

IMPLANT TRIBUNE

The World's Dental Implant Newspaper • U.S. Edition

DECEMBER 2009

www.implant-tribune.com

VOL. 4, No. 12

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 pros-

→ **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. 3. 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.



AD



DentalCollab BETA

FIRST MONTH FREE
CODE: ITDC09

CREATE,
SHARE,
COLLABORATE.

Connect your treatment workspaces with dental professionals invited to join your private network from around the globe.

www.DentalCollab.com

AD

AUXILIARIES:
Are you implant certified?

Patient Questions... Insurance Coverage... Tracking...
Operatory Set Up... Radiographic Protocol...
Assessment Parameters... Hygiene Instrumentation...
Communications with the Lab...

Implant Training Makes all the Difference!

Dental Hygiene Implant Certification Programs (DHICP) • Practice Management Implant Certification Programs (PMICP)
Dental Assisting Implant Certification Programs (DAICP) • Implant Coordinator Training Programs

The ADIA presents these comprehensive courses at many venues throughout the year.

 **ADIA** **ICOI**

To find out more about these exciting programs and about membership in the ADIA visit our website:
www.adiaonline.org

← **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**

AD

SAVE THE DATE!

25th Anniversary Meeting

Academy of Osseointegration

Highlights Include:

- Opening Symposium: 25 Years of Experience—The Formula for Predictable Implant Success
- Round Table Clinics
- Limited Attendance Lectures
- Two Track Program
- Commercial Exhibits
- Dental Hygiene/Assistance Program
- Hands On Workshop (NEW)

THE FORMULA FOR PREDICTABLE IMPLANT SUCCESS

MARCH 4-6, 2010
WALT DISNEY WORLD DOLPHIN RESORT — ORLANDO, FLORIDA

ADA CERP®

IMPLANT TRIBUNE

The World's Newspaper of Implantology · U.S. Edition

Publisher & Chairman

Torsten Oemus
 t.oemus@dental-tribune.com

Vice President Global Sales

Peter Witteczek
 p.witteczek@dental-tribune.com

Chief Operating Officer

Eric Seid
 e.seid@dental-tribune.com

Group Editor & Designer

Robin Goodman
 r.goodman@dental-tribune.com

Editor in Chief

Sascha A. Jovanovic, DDS, MS
 sascha@jovanoviconline.com

Managing Editor/Designer

Sierra Rendon
 s.rendon@dental-tribune.com

Managing Editor/Designer

Ortho Tribune & Show Dailies
 Kristine Colker
 k.colker@dental-tribune.com

Online Editor

Fred Michmershuizen
 f.michmershuizen@dental-tribune.com

Account Manager

Humberto Estrada
 h.estrada@dental-tribune.com

Marketing Manager

Anna Wlodarczyk
 a.wlodarczyk@dental-tribune.com

Marketing & Sales Assistant

Lorrie Young
 l.young@dental-tribune.com

C.E. Manager

Julia Wehkamp
 j.wehkamp@dental-tribune.com

Dental Tribune America, LLC
 213 West 35th Street, Suite 801
 New York, NY 10001
 Phone: (212) 244-7181, Fax: (212) 244-7185



Published by
 Dental Tribune America

© 2009, Dental Tribune International GmbH. All rights reserved.

Dental Tribune makes every effort to report clinical information and manufacturer's product news accurately, but cannot assume responsibility for the validity of product claims, or for typographical errors. The publishers also do not assume responsibility for product names or claims, or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune International.

Editorial Advisory Board

Dr. Sascha Jovanovic, Editor in Chief

Dr. Bernard Touati

Dr. Jack T. Krauser

Dr. Andre Saadoun

Dr. Gary Henkel

Dr. Doug Deporter

Dr. Michael Norton

Dr. Ken Serota

Dr. Axel Zoellner

Dr. Glen Liddelow

Dr. Marius Steigmann

Osteocel®

**The
Future
Is Now.**

For more information
or to place an order call **800.441.3100**

www.acesurgical.com

ACE Surgical Supply Company, Inc. • 1034 Pearl Street, Brockton, MA 02301



Before: exposed implant



Osteocel bone graft in place
prior to mesh fixation



4 months: After mesh removal

Ridge Augmentation clinical case.

A Bone Matrix Product Containing Stem Cells.

The Properties of Autograft without Associated Risks

The proprietary processing technology that produces Osteocel® results in a viable bone matrix product that preserves the native stem cells found in marrow rich bone. It is the only product available today that has the desired beneficial properties of autograft - osteoconduction, osteoinduction and osteogenesis — and that allows surgeons to provide their patients with optimal bone growth conditions without the added risk and cost of a secondary procedure.

Low Immunogenicity

Mesenchymal stem cells are IMMUNE-PRIVILEGED cells that do not stimulate a cellular immune response. Osteocel does not activate T cell proliferation, as shown *in vitro* from Mixed Lymphocyte Reaction (MLR) testing.

Histologic Evidence

Positive clinical use of Osteocel since 2005 demonstrates bone-forming ability. Histology from a human sinus augmentation study using Osteocel shows substantial vital bone content at 16 weeks, with very low residual graft material.¹

Bone Formation

Stem cells contained in Osteocel are capable of differentiating into bone cells. Every lot of Osteocel is tested for bone forming potential.

Viable Cell Content

The osteogenic potential arises from the stem cells in Osteocel. Following processing of marrow-rich bone, release testing demonstrates osteogenic potential according to the following criteria:

- 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

An Evening Lecture Series

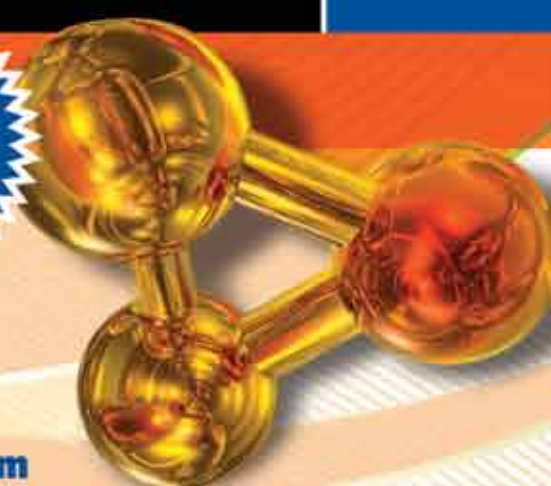
January 14th • New York City
January 27th • Palo Alto, CA
February 4th • Iselin, NJ
February 11th • Cleveland, OH
March 1st • Fort Lauderdale, FL
March 3rd • Tampa, FL
March 4th • Orlando, FL

March 11th • Atlanta, GA
March 23rd • Chicago, IL
March 25th • Washington, DC
April 1st • Boston, MA

To register, please call
800.441.3100

For more details, please visit
www.acesurgical.com

**Limited
Availability***
Reserve your
space today.



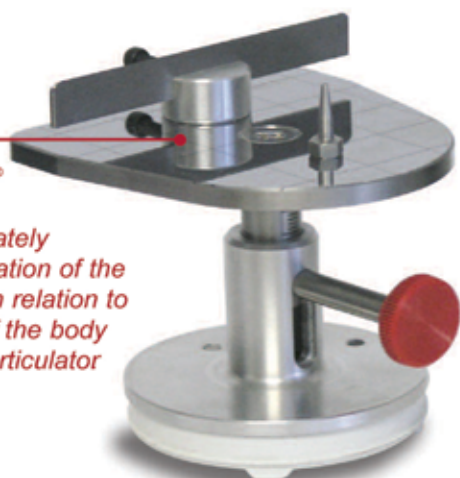
Introducing The LVI Stratos® System



SYSTEM PRICE
\$1,295⁰⁰

Includes carry case, LVI Calibrated Stratos 100,
and LVI Occlusal Analyzer

*The LVI Stratos®
Occlusal Plane
Analyzer accurately
transfers orientation of the
maxillary arch in relation to
the long axis of the body
to the Stratos articulator*



LVI Occlusal Analyzer

- Simple to use
- Adjustable hamular support
- Reproducible mounting technique
- Uses anatomic landmarks not variable soft tissue landmarks
- Fixed incisive papilla pin centers the model



LVI Calibrated Stratos® 100

Based on average anatomical values, the Stratos 100 utilizes fixed 30 degree protrusive and 15 degree bennett angles.

- Stable Easy access design
- Accepts H.I.P mounting accessory
- LVI exclusive calibration
- Magnetic Mounting System eliminates the need to send the articulator to the lab

To order call **LVI Global** at 888-584-3237

© 2006 Ivoclar Vivadent, Inc. Stratos is a registered trademark of Ivoclar Vivadent, Inc.
LVI is not a registered trademark of Ivoclar Vivadent, Inc.



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 Culum, Andreas Siebold, Hom-Lay Wang and Thomas Wilson, Jr.

Approximately 300 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) 796-1923. 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)

AD

Benex® - Control Professional

Root Extraction Systems developed with Dr. Syfrig





- Safe and simple extraction of roots
- Maximal protection of the tooth socket
- Possibility of drilling even if minute root fragments or foreign bodies are present in the root
- Possibility of drilling independently of anatomic root canal





MEISINGER USA, L.L.C.
 7442 South Tucson Way • Suite 130 • Centennial • Colorado 80112 • USA
 Tel.: +1 (303) 268-5400 • Fax: +1 (303) 268-5407 • E-Mail: info@meisingerusa.com
www.meisingerusa.com • www.bone-management.com • www.occlusalrouter.com

MEISINGER
GERMANY / USA



**Implant
Direct™**

simply smarter.



Gerald Niznick, DMD, MSD, Founder and President of Implant Direct

GoDirect™ (Pat. Pend.)

**One-Piece Implant with
*Locator® Compatible Platform**
All-in-One packaging includes
Snap-on Transfer and Comfort Cap
USA List Price = \$150



1-PIECE IMPLANT DESIGN FEATURES

1. Platform: Matches Zest Locator® Abutment
2. Body: Tapered with self-tapping cutting grooves
3. Surface: Medium Rough Texture - SBM 17 year history
4. Lengths: 10mm, 11.5mm & 13mm
5. Diameters: 3.0mmD, 3.7mmD & 4.7mmD
6. Collar Height: 1.5mm & 3.0mm

Snap-on
Comfort Cap
Included



Snap-on
Transfer
Included



Zest Locator
Male Attachment
Not Included



LEGACY SIMPLY SMARTER

- Tapered, self-tapping with micro-threads
- Compatible with Zimmer's Screw-Vent implant
- Color coded hex/bevel conical connection
- Platform switching interface (excluding 5.7mmD)
- More diameter options including 3.2mmD & 5.2mmD
- All-in-One Packaging for added value.

27030 Malibu Hills Road,
Calabasas Hills, CA 91301
Phone: 1-818-444-3333
www.implantdirect.com

Three Implant Designs and Packaging Options Original Conical Connection (GNiznick US Pat.#4,960,381) Selection As Simple as 1-2-3

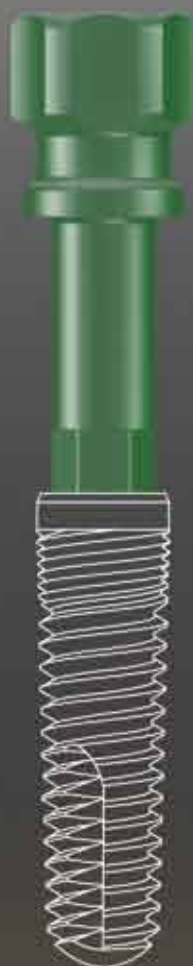
Select Implant based on Price, Packaging and Thread Design

Legacy1: \$125 includes Healing Collar

Legacy2: \$150 includes Healing Collar & Transfer

Legacy3: \$175 includes Healing Collar, Transfer & Abutment

Legacy1
"V" Threads
3 Diameter Options
Plastic Carrier



Legacy2
Spiral Threads
4 Diameter Options
Ti. Transfer Carrier



Legacy3
Buttress Threads
6 Diameter Options
Ti. Abutment Carrier



Prosthetic compatibility with Screw-Vent, BioHorizons® and MIS Implants

Legacy™3's All-in-1 Packaging INCLUDES: Cover Screw, Healing Collar, Transfer & Straight Preparable Abutment Surgically and Prosthetically Compatible with Zimmer's Tapered Screw-Vent®

Legacy3 USA price = \$175

*Tapered Screw-Vent USA price = \$563

* Includes similar components provided with Legacy3 Implant



INTRODUCTORY LEGACY OFFER

Try a 13mmL Legacy1, Legacy2 and Legacy3 Implant
at no charge with purchase of required instruments

US List Price for
3 Implants,
Abutments and
Prosthetic
Components

Legacy
= \$620

Zimmer Dental
= \$1859



Compare US List Price	Straight Contoured	HLA Abutment	15° Angled Contoured	Straight Snap-On	Gold/ Plastic	Titanium Temporary Abutment	Plastic Temporary Abutment	Ball Attachment	Locator Abutment	Multiple-Unit w / Cap & Transfer Straight Angled	
Implant Direct	\$85	\$75	\$85	\$85	\$100	\$35	\$35	\$107	\$110	\$85	\$100
Zimmer Dental	\$150	\$150	\$191	\$185	\$182	\$40	\$49	\$172	\$110	\$180	N/A
Cost Savings	43%	50%	55%	54%	45%	13%	29%	38%	0%	53%	N/A

List prices as of 7/20/09

FREE Introductory Offers at
www.implantdirect.com
Terms and Conditions Apply

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.

Three key habits of highly successful implant practices

During the last two decades, Levin Group has consulted to many high-end implant practices and guided them to achieve their goals. These Levin practices have the following characteristics in common.

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 33 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! **IT**

Trying to decide where to take the implant side of your practice? Implant Tribune readers are entitled to receive a 50 percent courtesy on a Levin Group Practice Potential Analysis™ — a six-step, in-office evaluation designed to identify the true potential of your practice. Call (888) 973-0000 and mention “Implant Tribune” or e-mail customerservice@levingroup.com with “Implant Tribune” in the subject line.

IT 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.

Levin Group
10 New Plant Court
Owings Mills, Md. 21117
(888) 973-0000 or (410) 654-1234
customerservice@levingroup.com
www.levingroupimplant.com

AD

BUILD A LEVIN PRACTICE™ WITH LEVIN GROUP'S TOTAL IMPLANT SUCCESS™



Our commitment is to help every implant surgeon grow regardless of the economy. Every practice has the potential to transform into A Levin Practice™ and anticipate these results:

- Continually increasing production
- Continually increasing profit
- Continually increasing referrals
- A low stress practice environment
- High levels of professional satisfaction
- Reaching financial independence sooner

Implant Surgeons who grow their practices are implementing effective marketing and management systems allowing them to outperform other practices. You can't afford to sit back and wait for something to happen. You have to act now to make a difference! To learn more about Levin Group's comprehensive consulting programs and seminars, go to www.levingroupimplant.com or call 888.973.0000.

“Successful people have always been the ones who act on opportunities. Don't miss yours!”

Roger P. Levin, DDS - Chairman & CEO, Levin Group, Inc.



Next Seminar for Implant Practices:



**Grow Your Practice
By 200 Implants This Year
Orlando, FL
February 11 - 12, 2010**

Visit
www.levingroupimplant.com
for a complete list of
upcoming seminars!

Levin Group Inc.

www.levingroupimplant.com
888.973.0000

Copyright© 2009 by Levin Group, Inc. All rights reserved.

Zimmer Dental to distribute ERA mini implant by Sterngold

New agreement is exclusive

Zimmer Dental, a leading provider of dental oral rehabilitation products and a subsidiary of Zimmer Holdings, is pleased to announce its exclusive distribution of the ERA® Mini Dental Implant System, manufactured by Sterngold Dental.

The tried-and-true ERA Mini Implant System is an industry leader in implant-based denture stabilization — a procedure that can markedly enhance a patient's quality of life.

The versatile ERA Mini Dental Implant System enables the transitional function of a denture during the osseointegration of traditional implants, as well as long-term, affordable, chairside denture stabilization in as little as one visit.

This multi-dimensional system comprises the ERA Mini Implant, surgical instrumentation and prosthetic components, including the unique angulation-correcting, vertically-resilient properties of the widely used ERA attachment.

Using the ERA Mini Dental Implant System to stabilize an unsecured prosthesis can dramatically improve a patient's quality of life — enabling proper chewing and speaking, increasing comfort and self confidence, and fostering the consumption of a wider variety of foods.

"This distribution agreement reinforces Zimmer Dental's com-

mitment to providing a comprehensive product portfolio, outstanding value and versatility, and successful patient outcomes," said Zimmer Dental President Harold C. Flynn, Jr.

"While traditional implants and regenerative materials remain the core focus of our business, we recognize that implant stabilization is the best option for unsecured prostheses, and strive to bring this treatment modality to patients who have not yet had this life-improving procedure."

For decades, Zimmer Dental has gained the trust of thousands of clinicians worldwide who count on its comprehensive line of scientifically-proven products to deliver successful patient outcomes and the best value in the industry.

Contact a Zimmer Dental sales consultant or customer service at (800) 854-7019, (760) 929-4300 (for outside the U.S.), or visit www.zimmerdental.com for more information. ■

(Source: Zimmer Dental)



AD



NobelReplace™

The world's most used implant system.*

Internal tri-channel connection for accurate and secure prosthetic restorations

TiUnite® surface and Groovy™ to enhance osseointegration

Implant design that replicates the shape of natural tooth roots

Color-coded system for accurate and fast component identification and ease of use

Color-coding: step-by-step drilling protocol for predictable surgical procedures

10 YEARS WITH TIUNITE® SURFACE
New data confirm long-term stability.

* Source: Millennium Research Group

Versatility, ease-of-use and predictability have made NobelReplace Tapered the most widely used implant design in the world.* NobelReplace Tapered is a general use, two-piece implant system that performs both in soft and hard bone, one- and two-stage surgical procedures, while consistently

delivering optimal initial stability. NobelReplace Tapered is a system that grows to meet the surgical and restorative needs of clinicians and their patients – from single-tooth restorations to more advanced multi-unit solutions. Whether clinicians are just starting or are experienced implant users, they will benefit from

a system that is unique in flexibility and breadth of application. Nobel Biocare is the world leader in innovative evidence-based dental solutions. For more information, contact a Nobel Biocare Representative at 800 322 5001 or visit our website. www.nobelbiocare.com/nobelreplace

Nobel Biocare USA, LLC. 22715 Savi Ranch Parkway, Yorba Linda, CA 92887; Phone 714 282 4800; Toll free 800 993 8100;

Tech. support 888 725 7100; Fax 714 282 9023

Nobel Biocare Canada, Inc. 9133 Leslie Street, Unit 100, Richmond Hill, ON L4B 4N1; Phone 905 762 3500; Toll free 800 939 9394; Fax 800 900 4243

© Nobel Biocare 2009. All rights reserved. www.nobelbiocare.com

Tell us what you think!

Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see more articles about? Let us know by e-mailing us at feedback@dental-tribune.com. If you would like to make any change to your subscription (name, address or to opt out) please send us an e-mail at database@dental-tribune.com and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to six weeks to process.