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Experts discuss future of implants in Gothenburg

By Daniel Zimmermann, DTI Group Editor

Professor Per-Ingvar Brånemark of Sweden has urged dentists worldwide to refocus on their patients' needs.

Despite all recent developments in oral and maxillofacial reconstruction, the field should put more efforts to the development of simple and affordable solutions rather than following commercial interests, he told Dental Tribune during an exclusive interview at the first P.I. Brånemark Symposium in Gothenburg this month.

Eighty-year old Brånemark was the first clinician to place a modern dental implant back in 1965. He also discovered the concept of osseointegration, which had a huge impact on oral rehabilitation and other clinical disciplines such as orthopedics.

The P.I. Brånemark Symposium, which is supported by Nobel Biocare, is supposed to be the first in a number of interdisciplinary events that focuses on issues such as the quality of life, economic and ethics in regard to oral rehabilitation.

It drew more than 250 international scientist and dental experts to Gothenburg in order to meet and discuss the latest concepts and developments in oral and maxillo-facial reconstruction including the latest advancements in implant surfaces and bone augmentation, as well as imaging and CAD/CAM-based pro-

→ **IT** page 2

Implant specialists offer tips in New York

By Sierra Rendon, Managing Editor

The Greater New York Dental Meeting (GNYDM) is traditionally an event where the most up-to-date techniques are taught and discussed, and this was no different in 2009.

Implants were a hot topic at the event, which took place Nov. 29-Dec. 5. Here is a sampling of the many GNYDM speakers and topics that involved implants:

- "You've Taken Implant Training ... What Do You Do Next?," by Lynn D. Mortilla, which discussed integrating implants into your practice.

- "Immediate Tooth Replacement in the Esthetic Zone," Dr. Barry Levin, which showed that the time frame of three to six months of unloaded healing is not always mandatory any longer. He explained how immediate temporization can give the patient an immediate sense of security and esthetics.

- "My First Esthetic Implant Case — Why, How & When?," by Dr. Marius Steigmann, explained that success from the esthetic aspect requires bone height and width, soft-tissue architecture and prosthetic restorations close to nature.

- "Mini Dental Implants to Retain Lower Dentures," by Dr. Bruce Lish, which showed how mini dental implants can be used to help retain and stabilize a complete lower denture.



Above, Dr. Bruce Lish of New York City prepares for his talk on 'Mini Dental Implants to Retain Lower Dentures' in the Live Dentistry Arena. Below, Dr. Dan McEowen speaks on 'High-Resolution Cone Beam with PreXion 3D' during the Dental Tribune Study Club Symposia.



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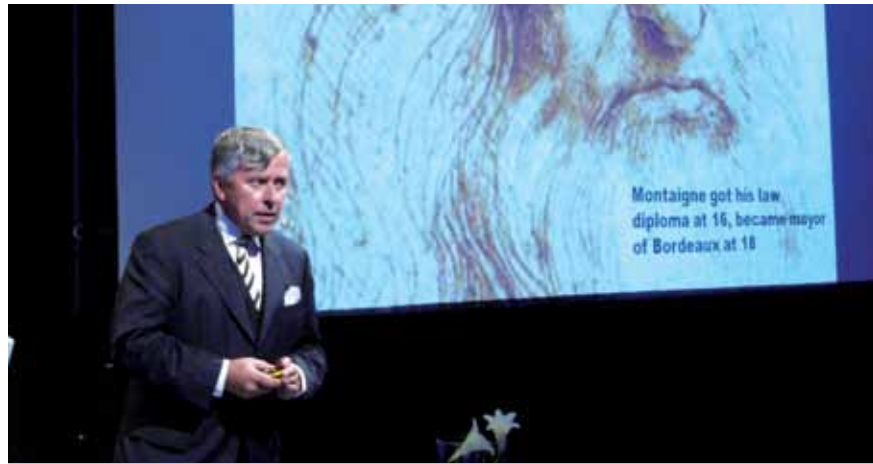
← **IT** page 1B

thetics.

The meeting also presented new studies revealing promising satisfaction figures among patients who received treatment with dental implants.

“Osseointegration has been the major breakthrough in 20th century oral rehabilitation and brought together clinicians from different disciplines who otherwise may not have met,” said Dr. Daniel van Steenberghe of Belgium, scientific chairman of the symposium. “The purpose of this meeting is to enhance this cooperation for the sake of the patient.”

According to the latest industry figures, the worldwide market volume for dental implants was \$700



Dr. Daniel van Steenberghe, Belgium. (Photo/Daniel Zimmermann)

million in 2008, making it the fastest growing business sector in dentistry.

According to industry experts, this

volume is expected to increase further due to lower delivery costs and better long-term clinical results. **IT**

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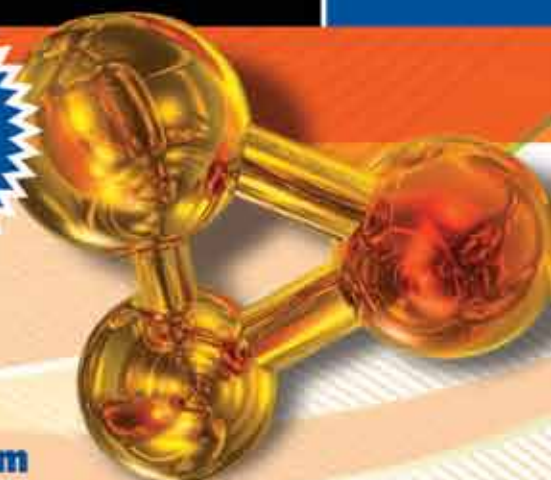
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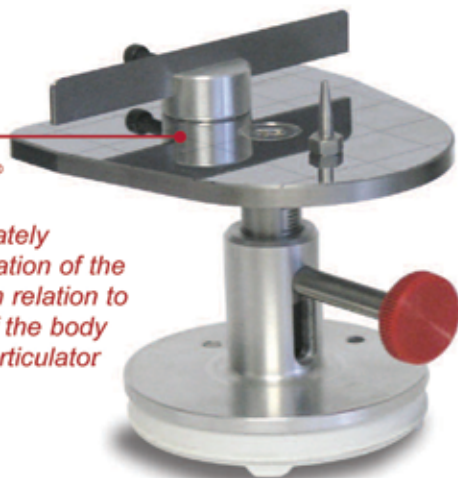
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Osteogenics event back in Scottsdale

2010 Global Bone Grafting Symposium will feature world-renowned speakers

Osteogenics Clinical Education, a division of Osteogenics Biomedical, has announced dates for its 2010 Global Bone Grafting Symposium.

The symposium will be held March 26 and 27 at the Westin Kierland Resort & Spa in Scottsdale, Ariz.

Led by keynote speaker Dr. Michael Pikos, the symposium will feature presentations from world-renowned speakers in dental bone grafting, including Drs. Dexter Barber, Suzanne Caudry, Daniel Cullum, Andreas Siebold, Hom-Lay Wang and Thomas Wilson, Jr.

Approximately 500 clinicians from around the world are expected to attend the symposium. This will mark the second consecutive year Osteogenics Clinical Education has hosted the symposium in Scottsdale.

“Based on last year’s overwhelmingly positive attendee feedback, this educational format of having key-



The Westin Kierland Resort & Spa in Scottsdale, Ariz.

(Photo/The Westin Kierland Resort & Spa)

note speakers, case presentations and a hands-on workshop is very effective,” said company president Shane Shuttlesworth.

“Once again, we’re honored to have such a talented and experienced group of lecturers, and we know that attendees will be very pleased with this program.”

The 2010 symposium will focus on treatment planning routine and complex bone-grafting cases in an environment conducive to group learn-

ing. Attending clinicians will be able to actively participate in the symposium through interactive treatment planning sessions and a hands-on ridge augmentation workshop.

“Comprehensive diagnosis and treatment planning is the cornerstone of all that we do in dentistry”, Pikos said. “While there can be more than one treatment plan for a given case, there is but one diagnosis, and cone-beam CT has had a dramatic impact on this critical process, both



Dr. Michael Pikos

in my private practice and with the Pikos Implant Institute.”

The Westin Kierland Resort & Spa was chosen due to the mild weather the Scottsdale area receives

in the springtime and for the resort’s amenities.

The resort offers 27 holes of championship golf, a 9,000-square-foot water park and a world-class spa. The resort is also within walking distance to Kierland Commons, a 38-acre upscale shopping and dining complex.

For more information, including registration and additional hotel information, visit www.osteogenics.com/courses, or call (888) 796-1925. Tuition is \$695 for clinicians and \$250 for assistants and office personnel. Attending clinicians are eligible for up to 14 C.E. credits. Registration ends Feb. 26. ■

(Source: Osteogenics Biomedical)

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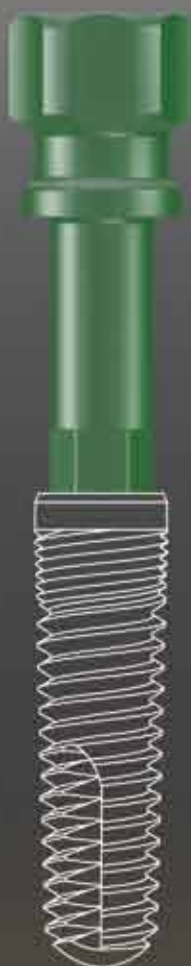
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Building an implant business

By Roger P. Levin, DDS

Implant practices are a very diverse group. Many practices “dabble” in implants. Some are more involved but don’t place nearly as many implants as they desire. A select few become purely implant practices.

Although not every clinician wants an implant-only practice, most would love to place more. The best way to do that is examine the behavior of highly successful implant practices to see how they got that way.

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1) *Everyone on the staff is well-versed in the benefits of implant dentistry.* In many practices, it is only the clinician and/or an implant treatment coordinator who have a complete understanding of how to

discuss implants with patients. What is rarely recognized is that other staff members are asked by patients for their opinions. This means that patients are generally seeking validation from other sources before making a decision.

2) *All patients are educated about dental implants.* There should be a clear set of systems, procedures and scripts to ensure that patients understand all of the benefits of dental implants. Even if patients don’t need dental implants yet, remember that they have family members, friends,

co-workers and acquaintances that may.

3) *All Levin practices employ an implant treatment coordinator (ITC) once they reach approximately 250 implants per year.*

Levin Group has found that very few clinicians are able to exceed the 250–300 implant per year range (in group practices this means per clinician) without an ITC. We have found that training an implant treatment coordinator leads to a 30 to 35 percent increase in implant practice production.

Conclusion

Dental implants will change dramatically over the next few years. There will be more competition as more general dentists become involved. We will see breakthroughs in technology and even the expansion of large implant surgery centers. Stay competitive by taking the steps outlined above and enjoy sustained implant growth over the life of your practice! ■

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II About the author



Dr. Roger P. Levin is founder 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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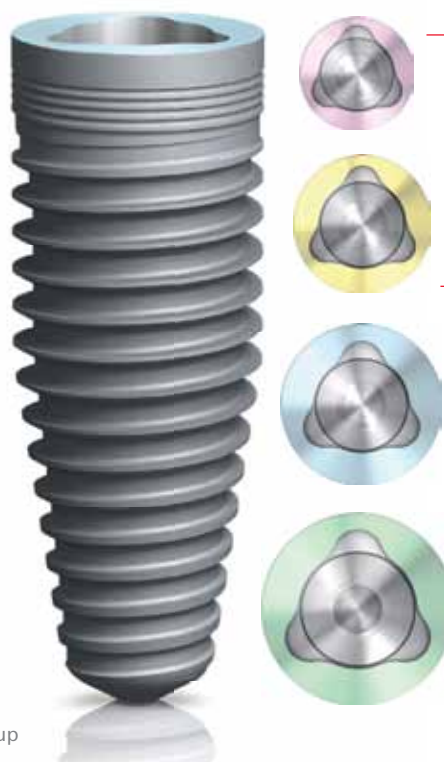
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