



Dr Gerald Niznick

Interview with Dr Gerald Niznick, Implant Director LLC

## ”The Robin Hood of Implant Dentistry”

In the early 1980s, implant dentistry was still seen as a speciality reserved for oral and maxillofacial surgeons. The development of the Core Vent implant by Dr Gerald Niznick, USA, contributed toward popularizing this new and promising treatment modality among general dentists. It is therefore highly justified to call Gerald Niznick one of the Godfathers of implant dentistry. Now the Godfather has returned to the European market. On the occasion of EAO Barcelona, EDI Journal seized upon the opportunity to talk to a man with a very flamboyant personality.

***Dr Niznick, once you had successfully sold Core Vent/Paragon to Sulzer Medica now Zimmer Dental we expected you to spend the rest of your life painting T-shirts on the beach. So why are you not on the beach?***

You are right, financially there is no reason. But the Sulzer people did not need the Calabasas production site. What do you do with a 45,000 square-foot facility tailor-made for implant manufacture and with a sizable force of well-trained expert workers – except make good implants? So in 2004 we initiated the development of a new product line, and we have already applied for nine new patents for implant designs.

***But your main approach toward marketing the new implant line does not seem to be related to implant design.***

True. But you should know that we know our trade and that the Spectra implant system is a product line comprising high-quality implants and prosthetic components. Thanks to our highly streamlined and automated production process and our innovative marketing and distribution system, we can beat our competitors' terms by up to 70 percent.

***It seems as if you would have to leave out quite a bit...***

... well, everything that is not needed! With the new Implant Direct product line, I was finally able to develop a system completely free of ballast, containing user-specific implants compatible with Nobel Biocare and Zimmer Dental products. And we have an innovative packaging system that includes an abutment, a connection screw, a healing cap, a transfer coping and a snap-on cap right in the package along with each implant. Each implant has its specific

range of applications and prosthetic components for exactly these applications. All five implant types of the Spectra system can be placed with the same instruments. In addition to the new bone-level and soft-tissue level implants, the Spectra system comprises three one-piece implants that meet today's expectations in terms of single-stage treatment modalities and immediate loading.

***But that still will not let you save 70 percent on production costs.***

There is much more that is not needed. Did you know that the cost of marketing and distribution and of recruiting opinion leaders might account for up to 50 percent of the overhead cost of leading implant manufacturers? This cost must be passed on to the treatment provider and we simply dispense with it. Our role model is Dell Computer, where the entire sales organization was eliminated in favour of online distribution. We have an elaborate website,

The Calabasas production site.



direct.com, that explains all the types, properties, advantages and peculiarities of the various implants, often illustrated by extensive video material and sometimes offering direct comparisons with the products of leading manufacturers. In this way we can offer excellent quality at a very reasonable price while not sacrificing choice or our broad range of indications.

*If it is so easy to give the market what the market wants, why are other manufacturers trying so hard to work only with sales representatives with extensive implantological training, both in the field and staffing the order phones in the back office? Treatment providers, after all, do not always know exactly what it is that they need, and must therefore rely on knowledgeable advice.*

We primarily address experienced dentists who know what they are doing and what they want. Nevertheless, we do offer technical support, either online via FAQs and video information or by phone by our pan-European telephone service hotline at +41 848 345534. As our experience in the US has shown, this will usually be more than enough.

*So what you are saying is, Dear Dr X., please get your training from one of the leading manufacturers, and then, when you are ready, come to us to get your implants more cheaply?*

I used to be a trainer myself, and I know how valuable good training can be. But we have come to the point where there is entirely too much bling, too much emphasis on ever so sophisticated techniques and new implant designs that the dentist will allegedly master only after extensive special training. What really counts is to make the undisputed benefits of implant dentistry available to many more dentists in private practice and to their patients. If our concept wins out – and I am convinced that it will – you can call me the Robin Hood of implant dentistry. As in the 1980s, when we took control over implant dentistry from the hands of a small group of oral surgeons, we will once again be setting milestones. We will simplify implant dentistry itself while improving precision. We can do both – and that at prices that finally permit those dentists, and especially patients, to consider implant treatment that had been left behind at the previous price level.

*Dr Niznick, thank you very much for this interview.* ■