

## **Dontia Alliance introduces first advanced dental implant strategies CoE in Malaysia**

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Dontia Alliance (DA) has introduced its first Advanced Implant Strategies Centre of Excellence or CoE (AIS Centre) in Penang, Malaysia. This launch marks the first step in DA's vision to establish a vast and robust AIS Centre network that will contribute to its growing dental ecosystem in Asia.

The launch is in collaboration with SmileBay Dental Sdn. Bhd., a leading dental group in Penang with eight clinics across Malaysia. DA has announced that name SmileBay Signature Advanced Implant Centre as the first AIS Centre. SmileBay AIC, equipped with a laboratory and training facility in addition to its clinical practice, is SmileBay's largest full-service implant centre.

In the next two years, four more AIS Centres will be launched in Singapore, Hong Kong (SAR), Vietnam and the Philippines. They will leverage an efficient consolidation of resources and expertise to optimise the practices of individual implant centres in the network.

Dental professionals at AIS Centres can also look forward to upgrading themselves with an extensive spread of educational courses, networking events and mentorships under the AIS programme.

Furthermore, Asia's ageing population and a resulting rise in edentulous patients have made accessible and convenient implant care more necessary than ever.

In conjunction with the launch of the first AIS Centre, DA has announced its corporate social responsibility initiatives, which involve partnerships with dental implant manufacturers to provide implant treatment to the underprivileged.