

# IMPLANT TRIBUNE

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

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www.dental-tribune.com

## Back to New Orleans



### *The Big Easy will once again host ICOI Winter Symposium*

By R. Craig Johnson,  
Executive Director, ICOI

Catering to membership requests, the ICOI will return to the Big Easy, New Orleans, for its Winter Symposium. The dates for this meeting are Jan. 16–18. The venue will be the Marriott on Canal Street.

ICOI co-chair Dr. Kenneth Judy is the scientific chair for this meeting, which has as its theme, “Fine Tuning Today’s Implantology.” Invited speakers include Drs. Charles Babbush, Richard Kraut, Jack Hahn, Carl Misch, Rick Ferguson, Jin Kim, Pablo Galindo, Michael Sonick, Georgios Romanos, Alvaro Ordonez, Aldo Vicari, Keith Progebin, Guido Sarnachiaro, Gerard Scortecci, Avi Schetritt, John Olsen, Scott Ganz, Ady Palti, Konstantinos Vala-

New Orleans will be the site of the International Congress of Oral Implantologists’ Winter Symposium, which will take place Jan. 16–18.

- See ICOI, page B2

## Brazilian, Russian, Indian and Chinese implant markets to see rapid expansion

By Dental Tribune International

According to a new report, the Brazilian, Russian, Indian and Chinese (BRIC) markets will be the fastest-growing dental implant markets worldwide in the next few years.

It is believed that they will reach \$1.3 billion in 2021 owing to the rising number of dentists learning to perform implant procedures and the increased importance of local low-cost competitors for the international dental industry.

According to the Millennium Research Group (MRG), a Canadian provider of strategic information to the health care sector, Brazil currently represents the largest of the BRIC markets and will continue to generate the highest proportion of revenues, accounting for more than 50 percent of all dental implant revenues. Dental implants have been available in

the country for a long time and many Brazilians seek this treatment owing to a high level of esthetic consciousness in the society.

With regard to market expansion, however, MRG predicts that the less mature Russian, Indian and Chinese markets will have greater growth, with the dental implant market in China experiencing the strongest development.

“Price competition will be less prevalent in China than in Russia, India or Brazil,” said MRG analyst Jeremy Seath. “Chinese dentists place greater emphasis on brand names and premium products because it improves the appearance of their practices to patients. The majority of patients undergoing dental implant treatment in China continue to be part of a wealthy social class and they are more likely to request higher-priced brands. As a result of this trend, the aggregate selling price in China was more than double that of the other BRIC countries in 2012.”



A large number of companies in Brazil that offer dental implants at a very low price point are driving down aggregate selling prices.

Photo/www.sxc.hu

MRG also stated that low-cost products will gain more importance as price competition intensifies worldwide.

Although the increasing availability of low-cost products will make dental implant procedures more accessible to patients, this trend will ultimately impede revenue, MRG suggested.

Therefore, international competitors, particularly in Brazil, will be looking

to meet growing demand for implants by acquiring local low-cost companies to offer low-cost products alongside their premium devices. In 2012, for instance, Straumann acquire a 49 percent stake in Neodent, a leading dental implant company in Brazil.

The report, titled “BRIC Markets for Dental Implants 2013,” can be accessed on MRG’s website.



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vanis, Randy Resnik and Rob White.

Young implantologists attending this symposium will be treated to some “veterans” to the science of oral implantology.

The first speaker of the program, Dr. Jack Hahn, will deliver a self-effacing lecture on 43 years of surgical and prosthetic implant failures, while ICOI’s President Elect, Dr. Gerard Scortecchi, will enlighten the audience with his lecture on 40 years of clinical experience and fundamental research.

Other topics to be covered in this conference are occlusion and intelligent implant loading, post-sinus graft complications, GBR, CBCT and extraoral scanning, bone-grafting, maxillary all-on-four discussion, marginal migration concept and more.

On Jan. 16, preceding the start of the



general session, several p r e - s y m p o s i u m

sponsored workshops will take place. Companies hosting these four-hour courses include MIS, Zest Anchors, Intra-Lock, BioHorizons, DENTSPLY Implants, Salvin Dental Specialties and the Misch International Implant Institute. For complete information on these courses, visit the ICOI web site at [www.icoi.neworleans2014.org](http://www.icoi.neworleans2014.org)

Concurrent with the doctors’ program will be a 2½ day-program for auxiliary team members that will focus on enhancing and understanding patient assessment, treatment planning and clinical procedures.

In addition to the 1½-day general session for the auxiliaries, four all-day cer-

tification courses and workshops will be held for hygienists, dental assistants, practice management and implant coordinator staff members. Doctors should encourage their staff members to attend the symposium as a means of enhancing individual practices.

The ICOI also encourages those who wish to participate in the educational experience by giving a table clinic or poster presentation to submit a request to the chair for the table clinic/poster presentations, Dr. Avi Schetritt at [dravi@perio.org](mailto:dravi@perio.org).

The French Quarter, the Garden District and all that New Orleans entails await our delegates to this always exciting venue.

For more information on this upcoming conference, we invite you to visit our web site, [www.icoi.neworleans2014.org](http://www.icoi.neworleans2014.org), and “Laissez les bon temps rouler!” (Let the good times roll.)

AD



# New Orleans

## ICOI Winter Implant Symposium

January 16-18, 2014 ~ Marriott Hotel on Canal Street







**For more information contact the ICOI Central Office at (973) 783-6300 or visit our website at [www.icoi.org](http://www.icoi.org)**

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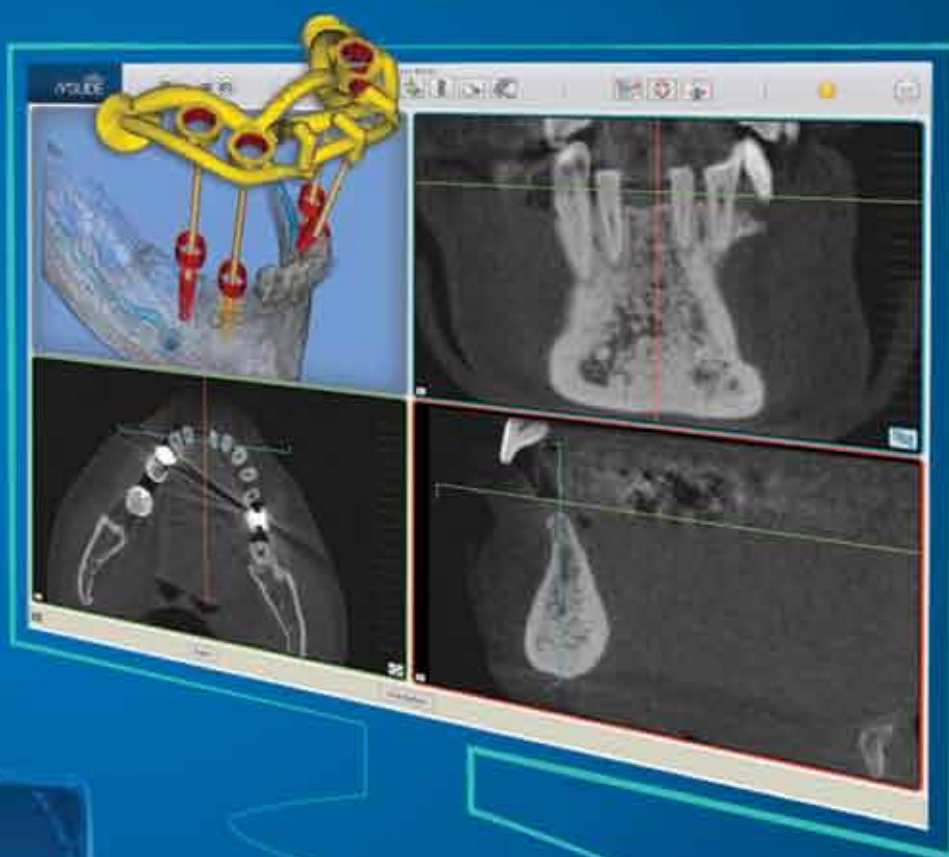
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# Meisinger's High Altitude Bone Management Winter Camp features world-renowned speakers

From Feb. 5-8, the High Altitude Bone Management Winter Camp by Meisinger will take place for the fourth consecutive year. World-renowned speakers will present numerous lectures and hands-on workshops on current topics and trends in implantology.

The Westin Riverfront Resort & Spa and the winter landscape of Beaver Creek, Colo., will make the Winter Camp an unforgettable event for attendees, organizers say.

During the event's numerous lectures and workshops, participants will gain an understanding of all challenges of modern implantology and Meisinger Bone Management. The topics will range from "Maxillary Arch Reconstruction: Single Tooth to Full Arch" to "Sinus Elevation with the Crestal Approach."

The lectures will be presented by renowned speakers including Dr. Michael Pikos, Dr. Bach Le, Dr. Sascha Jovanovic and many others. The speakers will demonstrate practical solutions for complicated situations. Additionally, there will be the opportunity for direct talks with speakers and colleagues.

For more information and registration, visit [meisingerusa.com](http://meisingerusa.com).

## About Meisinger USA

Meisinger USA represents Hager & Meisinger GmbH, one of the world's leading developers and manufacturers of rotating high-tech instruments in the field of dental and medical technology. The range of diamonds, carbides, drills, abrasives, polishers and special procedural sets for general dentistry, endodontia, orthodontia, oral surgery and oral implantology, comprises around 12,000 products.

## About Meisinger Bone Management

Hager & Meisinger have developed the Meisinger Bone Management product line in cooperation with leading academics and practitioners. The objective was to enable a significantly larger group of users to be able to supply implants safely. As a complete system solution, Meisinger Bone Management allows controlled optimization of the bone implant site coupled with keyhole surgery and simplification of implantation even with complex indications — no matter which implant system is chosen. Meisinger Bone Management provides the necessary instruments including accessories for all the tasks required for implant preparation.



The High Altitude Bone Management Winter Camp by Meisinger will feature lectures by world-renowned speakers and six optional hands-on workshops.

Photos/Provided by Meisinger



The Winter Camp takes place in the Westin Riverfront Resort & Spa at Beaver Creek, Colo.

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# A Legacy of Innovation

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**Concave transgingival profile**  
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feature prevents damage to implant interface

Square top detaches with impression for **metal to metal transfer accuracy**

Two-Piece fixture-mount (patent pending) with **preparable abutment**

Quadruple-lead micro-threads

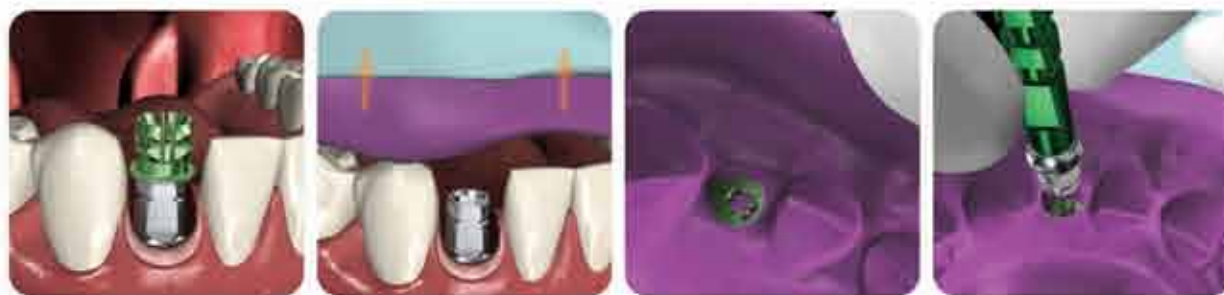
### A Legacy of Innovation from Dr. Gerald Niznick

**Legacy 4 – the culmination of 30 years of evolution**

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<b>Our price:</b>	\$85	\$100	\$100	\$100	\$120	\$120	\$40	\$112	\$100	\$120	\$100	\$120
<b>Zimmer Dental®</b>	\$162	\$220	\$175	\$190	\$216	\$260	\$67	\$179	\$166	N/A	\$217	\$297

Unless noted, price comparisons based upon US list prices as of January 2013. All trademarks are property of their respective companies.

\* Terms and conditions apply.

US list price for Integra CP Implant, abutment and transfer as of August 2013.

US list price for SLActive Tapered Effect implant, closure screw, healing abutment and transfer as of August 2013.



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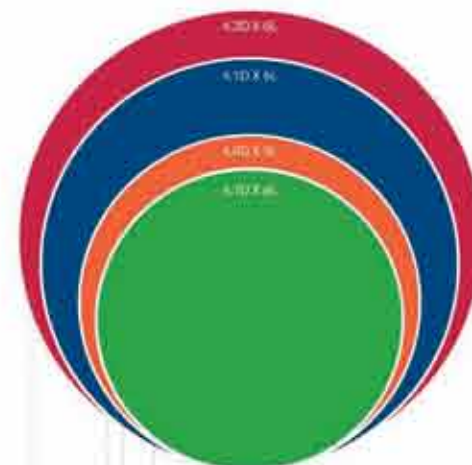
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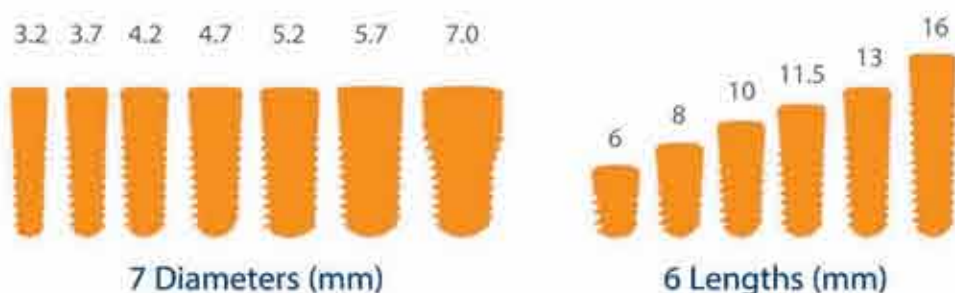
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**SwishPlant™** 93.1mm<sup>2</sup>  
**Bicon®** 76.4mm<sup>2</sup>  
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Mark Stueck, CDT, is the implant specialist at Drake Dental Laboratory. Stueck has been with the company since 1989.

Photo/Provided by Drake Dental Laboratories

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Drake's implant specialist, Mark Stueck, CDT, has been with Drake Dental Laboratory since 1989. He is a member of the American Academy of Implant Dentistry, Charlotte Implant Study Club and Charlotte Chapter of the Seattle Study Club, NBC and NADL.

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## Henry Schein to invest in BioHorizons

Henry Schein, provider of health care products and services to office-based dental and medical practitioners, has announced plans to invest in dental implant manufacturer BioHorizons. With the strategic acquisition, which follows an investment in European company CAMLOG Biotechnologies, the company aims at expanding its position in the dental specialty market.

Henry Schein reached an agreement to acquire a 60 percent interest in BioHorizons, a U.S.-based manufacturer of advanced dental implants sold internationally. Under the agreement, BioHorizons, with revenue of approximately \$115 million, will continue to operate as an independent company. The financial terms of the proposed transaction were not disclosed. Henry Schein expects to complete the transaction by the end of the year.

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#### LIGHT MODE

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Scan Time 8.7 sec

For a demonstration, please call 1-855-PREXION or  
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