



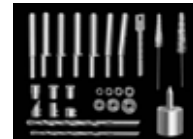
Clinician of the Year
Dr. Paul Feuerstein receives
award at Yankee Congress

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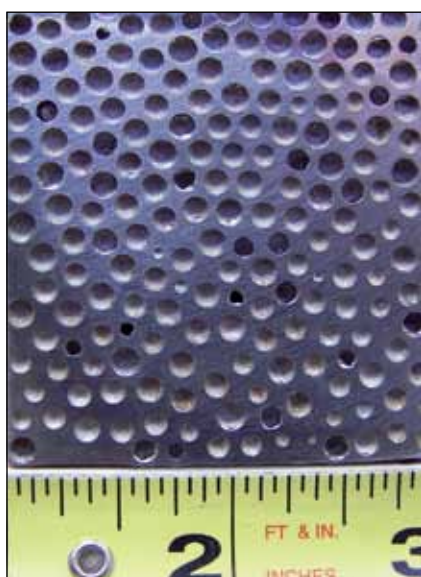
Referral relationships
Every clinician can benefit from
stronger business relationships

►Page 7



Implant products
Guide Right template guide
sleeves work for this dentist

►Page 17



Composite foam in scale. (Photo/
Provided by NCSU)

Metal foam takes stress off implants

By Claudia Salwiczek, DTI

A newly developed metal foam that mimics the natural structure of bones could help to prevent the rejection of biomedical body replacements such as dental implants.

The composite material, which is made out of 100 percent steel and aluminium, is lighter than solid titanium and has an extraordinarily high-energy absorption capability,

→ 'Metal foam,' page 2

Become a fellow, master or diplomate with the ICOI

The International Congress of Oral Implantologists, the world's largest dental implant organization and provider of dental implant education, has certified more than 5,000 members as fellows, masters and diplomates since its inception in 1972.

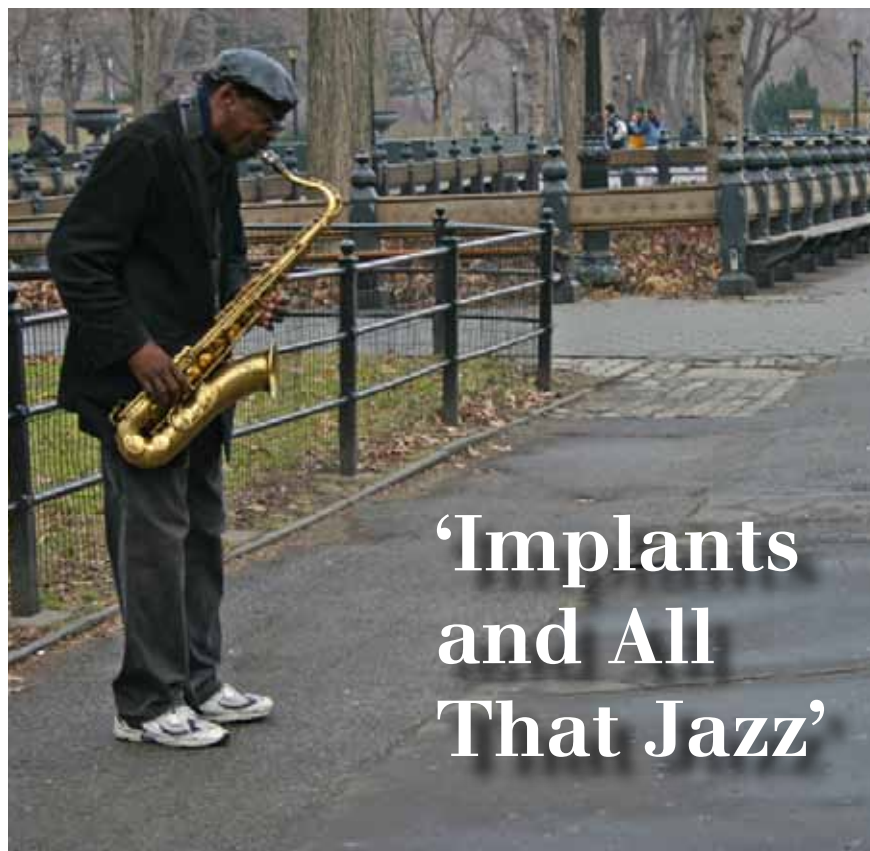
Participation in ICOI's International Advanced Credentials program highlights members' implant training and experience to potential implant patients.

Members of the ICOI display credential awards throughout their offices as they provide a stimulus for all team members to review their qualifications with patients both in office and online via their Web sites.

Credentialed members are also recognized among their peers and are local leaders as well as global ambassadors for the field of implant dentistry.

ICOI fellows, masters and diplomates have satisfied several requirements including documenting evidence of successful completion of implant cases and implant education.

At the mastership and diplomate levels, there are additional requirements for table clinic case presentations, lectures and/or published articles as well as completion of written examinations and oral interviews.



'Implants and All That Jazz'

The ICOI Spring Symposium and 13th IPS Symposium will take place April 22-24 in New Orleans. The theme is 'Implants and All That Jazz,' and the event will correspond with the New Orleans Jazz Fest. (Photo/stock.xchng)

Drs. Kenneth Judy and Carl Misch, ICOI co-chairs, state: "Credentialing programs represent the best avenue to constantly challenge oneself. By testing and evaluating your knowledge of implant dentistry and clinical skills, you review, learn new concepts and elevate your level

of patient service."

All ICOI credentialed members have implant educational maintenance requirements:

- ICOI fellows must maintain their ICOI membership in good standing,

→ 'ICOI,' page 2

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← IT 'ICOI,' page 1

accumulate 75 hours or more of implant education within five years after becoming an ICOI fellow and attend at least one ICOI-sponsored or co-sponsored meeting every three years.

- IPS masters must maintain their ICOI membership in good standing, accumulate 100 hours or more of implant education within five years of becoming an IPS master and attend at least one ICOI-sponsored or co-sponsored meeting every three years.
- ICOI diplomates must maintain

Attention: ICOI fellows, masters, diplomates

Please join us for a group photo of all existing and newly credentialed ICOI fellows, masters and diplomates on Saturday, April 24, at 12:05 p.m. immediately following Dr. Joseph Kane's presentation in Acadia Room (main lecture hall).

This photo will be available online for you to download and put on your Web site or submit to your local newspaper to reinforce your educational commitment and implant experience to your patients.

their ICOI membership in good standing, accumulate 150 hours or more of implant education within five years of becoming an ICOI diplomate and

attend at least one ICOI-sponsored or co-sponsored meeting every three years. IT

(Source: ICOI)

Swiss implant group invites dentists to Geneva symposium

By Daniel Zimmermann
Dental Tribune International Group Editor

LEIPZIG, Germany — The International Team for Implantology (ITI) has announced that it will discuss new clinical methods for diagnosis and treatment planning at its upcoming World Symposium in Geneva, to be held April 15-17.

The forum, which is open to implant specialists worldwide, will be complemented by two full-day pre-symposium courses on soft-tissue management and bone grafting. Simultaneous interpretation will be provided from English into 12 other languages, including Chinese, Japanese and Korean, organizers said.

This year's meeting, which also marks the 30th anniversary of the organization, will be held for the 11th time. More than 100 experts from 25 countries are expected to attend the event.

For the first time, the meeting will also be accompanied by an industry exhibition.

The Swiss-based ITI is an independent academic organization dedicated to the promotion of evidence-based research in the field of implant dentistry. It also focuses on the development of comprehensive treatment guidelines such as the ITI Treatment Guide series, which is claimed to be substantiated by extensive clinical testing and successful long-term results. Furthermore, ITI funds research and provides schol-



The International Team for Implantology (ITI), a leading academic organization dedicated to the promotion of evidence-based research and education in the field of implant dentistry, is hosting the 11th ITI World Symposium from April 15-17 in Geneva, Switzerland. (Photo/stock.xchng)

arships to young clinicians.

According to the group's figures, the organization currently has 7,000 members and divisions in more than 24 countries. IT

AD



IT Corrections

Implant Tribune strives to maintain the utmost accuracy in its news and clinical reports. If you find a factual error or content that requires clarification, please report the details to Managing Editor Sierra Rendon at s.rendon@dental-tribune.com.

Tell us what you think!

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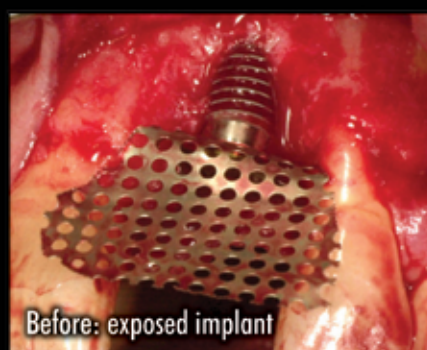
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- Rich supply of stem cells: Greater than 50,000 cells/cc
- Viability: Greater than 70% cell viability
- Positive osteogenesis: *In vitro* cell culture assay

¹ Histologic Evaluation of a Stem Cell Based Sinus Augmentation Procedure: A Case Series.
— McAllister, Haghighat, Gonshor. — Journal of Perio., April 2009

Feuerstein named Clinician of the Year

For Paul Feuerstein, DMD, a practicing general dentist and a prominent opinion leader in the dental industry, 2010 is off to a great start.

In January, Feuerstein was presented the Clinician of the Year Award by the Massachusetts Dental Society (MDS). The award was presented to

Feuerstein during a ceremony at the 35th annual Yankee Dental Congress, which is the fifth largest dental meeting in the country and is sponsored by the Massachusetts Dental Society, in cooperation with the Connecticut, Maine, New Hampshire, Rhode Island and Vermont dental associations.

The award also includes a \$1,000 donation to the dental school of Feuerstein's choice, which is the University of Medicine and Dentistry of New Jersey, his alma mater.

According to the Yankee Dental Congress: "Paul Feuerstein has been a fixture for more than half of Yankee's history. At the forefront of technology, having installed one of dentistry's first "in-office comput-



Paul Feuerstein, DMD, receives the Massachusetts Dental Society's 2010 Clinician of the Year Award. (Photo/Lanmark Group)

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ers" as early as 1978, Feuerstein has honed his knowledge in his high-tech dental office and shared that knowledge with his colleagues at Yankee Dental Congress. Always willing to design a new course for the society, he has been instrumental in bringing others into the computer age, introducing them to such things as the Internet, digital radiology and other technologies. Feuerstein is also the high-tech writer for the Journal of the Massachusetts Dental Society. He is the consummate volunteer, always available to help with no expectation of anything in return."

More recently, Feuerstein was appointed adjunct assistant professor at Tufts University School of Dental Medicine in general dentistry. Located in downtown Boston, the school is dedicated to training doctors of dental medicine as expert clinicians.

In this role, Feuerstein will have the opportunity to introduce the latest technologies to the students, faculty and C.E. course attendees.

"This has certainly been an exciting year so far," Feuerstein said. "I've always felt fortunate for the opportunity to work in a profession that I truly love and where I can help so many people. The Clinician of the Year award from the Yankee Dental Congress and the academic appointment from Tufts University are definitely highpoints of my career."

Feuerstein graduated from the New Jersey College of Medicine and Dentistry in 1972. He received his B.S. at SUNY Stony Brook in 1968. Today, Feuerstein serves as a consultant to the dental profession and is a lecturer to dental associations on technology related topics. He is technology editor of Dental Economics and a contributor to many journals in the United States and abroad. He has incorporated many of these products and ideas in his general practice in Massachusetts and frequently presents these products/ideas in his seminar series. ■



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Sessions:

Session I April 21-25, 2010
Session II May 19-23, 2010

Session III June 23-27, 2010
Session IV September 22-26, 2010

Speakers



Louie Al-Faraje
DDS, DABOI



James Rutkowski
DMD, PhD, DABOI



Suheil Boutros
DDS, Periodontist



Freida Brookshire
DDS, Prosthodontist



Christopher Church
MD, ENT



Sally McKenzie
Practice Management

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Your course is very good due to your focus on specific techniques and procedures from the start. Again, thanks a lot for everything, your course has seriously changed my life. I am now excited about dentistry again.

Robert Taylor, Seattle, WA

I think it is the excellent organization and sequential presentation of Dr. Louie Al-Faraje's implant training courses that enabled me to safely start and build my implant practice. I feel that had I not gone to Dr. Louie Al-Faraje's sequence of dental implant training courses first, that I still would not have placed my first implant.

Linda Boehm DMD, Oneida, NY

I would like to simply say: "Well thought, well organized, well managed, well presented, well taught, and finally well done Louie for your superb performance. The whole curriculum using high-tech equipments and materials including: given binders and handouts, related articles, live surgeries, hands-on section of the course, and visual supplements were flawless. You went above and beyond to make sure that everyone learns and take home something and start applying it, by encouraging them continuously."

Malekshah Oskoui, DMD, MScD

Endodontist and Implant Surgeon, Los Angeles, CA



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Straumann launches digital-solutions platform

New data exchange feature links CADENT iTero system with Straumann CAD/CAM

At the Chicago Dental Society Midwinter Meeting, one of America's largest dental exhibitions, Straumann introduced an array of integrated computer-based technologies that have been designed to increase confidence, safety, precision and reliability in implant and restorative dentistry.

Under the new umbrella brand of Straumann Digital Solutions, the

company now offers state-of-the-art computer-guided surgery, intra-oral scanning and CAD/CAM prosthetics to specialists, general dentists and dental laboratories in various markets around the world.

Straumann is the only leading manufacturer in implant, restorative and regenerative dentistry to offer all these services. The company will also present a number of new products and features that will be launched over the course of the year.

With these new innovations in intra-oral scanning, CAD/CAM and computer guided surgery, a complete Straumann tooth — from implant to final crown — is now available from

a single provider. Straumann's integrated state-of-the-art digital solutions now support implant placement, restoration and esthetic performance.

Gilbert Achermann, president and CEO, commented: "Digitalization will impact all aspects of dentistry as digital workflows supersede labor-intensive manual processes, enhancing interfaces, shortening treatment, reducing potential for error and improving quality assurance. These benefits are expected to translate into lower treatment costs, added convenience and improved comfort for patients. Straumann is committed to bringing the new technologies to customers as part of an integrated array of flexible,

reliable solutions that are designed to optimize workflows and enhance patient care."

A major drawback facing dental professionals wishing to invest in digital applications is that equipment, such as scanners, surgical guides etc., has to be sourced from a variety of manufacturers without standardization, or is part of a closed system offered exclusively by a single provider. Customers, therefore, face being "locked in" or having flexibility without full assurance of connectivity, quality and comprehensive support services.

Straumann Digital Solutions offers the flexibility of open, state-of-the-art systems together with seamless connectivity to one of the world's leading implant, restoration and regenerative systems, in addition to guaranteed Straumann quality, service and network support.

The company's expanding portfolio of digital solutions includes three competencies: computer-guided surgery, intra-oral scanning and CAD-CAM prosthetics.

Computer-guided surgery

The combined use of 3-D imaging digital design software to plan and execute precise implant placement is an emerging trend. Using a computed tomographic image of the patient's jaw, the dental surgeon plans the position, angulation and depth of the implant on a computer using sophisticated planning software. The data are then used to produce a plastic surgical template that fits onto the patient's teeth or gum. The template incorporates sleeves that guide drills, taps and profilers, designed for optimal implant placement.

Computer-guided surgery is designed to offer the dentist a clear view of the bone condition, the position of nerve and vascular structures, and the final implant location. It simplifies the planning and execution of complex procedures, which can reduce the risk of surgical and prosthetic complications.

Powerful intra-oral scanning

Straumann also announced that its CAD/CAM service is now connected to Cadent's iTero intra-oral scanning system. Intra-oral scanning enables the dentist to create a 3-D image of the patient's teeth using a digital scanner inside the mouth. Replacing the slower conventional process of impression-taking in the dental practice and model casting in the laboratory, digital intra-oral scanning is designed to deliver considerable time- and cost-savings — as well as high precision — for both the lab and the dental practice.

In addition to the data sharing agreement that connects the two companies' systems, Straumann has exclusive distribution rights for CADENT's iTero scanning system in Europe and offers European dentists leading intra-oral scanning technology as part of

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Making referral relationships work

By Roger P. Levin, DDS

When the relationship between an implant doctor and a restorative doctor works well, everyone benefits.

Patients enjoy truly excellent care and experience superior customer service while both offices are able to successfully increase production.

To keep the relationship between the implant and restorative practice productive, implant doctors should consider the following:

- *Absence does not make the heart grow fonder*
- *Don't be the lone ranger*
- *Be seen as a valuable resource*
- *Referral marketing is your future*

Absence does *not* make the heart grow fonder

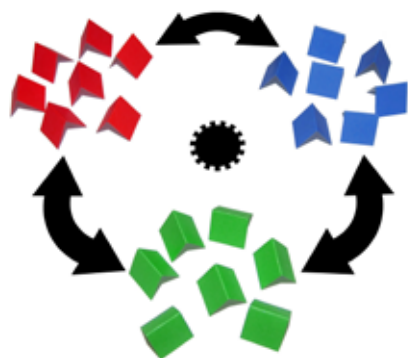
Having face-to-face meetings with referring doctors at least several times a year will strengthen relationships with restorative doctors. The number of patient referrals has a direct correlation to the frequency of direct communication with the restorative dentist.

However, even for those dentists who only refer a few patients each year, implant doctors should make an effort to meet them periodically throughout the year.

Don't be the lone ranger

Implant doctors can't do everything themselves. That's where the implant treatment coordinator (ITC) comes in.

The ITC handles most aspects of patient communication, allowing you to spend more time chair-side



(Photo/Stock.xchang)

and less time on administrative and marketing duties.

A well-trained ITC can help your office build stronger relationships with all of your referring practices.

This matters a great deal. The degree of communication between the two practices often determines a successful treatment outcome and the ultimate satisfaction of the implant patient.

Be seen as a valuable resource

Educational seminars, held at a local hotel or other venue, can provide valuable information to referring doctors while giving the implant doctor an opportunity to meet with them socially.

Implant companies are an excellent resource for speakers on the latest implant advances and restorative techniques.

This type of educational out-

'The number of patient referrals has a direct correlation to the frequency of direct communication with the restorative dentist.'

reach is particularly beneficial for restorative doctors interested in significantly advancing their implant knowledge and expanding implant services.

In addition, these events create a tremendous amount of goodwill for your practice.

Referral marketing is your future

A successful referral marketing program is based on consistent and ongoing contact with restorative doctors.

The right marketing strategies over the long-term can:

- Strengthen relationships with current referring doctors.
- Turn occasional referrers into frequent referrers.
- Lead to increased production and profitability.

Conclusion

Referral relationships will change over time. They can become stronger or they can weaken.

Following these four strategies to build quality relationships with referring doctors will lead to better patient care and increased production for implant and restorative practices alike.

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About the author

Dr. Roger P. Levin is chairman and chief executive officer of Levin Group, a leading implant practice management firm. Levin Group provides Total Implant Success™, the premier comprehensive consulting solution for lifetime success to implant clinicians in the United States and around the world.

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1. Barboza EP, Francisco BS, Ferreira VF. Soft tissue enhancement using non-expanded PTFE membranes without primary closure. J Periodontol 2008; 79(9):1815-20. 2. Hoffman O, Bartee BK, Beaumont C, Kasaj A, Deli G, Zafropoulos GG. Alveolar bone preservation in extraction sockets using non-resorbable dPTFE membranes: A retrospective non-randomized study. J Periodontol 2008; 79:1355-1369. 3. Fotek PD, Neiva RF, Wang HL. Comparison of dermal matrix and Polytetrafluoroethylene membrane for socket bone augmentation: A clinical and histologic study. J Periodontol 2009; 80:776-785.

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Interactive format praised at Osteogenics Global Bone Grafting Symposium

World-class speakers engaged an active audience on treatment planning complex and routine bone grafting cases at Osteogenics' 2010 Global Bone Grafting Symposium, held March 26-27 at the Westin Kierland Resort & Spa in Scottsdale, Ariz.

The speakers came from all over the world to discuss how successful bone grafting procedures can lead to predictability in implant placement. This was the second consecutive year Osteogenics Biomedical hosted the event, which will continue to be an annual event, in Scottsdale.

Led by keynote speaker Dr. Michael Pikos, the 300 clinicians in attendance had the opportunity to listen to the speakers' presentations, which focused primarily on treatment planning cases from patient presentation to prosthetic restoration. Many attendees also



Symposium speakers discuss treatment planning options during an interactive treatment planning session. (Photos/Osteogenics)

had the opportunity to pose questions to the speakers, both during and after their presentations. Additional speakers included

Drs. H. Dexter Barber of Phoenix, Suzanne Caudry of Toronto, Daniel

→ **page 11**



Attendees participate in a hands-on demonstration at Osteogenics' 2010 Global Bone Grafting Symposium in Scottsdale, Ariz.

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