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#idscologne

IDS 2023 in Cologne: Smart teams successful in interaction!

The IDS as a community experience and eventful continuing training - first celebrate together for the first time in Cologne: "100 years of IDS - shaping the dental future" - then celebrate successes in the practice and the lab

What is successful in the practice and the lab is successful in the team. This is because today's dental medicine requires many competencies and people who possess them. The 40th International Dental Show (IDS) from 14 to 18 March 2023 in Cologne provides an ideal environment for team-building.

Experiencing proven and innovative processes, materials, instruments, etc. at the IDS is a source of excitement in itself, and is even more profitable for the team. This might be the entire team of a practice or lab or a special paro or endo team, etc., or a mixed double of practice and lab staff; because high quality restorations are only possible with capable interaction.

For example, prophylaxis teams: they have successfully advanced a transformation in the direction of prevention over decades according to the motto "prevention instead of care". Prophylaxis assistants are the crux here. They are often the first contact for patients, a decisive source of information and confidantes. To fulfil this role, they must keep up to date, which is why it in turn makes sense to visit the 40th IDS 2023 in Cologne as a team. The International Dental Show is practically continuing training for advancement for everyone. It reinforces their competence and enables even more intensified processes geared to individual patients in future, and possibly an expansion of their area of responsibility in consultation with the owner of the practice.

The tour through the exhibition halls in Cologne leads to the most modern aids for domestic and professional prophylaxis: how can we coach our patients with "intelligent" electric toothbrushes on how to maintain the brushing time and reach all tooth surfaces? Or, which special manual or attachment brushes can we recommend for tooth displacements, braces, partial dentures or implants? Answers to these questions and many others are practically guaranteed at an IDS, because it is the world's leading trade fair for the entire dental industry. Also a central factor for success is the direct contact with experts from industry, commerce and associations at the trade fair stands with their competences. A team effect is also realised; added value in interaction.

"Particularly in dental medicine, the team that is strong as a team always wins", Dr



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www.english.ids-cologne.de

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Markus Heibach, Chief Operating Officer of the Association of the German Dental Industry (VDDI), emphasises. "We all work very much according to the principle of the division of labour in this industry. Especially for dental assistants, I see a gigantic chance to assume more responsibility and acquire more opportunities for personal development. Such development can often start at a team event - for example, at an IDS, and ideally at the 40th IDS 2023. This is because we are celebrating a very special anniversary here: '100 years of IDS - shaping the dental future'. I am convinced that those who celebrate with us here will themselves experience all the more success in their own practice or lab on Monday after the IDS. With this in mind, I wish for everyone there: smart teams for success!

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About the IDS:

IDS takes place in Cologne every two years and is organised by the GFDI Gesellschaft zur Förderung der Dental-Industrie mbH, the commercial enterprise of the Association of the German Dental Industry (VDDI). It is staged by Koelnmesse GmbH, Cologne.

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