

Interview

I know that I can completely rely on Morita.

Interview with Dr. Jörg Schröder,
private endodontic practice, Berlin, Germany

The endodontist Dr. Jörg Schneider has been an integral family member in the #moritafamily for many years. In his private endodontic practice, which he manages with his practice partner Mario Müller, he relies on the consistently high quality and reliability of products and solutions from Morita.

Dr. Schröder, tell us briefly about your practice?

I settled as a dentist in Berlin 30 years ago and since 2012 I manage a private endodontic practice with my practice partner in the city district of Wilmersdorf. The practice is located in a former retail shop – built in 1912. This is a little unusual for a dental practice but it does have a special flair and it is only about a 5-minute drive to Kurfürstendamm. Behind the facade, is our highly modern practice with timeless design and a pleasantly quiet atmosphere.

Why did you specialise and how did Morita support you in your venture?

Primarily, we specialised because it is sensible only to do what one is best at. Our demands on the industry are also correspondingly high. Morita is a safe and reliable partner, who has also supported me for many years. The company looks back on a long history in the field of endodontics. If you look at, e.g. studies on electronic root canal length measurement, the gold standard is still Root ZX and it was put on the market almost 40 years ago. In this respect, Morita is an excellent supporting and reliable partner, particularly in the field of endodontics.

What fascinates you so much about endodontics?

I specialised in endodontology because working on the small scale gives me a great deal of pleasure and – independent of the performance of others, but with appropriate equipment – I can give my best.

Where does your talent for small-scale come from?

When I was 12 years old I started with model making. Later, I was so obsessed that I constructed single-hair brushes for painting 1:72 scale figures in order to reproduce the eyebrows of the figures. It seems to be a natural gift, though I wasn't influenced at all by my family. I have therefore chosen to do in my professional life what also makes a great deal of pleasure in my private life.

In your opinion what defines a good endodontist?

Good endodontists are well trained and regularly upskilled, have patience, perseverance and of course also the appropriate equipment, units and instrumentarium, which enable them to do what they want to in the first place.

What is the most important aspect of units?

In endodontology we talk of equipping with operation microscope and three-dimensional diagnosis – even though this was unimaginable a few years ago, today it belongs in every specialised working practice. Corresponding file systems and rotary drives are of course then required. The primary concern of units and materials is the quality of the products. Units with which we work must operate extremely precisely and reliably, because if a unit fails we must cancel the entire treatment and we cannot allow this. They must be easy to operate – ultimately all components must integrate in the entire workflow.

What does this type of workflow look like?

In principle, treatment begins with recording of findings – clinically and radiologically – and corresponding diagnosis. Nowadays, there is high-resolution, three-dimensional imaging on the basis of which pre-planning can be performed, and imaging that also enables teeth that can reliably be classed as not worth retaining to be excluded from treatment from the outset. In addition to optimal disinfection of the canal system, determining the working length is the key factor of root canal treatment, including under varying conditions. This means very specifically: we don't want a unit that only measures correctly if the canal is very dry and loses accuracy as soon as it is slightly moist.

Who do you trust in this respect?

For me Morita has been a very reliable partner for many years. I started with a Root ZX as a stand-alone unit for length measurement. Today, I'm very pleased that the length measurement is permanently installed in my Soaric unit, which considerably simplifies handling during treatment. I prepare the actual canal using the Tri Auto ZX2. This is suitable for both specialist and general dental practitioners. It enables retrieval of default settings, though I can also modify them exactly to my requirements until they are perfectly adapted to my personal working technique. This already impressed me when I held the unit in my hand for the first time – it is as if it was made especially for me. In 2011 we had to decide on a DVT unit, again we turned to Morita first of all and saw that Morita had the best image quality by far that one can buy on the market for the money.

How reliable are the units? Have you ever had problems?

Reliability is a very important aspect for us. And in the end, it was also the decisive factor in favour of all Morita products. I have not experienced one single downtime with the Tri Auto ZX2 for example. The high quality and precision is like a common theme running through the entire product range and is also the reason why we work with Morita and why we always go to Morita first for information with every pending new purchase. Whether it is length measurement, preparation, file systems, 3D diagnosis – if our units were not to function reliably, then in 6 months we would not be where we are now. We therefore do not make any compromises, as in endodontics they result in failures and prevent us working at the very highest level. We have a specialised practice in an exposed location; consequently I don't want to work with second-best products.

On your front door next to the practice sign there is a label with the inscription "Morita Reference Office". What does that mean?

I'm personally very proud of the "Morita Reference Office" sign because for me it is an acknowledgement of what our work means for Morita. It is not given just because a customer buys the entire product range. It was awarded to us because we simply live and share the same high standards in dentistry as Morita. We are convinced of the quality of the products and we use them as they were intended to be applied. We achieve excellent results with the products.

Are your standards of quality noticed by patients?

I believe specialised practice patients expect a suitable ambiance. This begins at the reception, continues with the imaging procedure and treatment unit etc. Simply everything must leave a professional impression. Of course, it is important that at the end there is an appropriate quality of treatment. If we work with fantastic units, we will also get predictable treatment results – and we have relaxed patients. We experience again and again that patients fall asleep during treatment at our practice. We take this as a great compliment.

Do you have the feeling that Morita is continuing to develop and can you develop further with Morita?

Yes, and this is what I find particularly good about Morita. The company does not rely on established methods but continually tries to improve solutions or develop new features, which ultimately make treatment significantly easier and more reliable. I certainly feel I am well equipped for the future because I know that I can completely rely on Morita.

Dr. Schröder, thank you very much for this interview.



Dr. Schröder,
Endodontologische Privatpraxis, Berlin

Contact:

J. MORITA EUROPE GMBH
Carmen Schwarz
Justus-von-Liebig-Straße 27b
63128 Dietzenbach
Germany
Tel.: +49. 6074. 836 0
Fax: +49. 6074. 836 299
info@morita.de
www.morita.de

**About Morita:**

The Morita Group is one of the leading manufacturers of medical technical products. The traditional Japanese company, with sales companies in Europe, USA, Brazil, Australia and Africa, provides a wide range of products. Leading the way in X-ray diagnosis and endodontics, the product portfolio offers high-performance imaging systems, including 3D volume tomography, treatment units, turbines, straight and contra-angle handpieces, instruments, and endodontic measuring and preparation systems. With a great emphasis on quality and continuous research, over 2,000 employees worldwide focus on the needs of users and dentists. In this way the spirit of Junichi Morita, who founded the company in 1916, lives on. Morita, now in its third generation of family ownership, is under the management of Haruo Morita.