

**FOR IMMEDIATE RELEASE**

# The EFP launches its new website

**A simpler, more intuitive navigation on mobile phones, tablets and computers allows [www.efp.org](http://www.efp.org) to display its contents easier and faster to periodontists, dental professionals and patients**

**Brussels, 18 June 2020.** Much more than a restyling or an update, the new website [www.efp.org](http://www.efp.org) constitutes a major step forward in terms of design, functionality, and navigability. It is also an entirely different approach to the publications, events, projects and materials that the European Federation of Periodontology (EFP) shares with dental professionals, organisations, medical workers, and the public. Particular attention has been paid to the expanded section for patients and people who are not particularly familiar with periodontology, gum health and gum disease.

The new [Oral Health & Gum Hub](#) offers a wealth of science-based information available to the general public on gum disease, its prevention and treatment, as well as an insight on dental implants and the prevention and treatment of poorly known peri-implant diseases. This section for patients also features an easy gum health [self-assessment tool](#) and useful [videos](#) that give instructions in oral hygiene and explain periodontal and peri-implant therapy.

Campaigns, news, events, publications and education are the key areas of the website, which offers improved sections for patients and for journalists, as well as a private area for members and all the relevant information of the EFP as an organisation. For the first time, it is possible for everybody to subscribe to the EFP's newsletter, even if they are not dental professionals or are not members of an EFP-affiliated society.

"Our website [www.efp.org](http://www.efp.org) offers a unique visit experience to our more than 16,000 affiliated society members around the world, and to everybody interested in periodontology and implant dentistry, with a special space devoted to non professionals, who will navigate through a really patient-friendly environment," explains Xavier Struillou, president of the EFP, "All in all, this new website allows our different target audiences a new way to look at the EFP, and at gum health and gum disease."

"This new website brings us a new look, a new navigation architecture, and a brighter feel to the website visitor's experience. We've succeeded in getting the right balance between portraying the EFP as a global healthcare institution, an academic body, a resource for patients, a home for a federation of national scientific societies, a news desk, and a working office space for the daily activities of the EFP," sums up Tiernan O'Brien, chair of the EFP communications committee. "Our challenge was to create a blended website that would represent all of these aspects of the EFP at the same time."

## **EFP, global benchmark in periodontology**

The European Federation of Periodontology (EFP, [www.efp.org](http://www.efp.org)) is a non-profit organisation dedicated to promoting awareness of periodontal science and the importance of gum health. Its guiding vision is “periodontal health for a better life.”

Founded in 1991, the EFP is a federation of 37 national periodontal societies that represents more than 16,000 periodontists, dentists, researchers and oral-health professionals from Europe and around the world. It supports evidence-based science in periodontal and oral health, and it promotes events and campaigns aimed at both professionals and the public.

The EFP organises EuroPerio, the world’s leading congress in periodontology and implant dentistry, as well as other important professional and expert events such as Perio Master Clinic and Perio Workshop. The annual Gum Health Day on May 12, organised by the EFP and its member societies, brings key messages on gum health to millions of people across the world.

The EFP also organises workshops and outreach campaigns with its partners: projects to date have covered the relationship between periodontal disease and diabetes, cardiovascular disease, and caries, as well as women’s oral health during pregnancy.

The EFP’s *Journal of Clinical Periodontology* is the most authoritative scientific publication in this field. The federation also publishes *JCP Digest*, a monthly digest of research, and the quarterly *Perio Insight* magazine, which features experts' views and debates. The EFP’s work in education is also highly significant, notably its accreditation programme for postgraduate education in periodontology and implant dentistry.

The EFP has no professional or commercial agenda.

**ENDS**

**More information for the editor:**

**EFP press**

[press@efp.org](mailto:press@efp.org)