

Jazan, Saudi Arabia

Interview with Professor Mohamed B. Hassanin



“I expect longevity, quality and perfection when it comes to training.”

Professor Mohamed B. Hassanin is the director of the dental clinic at the University of Jazan. The dental clinic has relied on dental innovations from Sirona since its opening back in 2010. In a two-stage project, 295 treatment centers, 105 simulation units, 60 intraoral x-ray devices, a DVT and a CEREC system from Sirona were installed. The clinic’s director, Professor Hassanin, spoke about his experience with Sirona in an interview.

How did you approach the planning of this new equipment? Where there other competitors?

Professor Mohamed B. Hassanin: “This was a project for the initial equipping of the newly built university dental clinic. Following an official invitation to tender, three bids were examined more closely and evaluated by a specialist committee which, ultimately, chose Sirona. We began equipping the clinic in a first stage in 2010, this involved the installation of 120 C8+ treatment centers and 51 simulation workstations. In 2012, this was followed by a further 175 units, a CEREC system, 60 Heliodont intraoral x-ray devices and a DVT GALILEOS.”

What made you choose Sirona?

Professor Mohamed B. Hassanin: “Sirona enjoys a very good reputation. I myself studied at the King Saud University and from 1993 onwards trained there with a Sirona unit. Moreover, Sirona units have been part of my entire professional career. They are good and have proven to be very robust compared to other units. That was a good reference point for me which played an important part in my decision.”

How did you experience Sirona’s expertise in the planning phase? Where there any problems or obstacles?

Professor Mohamed B. Hassanin: “Sirona and our local dealers worked very constructively together to support us. This proved to be very important in terms of the obstacles we faced. Unfortunately, the construction company did not complete all elements as required for the installation of the units. Thanks to Sirona’s expertise and assistance, we were able to make the necessary changes to the infrastructure and, in the end, the dedicated staff at Sirona managed to deliver and install everything on time and we kept to the ambitious schedule.”

What could we at Sirona improve for the future?

Professor Mohamed B. Hassanin: “After-sales care could be more intensive as we have very high service needs given that our equipment is used so much, moreover the options open to our team are often limited. The close contact between Sirona and our in-house engineers is a good basis for this. We, however, would like to be offered more options for staff training as well as improved dealer training.”

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How have clinic staff and students reacted to the new technologies?

Professor Mohamed B. Hassanin: “We have been working now with the Sirona units for more than 2 years and treat more than 1,000 patients in our clinic on a daily basis. The units work perfectly despite this high work load and this is something our staff really value. Students enjoy being taught on these high-tech treatment centers. Overall, we are very satisfied with this project.”