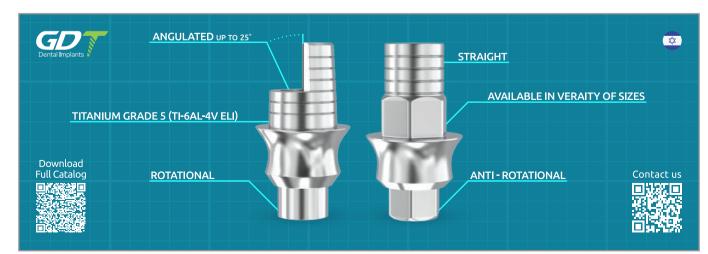
Ti-Bases and CAD/CAM Technology: Revolutionizing Digital Dentistry

GDT's extensive selection of Ti-bases includes rotational, anti-rotational and angulated for both Internal Hex and Conical Connection, as well as Ti-bases for Multi-Unit, catering to a wide variety of preferences and addressing diverse clinical needs.

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Extra system for resin temperature control Extra resolution: 35 µm

**Extra FEP**: ultra FEP provided by default. Thanks to this technology, this 3D printer is able to reach the incredible printing speed of 10cm in height per hour.

**Extra wavelength**: 405nm and 385nm\* (\*upon request)

**Extra open system**: DigiPrint Extra 4K works with any software

Extra touch: display touch 5" 4K

**Extra "green"**: printed by the printers (biodegradable materials, no aluminum or milled steel parts)

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\*\* with DigiPrint Extra 4K you can easily print: 2 models in 10 minutes / 10 aligners in 1 hour.

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### DENTALMAX "LUXEN" is coming to Europe

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**TCS** proudly manufactures all products inhouse in the USA and monitors and reviews its quality through the implementation of an effective Quality Management System based on ISO 13485 standards.

TCS offers three resilient, high performing resins to choose from: Unbreakable™ (nylon based) & iFlex™ (polyolefin based) ideal for flexible partials, available in 4 translucent pink shades and natural (white-ish). As well as, **Karadent™** (microcrystalline polymer) ideal for full dentures, clear clasps and frameworks, available in 2 translucent pink shades and crystal clear. Additionally, **TCS** offers a variety of injection units and accessories for every size lab and budget. **TCS** resins are packaged in vacuum sealed cartridges that include patient care instructions and delivery bags.

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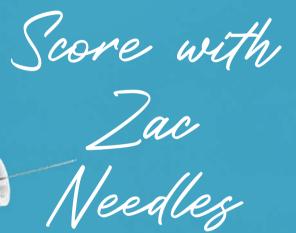


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- Preliminary models
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efforts are ongoing and we are transforming our business to follow the trends of the market: taking advantage of the tools offered by the latest technologies, such as innovative software and apps, we have been working on making significant changes that we believe will improve the everyday routine of dental technicians around the world.

To stay updated on our new activities and know more about our products and services, visit our website at ugindentaire.fr and our social media pages @ugindentaire or contact us at:

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- Efficiency: Reduce time spent on rework due to isolation issues, allowing your lab to operate smoothly and deliver on time.
- Versatility: Applicable across various dental specialties, from prosthodontics to orthodontics, making it an essential tool in any lab's arsenal.

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### Benefits

- A high intensity output of 2,400mW/cm2 and 10W LED offers short curing time and efficient polymerization

- 360° swivel light prove and silicone ring tip ensure patient comfort





# Dia Dent<sup>®</sup>

- Dual-wavelength with 4 LED lamps can efficiently polymerize all dental materials

- Broadband spectrum of 385nm-515nm

- Wireless battery charging system eliminates any potential charging contract problems

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B&B Dental Srl is an Italian leading company in the oral implantology sector.

With more than 30 years of experience in the industry, we specialize in the design and manufacturing of high-quality dental implants and bone regeneration materials, of totally Italian production.

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# **SHINING 3D**

### Aoralscan Elite

SHINING 3D is proud to unveil a groundbreaking advancement in dental technology with the launch of the Aoralscan Elite, featuring the revolutionary Intraoral Photogrammetry Technology (IPG). This innovative solution sets a new benchmark for accuracy and efficiency in dental implant procedures, especially for full-mouth edentulous cases and All-on-X treatments. The Aoralscan Elite is the first device in the world to integrate intraoral scanning and photogrammetry into a single unit. As an advanced intraoral scanner (IOS), it captures detailed images of dentulous cases, including teeth and oral structures. Additionally, it functions as a photogrammetry system, precisely recording the placement of dental implants in edentulous cases.

This dual functionality streamlines both

traditional dental work and complex implant procedures, enhancing versatility and efficiency.

Intraoral Photogrammetry Technology (IPG) is a cutting-edge dental solution that merges structured light 3D reconstruction with photogrammetry. IPG technology is based on advanced photogrammetry techniques originally used in industrial metrol-

# SHINING 3D

ogy. This technology has been innovatively adapted for dental applications, particularly in scanning full-mouth edentulous implants, delivering exceptional accuracy.

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# tr**:**dent

## **Trident** RiX70 DC X-ray Generator

Why Choose the RiX70 DC X-ray Generator with Selectable Voltage?

The RiX70 DC is a high-performance X-ray generator, offering a 7 mA current and selectable voltage options of 60, 65, and 70 kV, providing a versatile solution for a variety of diagnostic needs.

### 1. Superior Image Quality with 7 mA:

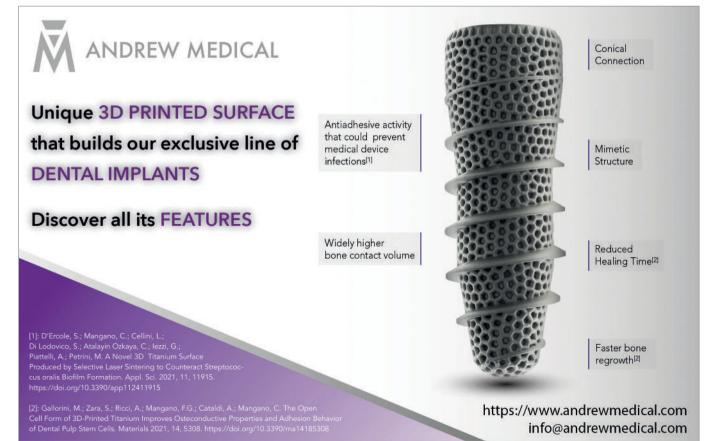
With its powerful 7 mA current, the RiX70 DC produces highquality images by generating more X-rays, which reduce noise and enhance detail. This results in clearer, sharper images for more accurate diagnoses. Despite the higher current, shorter exposure times help manage radiation doses effectively, often making them comparable to or even lower than those of portable generators with lower amperages.

### 2. Adjustable kV for Versatile Applications:

The selectable voltage options make the RiX70 DC adaptable to different clinical situations. Higher kV settings increase the energy of the X-rays, improving penetration and contrast, which is especially useful for imaging dense tissues. This flexibility ensures optimal performance in a variety of diagnostic scenarios.



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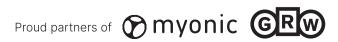
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# **Andrew Medical**

Copying nature with 3D Printed dental implants





Andrew Medical, a pioneering startup, specializes in the research, development, and production of **3D Printed Dental Implants**. These implants, crafted from titanium Ti6Al4V-ELI, boast a root form shape with a dense core and an outer porous layer that encourages bone growth.

This design mimics natural bone structure providing a 3D volume, going beyond the ordinary traditional 2D surfaces. The implant's conical connection system and platform enhance performance. In vitro studies show that the implant's surface influences bacteria interaction, potentially preventing peri-implantitis and device infections. Its 3D-printed titanium struc-

# ture promotes Dental Pulp Stem Cell (DPSC) adhesion and osteoconductivity.

Tests reveal that its interconnected pores, similar to bone's internal structure, improve cell adherence and osteogenic properties. The surface design and post-production treatments significantly impact DPSC's adhesion and bone-forming potential.

Andrew Medical provides these advanced implants along with a comprehensive range of instruments and accessories.

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## **TeKne Dental** TITANUS<sup>®</sup> ELED & TITANUS<sup>®</sup> SLED ultrasonic scalers

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The core of the scaler, its titanium transducer, has been further improved so as to get higher efficiency and reliability.

The scaler comes complete with the three inserts for general scaling and the handy DYNO dynamometric wrench, useful for precisely screwing the insert onto the handpiece and for safeguarding the transducer thread. The wrench can also be used to handle and sterilize inserts easily. The inserts feature extremely high precision, high scaling efficiency and smooth surface, thanks to our special polishing process. Scaler, inserts and wrench can be fully sterilized in autoclave and thermodisinfected.

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# **Talleres Mestraitua**

Mestra Eolo Induction aspiration unit Ref. 080533

Its new "brushless" induction motor extends its useful life between 5 and 10 times compared to traditional models, with an innovative double filter system optimized for work in the dental laboratory. It can be mounted with HEPA filter. It easily adapts to the laboratory furniture, filling a minimum space. In addition, the ergonomic design facilitates its use and mobility.

The electronic control with LCD screen is equipped with protection systems against overloads or obstructions in the suction mouth and with a visual indicator of the filter filling level and the detection of the micromotors. It allows manual or automatic operation synchronized with up to 3 different devices (sandblasters, micromotors, etc.). The detection and adjustment of micromotors is carried out by the electronic control itself, which allows detecting any micromotor, including those of the "brushless" type.

Dimensions: (H) 585 x (W) 210 x (D) 500 mm – 17 kg – 750 W

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# TITAN STEAM CLEANERS | Professional use



**TITAN 8** is the first option **(ref. 100202)**. Distilled Water is loaded directly into the boiler.

**TITAN AUTOFILL (ref. 100203)** it also has a pump to suck distilled water from an external bottle.

- Made of stainless steel with high quality components.
- ✓ Digital pressure switch.
- ✓ Full and lack of water indicator.
- Connection cable with built-in differential switch.
- Drain tap with safety lock.

### Specifications: 100202 and 100203

	Height 36 cm	•	Width 27 cm	(	•	Depth 4	l2 cm
	Power 2200 W	•	Voltage 220 V,	50	)/(	60 Hz	
	Pressure 8 bar	•	Weight 12,5 kg	g '	•	Boiler 3	3 L



### REF. 100203

### Aditional Information: 100202, 100203

**ANODIZING UNIT** 

They are supplied with the following accessories:

- ✓ Power cord with built-in protection.
- ✓ Fine and long replacement nozzle.
- ✓ Replacement safety cap and 2 gaskets.
- ✓ Funnel and measuring cup (300 ml).

In models with direct connection to the water intake:

Necessary hoses for water inlet/outlet connection.

#### Ref. 100202

✓ Manual filling.

## Ref. 100203

- Manual filling.Autofill without
- previous cooling (external bottle).

The anodizing unit for titanium is a simple device that allows you to process titanium dental elements quickly, easily and economically. The results are comparable to products belonging to a much higher category.

### Specifications

Dimension: 207 x 245 x 160 mm • Weight: 2,73 kg					
Voltage: 10~65 V • Power supply: AC220~240 V, 50/6	50 Hz				
Power: 100 W • Anodizing time: 5 seconds					

### Appearance:

The anodic layer can be colored with different shades, giving the titanium a more attractive appearance than the original taupe. Corrosion resistance.

- Wear resistance.
- Better adhesion and surface finish.
- ✓ Less release of metal ions.
- It works with a solution of water and sodium bicarbonate.



HETTRA De - DE S





Video

explanation



#### Talleres Mestraitua SL, (+34) 944 530 388 info@mestra.es - www.mestra.es | 48150 Sondika (SPAIN)

# Advancing Digital Dentistry: The CORiTEC 250i PRO+ and CORITEC 350i X PRO as Game Changers for the International Market

The Asia-Pacific dental market is growing rapidly due to technological advancements and increasing demand for high-quality restorations. Traditional manufacturing processes often result in inefficiencies, longer waiting times and higher costs. In this competitive landscape, CAD/ CAM technologies are essential to meet patient expectations and maintain high standards.

German manufacturer imes-icore has become a leader in dental milling innovation, providing advanced solutions tailored to the diverse needs of the market. Its latest machines, the CORITEC 250i PRO+ and CORITEC 350i X PRO, represent significant advances in dental CAD/CAM technology designed for different types of dental laboratories.

#### CORITEC 250i PRO+: The Mid-Sized Laboratory's Best Friend

The **CORITEC 250i PRO+** is ideal for mid-sized dental laboratories looking to expand their production capabilities without compromising on quality or efficiency. This machine is one of the best price-performance options available, balancing performance and cost.

Many dental laboratories in the Asian market use smaller milling machines for basic restorations, typically limited to softer materials like PMMA and wax. However, the demand for complex, high-quality restorations in materials such as CoCr and titanium is increasing, driven by the need for implant-supported restorations and full-arch prosthetics. The **CORITEC 250i PRO+** addresses this demand by processing various materials, including metal, with its wet and dry milling capabilities.

With a high-frequency spindle that reaches 60,000 rpm and an automatic tool changer that supports up to 10 tools, the **CORITEC 250i PRO+** ensures precise, vibration-free operation. Its 5-axis technology enables complex dental applications, from crowns and bridges to full dentures and custom implant abutments. The combination of intelligent CAM strategies via the integrated iCAM HD software and a robust mechanical design guarantees accuracy and superior surface quality.

The **CORITEC 250i PRO+** features user-friendly elements perfect for mid-sized labs. Its **SmartControl** software with a full-HD touch display enables intuitive operation, while auto-calibration reduces downtime and ensures consistent quality. With its compact design and competitive pricing, it's an ideal choice for labs seeking to boost production capacity.

#### CORiTEC 350i X PRO: Elevating High-End Production

For larger dental laboratories and milling centers, the **CORITEC 250i PRO+** represents the top level of high-end dental milling technology.



This machine offers a significant leap in performance, combining speed, precision and power in one robust system.

imes-icore

Dental & Medical Solutions

The **CORITEC 350i X PRO** is designed for laboratories that demand the highest throughput and quality, especially for complex applications such as implant abutments and full dentures. With its new 3 kW spindle and an optimized control system, this machine can reduce milling times by up to 50% while ensuring superior surface quality. This is especially valuable for materials like titanium and CoCr.

One of the outstanding features of the CORITEC 350i X PRO is the fully automated 15-fold workpiece changer, which enables 24-hour production with minimal intervention. This feature maximizes productivity and reduces operating costs. The **CORITEC 250i PRO+** is a gamechanger for larger labs, handling single crowns to complex implant structures.

The machine's design prioritizes performance and ease of use, with a large door for easy maintenance and an ergonomic housing. **Smart-Control** software simplifies operation with clear instructions.

Tailored Solutions for Every Laboratory

The **CORITEC 250i PRO+** and **CORITEC 350i X PRO** from imesicore provide tailored solutions for dental labs. The 250i PRO+ offers a cost-effective entry into high-quality metal milling, while the **350i X PRO** delivers speed and precision for complex restorations. These machines empower labs to meet growing demands in the evolving Asian market while maintaining high standards. imes-icore is a trusted partner for dental professionals seeking excellence.

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the largest range of included exocad modules.

By accepting this offer, customers will receive the following benefits:

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- A license equipped with all Ultimate Bundle DentalCAD modules
- All upgrades through December 31, 2025
- exocad's new InspiraTM Denture Tooth Library included

The promotion is valid from October 14 to December 31, 2024. Interested customers may contact their preferred reseller for more information.

Additional information is available at https://exocad.com/trade-up-2024



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# The Italian Medical Device Industry in Figures, 2023

8<sup>th</sup> biggest world economy and 4th biggest in Europe, Italy is not only a cultural superpower and home to world-renowned fashion brands and exquisite food products, but also a world leader in many important sectors, among them pharmaceuticals, medical and biomedical products. It holds the second largest manufacturing base in Europe, after Germany, with a strong integration within the EU value chain. Thanks to its experience and the unique features of its productive fabric, Italy can be a strong and reliable partner on the path towards a long and sustainable future.

According to Confindustria Dispositivi Medici – Italian Medical Devices Association – the Italian medical device sector, with its 4,449 companies and 118,837 employees, generates a market worth € 17.3 billion, between exports and domestic market. It is a very heterogeneous, highly innovative, and specialized sector, where small companies coexist with large groups.

The sector is characterized by a strong prevalence of SMEs (almost

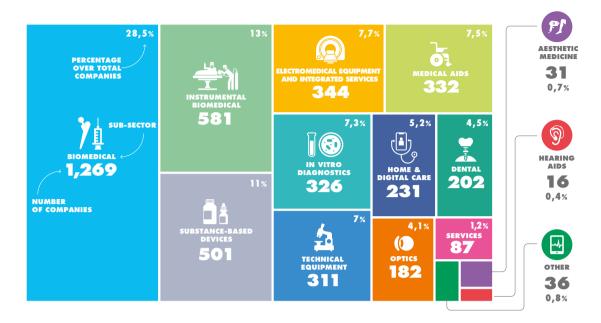
94% of the total) covering 13 main sectors, leading to a high level of product differentiation, basic for the development of healthcare and the Italian economy. **International trade sees the USA regaining a leading role, after the pandemic phase in which imports from China intensified.** In the last year, exports to the USA increased by 24.4%, while imports from China decreased by 5.4%. Main export countries are the USA, Germany, and France, while the main import countries are the Netherlands, Germany, and Belgium.

Despite the restrictive measures issued during the pandemic, limiting the implementation of clinical studies, in 2021 the sector invested a significant amount of  $\in$  1.4 billion in R&D. There is a total of 297 start-ups and 177 highly innovative and qualified SMEs active in the sector.

Total	4,449
Service companies	367
Distribution companies	1,555
Manufacturing companies	2,527

Italy	No. of Companies		
Northern area	2,847 (81% of large companies are based here)		
Central area	887 (almost entirely concentrated in two regions: Lazio and Tuscany)		
South and islands	715 (solid reality of innovative start-ups)		

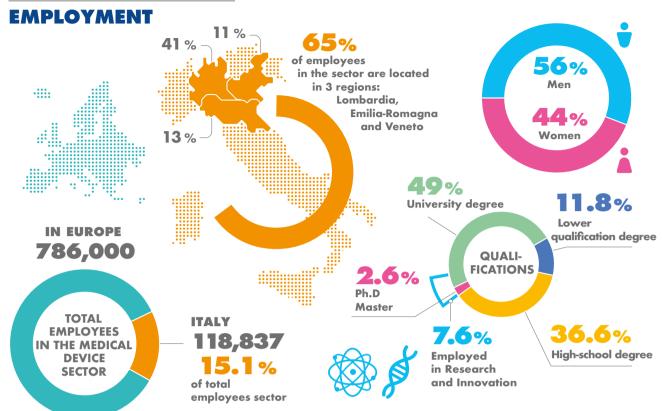
#### THE MEDICAL DEVICE SECTOR AND ITS 13 SUB-SECTORS



Source: Confindustria Medical Devices Study Center processing on CDM data, 2021 data



market outlook



Source: Confindustria Medical Devices Study Center processing on CDM data, 2021 data



Total healthcare spending	€ 167.7 billion	
Public spending on total healthcare spend- ing (%)	71.6 %	
Public spending on medical devices and services	€9 billion	
Public health spending on total medical devices spending (%)	7.0 %	
Per capita public spending on medical devices in Italy	€ 123 (average)	
Per capita public spending on medical devices in Europe	€ 284 (average)	

#### Electromedical Equipment per 1,000,000 inhabitants

ITALY	NORTH	CENTER	SOUTH	
0.17	0.14	0.22	0.16	

Source: Health Ministry - Healthcare equipment flow (DGSISS) 2019

Source: Confindustria Dispositivi Medici

	italy (€)	Spain (€)	Portugal (€)	Germany (€)	France (€)	U.K. (€)
Public health spending per capita	1,902	1,626	1,155	3,579	3,058	2,858
Private health spending per capita	663	684	722	1,048	911	816

Source: OECD Health Data, 2019



1.46 1.5 1.42 1.37 1.33 1.29 1.24 1.19 1.2 1.14 1.10 1.09 Billions 0.9 0.6 0.3 2016 2019 2021 2022 2023 2024 2025 2026 2027 2028

**Diagnostic Imaging Devices, Revenues (billions)** 

Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war. Most recent update: Jan 2024 Source: Statista Market Insights

Italy's diagnostic imaging devices market is experiencing significant growth and is poised to witness a substantial growth in revenue, with projections indicating €1.46bn by 2028. A survey from the Italian Court of Auditors (Ministry of Health, Superior Council of Health, LII Session (2019-2022) "Modernization of the technological park: Reflections and proposals" (PNRR -M6C2: Investment 1.1)) has highlighted a high number of magnetic resonance imaging (MRI) and CT scan equipment, 60% higher than the European average per inhabitant, with a more marked imbalance in the central regions of Italy. As customer preferences are shifting towards devices that offer better image quality, faster scanning times, and improved patient comfort, market players are thus investing in the development of advanced imaging techniques, such as 3D and 4D imaging, to improve the diagnostic capabilities of imaging devices. Furthermore, there is a growing trend of integrating artificial intelligence (AI) and machine learning algorithms into imaging devices, enhancing accuracy and efficiency of image interpretation. An aging population and a high prevalence of chronic diseases, contribute to the increase in healthcare expenditure together with favorable government policies that are further driving demand. The Italian government has implemented initiatives to improve healthcare infrastructure and promote the adoption of advanced medical technologies, among them, the reduction of the obsolescence index of diagnostic imaging devices installed in hospitals and health center (public and private).

On this regard, the Italian Pnrr<sup>1</sup> (Recovery and Resilience Plan) is allocating  $\in$  1.19 billion to replace 3,133 large healthcare devices that are more than five years old, such as CT scans, magnetic resonance imaging, linear accelerators, fixed radiological systems, angiographs, gamma cameras, gamma cameras/CT scans, mammographs, ultrasound scanners.

market outlook

Note: (1) to address the challenges related to the pandemic crisis and the consequent slowdown of European economies, the European Union has prepared, within the framework of the Next Generation EU, the Recovery and resilience facility (RRF), a new financial instrument to support recovery in Member States.

Among main sources:

Ministry of Foreign Affairs and International Cooperation. (2020) -https://www.ice.it/en/invest/did-you-know-it

- Confindustria Dispositivi medici (Assobiomedica) -www.confindustriadm.it/il-settore-in-numeri-2023/

Ministero della Salute, Consiglio Superiore di Sanità, Sessione LII (2019-2022) "Ammodernamento del parco tecnologico: Riflessioni e proposte" - (PNRR - M6C2: Investimento 1.1)

<sup>-</sup> Statista Market Insights https://es.statista.com/outlook/hmo/medical-technology/medical-devices/diagnostic-imaging-devices/italy Most recent update: Jan 2024

<sup>-</sup> ANSA - https://www.ansa.it/sito/notizie/cronaca/2024/01/09/sanita-sole-24-ore-slitta-di-2-anni-larrivo-delle-nuove-tac\_7405bbca-1ce7-4ad1-abba-4b0b0421566b.html



**Ms. Silvia Borriello** Editorial Director Infodent Infomedix International Publishing and Consulting House



Dr. Robert Edwab Successful Global Congress and Exhibitions Organizer; Professor, Jack Welch Management Institute MBA Program; Numerous Board Membership Positions

# "Storytelling" Skills

Welcome to Infodent International's "Leadership and Business Skills Improvement Column". This new and unique column addresses how business owners, company executives, and sales personnel can improve their communication and business skills to be more successful in sales and in conversations with their clients.

Silvia - Welcome Dr. Edwab. It is so nice to speak with you again so we can discuss how leaders and managers can use "storytelling" to help connect with their audiences to sell their products and improve their company's brand awareness.

**Dr. Edwab** - Hi Silvia. As always It is great to be here with you and together with Infodent, build the business skills of your readers. As a leader of organizations, a member of numerous boards, and a full Professor at the Jack Welch Management Institute Online MBA Program I understand the importance for leaders and managers to continuously learn, develop, and expand their "storytelling" skills.

#### Silvia - I am excited to hear about this as it is a new topic for me that I never really focused on.

**Dr. Edwab** - Unfortunately, we were never taught about storytelling to help expand our business skills. Just think about how quickly you forget a PowerPoint presentation with all of the slides and data. I don't know about you, but all of those numbers eventually just put me to sleep. They are better than a sleeping pill! **Silvia** - **Very funny. Yes, many times I have found myself bored during a business presentation.** 

**Dr. Edwab** - Yes, and that becomes the problem. When you become bored, you stop listening which means the speaker's intent to connect with you has failed. Plus, you pretty much forget everything as soon as the presentation is over.

#### Silvia - So what you are saying is that all of those slides do not inspire the audience to act in the way you had hoped. Dr. Edwab - Exactly. Stories move people.

Think about a good book you read or a great movie you watched. You remember it forever. That is what you want your audience to feel from your presentation.

You want them to remember your brand and products.

Silvia - Now I see what you are saying. So how does one develop a story that connects and engages with an audience and also helps a business person advance their brand and company products?

**Dr. Edwab** - It begins with understanding your audience and learning what are their needs. How can you or your product solve their problem? This lets you connect with the audience members emotionally and in a meaningful way that grabs them and makes your story and product memorable.

#### *Silvia* - So you are saying is if they remember your story they remember your product?

**Dr. Edwab** - In my opinion, your story not only creates something that is memorable but also helps develop trust, loyalty, and honesty in the relationship. It builds a connection that you are more than just a product. You are communicating your values and details about the product that engages with the audience member on a deeper level than just a sales pitch. It gives you an advantage over your competitor who is just showing numbers and a product.

### *Silvia* - So storytelling helps elevate your business communications.

**Dr. Edwab** - Definitely. Remember that saying that a picture is worth a thousand words. Now, just think about how your communications are elevated when you combine your visuals with a persuasive story. In essence, what you are doing is changing the scenario of your presentation. Instead of just offering loads of data about your product and telling this to the audience, you are now showing why your idea, product, or brand is the one for them to choose. This kicks in their imagination juices to recognize why they need what you are advocating for. Again, you are separating yourself from the competition

#### *Silvia* - So how do you create a story about your product or brand?

**Dr. Edwab** - It is just like the book or movie we spoke about. It has a beginning where you describe what is going on which essentially describes the problem. In the middle, you elaborate on the characters (products or company) which helps the listener understand the situation and the players. And of course, every story has a happy ending. This is where as the hero, you, introduces the resolution to the problem.

#### Silvia - So the resolution becomes the call to action that you want.

Dr. Edwab - Exactly. The entire presentation gets tied together at this point. Your solution and the objective of the presentation are the same. The audience can now see and feel how your solution (buying your product) will solve their problem. You essentially have created a collaborative setting, that has inspired the audience members to act in the way you want. Right in front of them, you created a vision that will connect, engage, and inspire them emotionally because what you said was relatable, believable, and educational. They will remember your story much longer than a group of slides in a pitch. By elevating your storytelling skills, you will be more successful in your persuasive endeavors with your team members and customers

Silvia - As always, thank you so much Dr. Edwab for your discussion on "storytelling." Interesting, as I have just learned how to become more persuasive by developing my storytelling skills. As always, we are all looking forward to our next interview and another topic so we all can become better leaders and managers.

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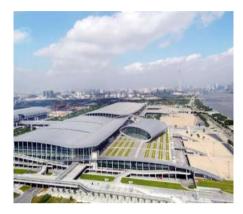
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# Operation Smile Benefits from a Significant Legacy Operation Smile

It has been announced that Operation Smile is the beneficiary of a significant legacy fund donation from The European Aligner Society. £80,000 (94,768.165 Euros) is being paid over 3 years to help the charity develop and support cleft lip and palate treatment programmes which have a lasting impact in developing countries.

Operation Smile carries out hundreds of surgical programmes all over the world, with the long term vision of improving the local healthcare system in the areas in which it operates. In addition to mobilising highly accredited medical volunteers, Operation Smile trains local medical professionals, and partners with hospitals, governments and ministries of health in order to ensure that safe and effective surgery is a right for everyone in need. The charity ensures that its ongoing programmes are run by local medical teams to the extent that over 85 percent of all programmes globally are now managed by local teams; a testament to the significance of the work it carries out with local healthcare professionals.

The European Aligner Society has a burgeoning membership of orthodontists and dentists with a special interest in clear aligner orthodontics. Its most recent congress in Valencia, Spain was attended by over 1,300 dental professionals from 60 countries and supported by most of the main clear aligner companies.

Dr Les Joffe, CEO of the European Aligner Society commented: "The European Aligner Society (EAS) Board considered what it could do with surpluses generated by sponsorship and delegate fees from a series of highly successful congresses and meetings. EAS is a not for profit organisation so we created a Legacy Fund into which surpluses could be directed. This fund focuses on 3 aspects:

- 1. Donating funds to worthy causes in the oral health field,
- 2. Applying funds to research projects in the aligner field, and
- Launching 'Summer Schools' in aligner education for young aspiring orthodontists."

He continued "The EAS chose to collaborate with Operation Smile, an internationally renowned charity, as we were particularly interested in its work on patients with cleft conditions in developing countries. Operation Smile works with clinicians to initiate the diagnosis, repair and support for patients with a cleft at the start of life. The expertise that Operation Smile brings to each country is handed onto the local clinicians so that ongoing care and support can be carried on locally and the handson training and support for a range of oral health projects globally meant that our legacy fund could in turn fund a significant legacy in less developed countries.

This process takes funds and EAS was happy to be able to offer Operations Smile £80,000 (94,768.165 Euros) over 3 years to help develop and support cleft lip and palate repair programmes. The outcomes of Operation Smile's work is both wonderful and heart-warming. You only have to look at the organisation's website to understand why EAS, with it sponsors and delegate support, want to support what Operation Smile is achieving - it is so worthwhile." Dr Joffe concluded.

Dr Phil McDonald Operation Smile UK's Medical Director, board member and one of the charity's medical volunteers responded to news of the donation: "We are extremely grateful



to the European Aligner Society for their generous commitment to our life-changing work. In the countries where we work, we estimate that five million people with cleft conditions need our help. Most of them lack access to safe surgery and cleft care.

Our ongoing commitment to providing safe surgery and comprehensive care, including dental and orthodontic care, is made possible by visionary partners like the European Aligner Society. Their support enables us not only to offer vital support and make a profound impact on those born with cleft conditions and their communities, but also to provide training and education to local medical professionals. This empowers them to provide safe surgeries to their own communities in the future."

#### For more information about the work of Operation Smile please visit https://www.operationsmile.org/

For more information contact the Operation Smile Press Office: Georgia Quinlan, Positive Communications - georgia@positivecomm.com

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