


Anonymous

Posts: n/a

 No(bel) Shame

email from Clear Choice to Nobel that got VA rep fired...

Nobel is an ethically and morally bankrupt company. Here is the email Steve Boyd from Clear Choice sent Kevin Mosher at Nobel...

---

Kevin,

Below is an email sent out by your rep in Virginia. This is a problem for us.

First of all, how does he know that we will be opening in Virginia in May? And if he does have that kind of information, which is only attainable within Nobel, what right does he have to publicize it to all the dentists in the area? And why in the world would he take it upon himself to publicize our rates.

This is the kind of thing that drives me crazy with your reps. He is as bad about misinformation as anyone else. The whole discussion of Nobel Guide has nothing to do with us, as we do not use Nobel Guide.

Also, I would appreciate it if you would not use ClearChoice as a reason to publicize an all on four course.

Please address this issue with your rep. At this point, we don't want him for our rep if and when we come to Virginia.

Thanks,

Steve

---

and here's the email that got Joe (Nobel rep) fired...

---

Hi Dr's

I hope this email finds you well.  
Attached is a brochure for a local all day course on Friday April 3rd in Arlington, VA Nobel Biocare's All on 4 surgical and restorative protocol.

As many of you know, a company called Clear Choice ([clearchoice.com](http://clearchoice.com))

is coming to the Tyson's Corner area sometime in May. They market directly to the public and promote the All on 4 procedure at a cost of \$25k to \$28k an arch. This course is a great way to benefit from their marketing campaign by being able to offer this solution to your patients.

The speaker will discuss how the Clear Choice in his area has increased his business as well.

If you have any questions or concerns please contact me so I can clarify any misconceptions about our relationship with clear choice. Here are two of them below...

Claim:

Under the piece entitled, "Corporate-Driven Dentistry: Trend for the Future" the IDIA repeatedly implies that Nobel Biocare is somehow corporately involved with Clear Choice Dental Implant Centers.

Response:

Nobel Biocare is a publicly-traded company, and would thus be obligated to report any such financial relationship in the company's annual report.

Nobel Biocare has no financial interest in Clear Choice Dental Implant Centers whatsoever. The relationship between Nobel Biocare and Clear Choice is a conventional vendor-customer relationship

Claim/innuendo:

"Why is Clear Choice advertising procedures that utilize the NobelGuide system to the public when there is still some debate as to the clinical research and success rates? Didn't Dr. Thomas Albrektsson state at the Academy of Osseointegration meeting in San Antonio last March that NobelGuide has success rates of about 70%?"

Page 2, Corporate-Driven Dentistry: Trend for the Future?

Response:

We cannot address the business decisions Clear Choice takes, however we can address the NobelGuide question:

The Albrektsson comment, although made, was never referenced to any study. The available studies on NobelGuide show similar success rates to immediately loaded implants.

A prospective multi-centre study including 27 patients and 184 implants was published in the peer-reviewed journal Clinical Implant Dentistry and Related Research in 2005. This one-year report on totally edentulous maxillas showed a 100% implant survival rate<sup>1</sup>. A complete list of documentation for NobelGuide, including 3-year multi-center prospective studies and 5-year retrospective studies can be found at: <http://download.nobelbiocare.com/web...NobelGuide.pdf>

A complete list of the nearly 90 studies supporting immediate and early loading can be found at:

[http://download.nobelbiocare.com/web...tion\\_Rev10.pdf](http://download.nobelbiocare.com/web...tion_Rev10.pdf)

Thank you and kindest regards...

Joe Spehar  
Dental Solutions Specialist - Northern VA

Nobel reps are puppets and ClearChoice is the marionette, folks. It's like one big pharmaceutical company.



Anonymous

#2

Yesterday, 02:24 AM

Anonymous

Posts: n/a

Re: No(bel) Shame

Nobel denies a business relationship with ClearChoice other than as a vendor, but here is Steve Boyd, the president of ClearChoice writing to Kevin Mosher, the president of Nobel Biocare complainant that a rep disclosed that a new ClearChoice office in Virginia would be open in May, and saying "that kind of information.... is only attainable within Nobel." Doesn't sound like an arms length relationship to me. Sounds like Nobel is financing ClearChoice's expansions which is why they would be the only source for that information.



Anonymous

#3

Yesterday, 03:08 AM

Anonymous

Posts: n/a

Re: No(bel) Shame

Quote:

Originally Posted by **Anonymous**

*Nobel denies a business relationship with ClearChoice other than as a vendor, but here is Steve Boyd, the president of ClearChoice writing to Kevin Mosher, the president of Nobel Biocare complainant that a rep disclosed that a new ClearChoice office in Virginia would be open in May, and saying "that kind of information.... is only attainable within Nobel." Doesn't sound like an arms length relationship to me. Sounds like Nobel is financing ClearChoice's expansions which is why they would be the only source for that information.*

Great info keep it coming. Kevin, any thoughts?



Anonymous

#4

Yesterday, 10:43 AM

Anonymous

Posts: n/a

Re: No(bel) Shame

Quote:

Originally Posted by **Anonymous** 

*Nobel denies a business relationship with ClearChoice other than as a vendor, but here is Steve Boyd, the president of ClearChoice writing to Kevin Mosher, the president of Nobel Biocare complainant that a rep disclosed that a new ClearChoice office in Virginia would be open in May, and saying "that kind of information.... is only attainable within Nobel." Doesn't sound like an arms length relationship to me. Sounds like Nobel is financing ClearChoice's expansions which is why they would be the only source for that information.*

I'm no fan of Nobel but with ClearChoice becoming Nobel's biggest private customer, wouldn't it make sense that Nobel would be made aware of when the purchase orders should begin coming from VA?




Anonymous

#5


Yesterday, 11:15 PM

Anonymous

Posts: n/a

 Re: No(bel) Shame

Quote:

Originally Posted by **Anonymous** 

*I'm no fan of Nobel but with ClearChoice becoming Nobel's biggest private customer, wouldn't it make sense that Nobel would be made aware of when the purchase orders should begin coming from VA?*

They haven't completed the facility or designated the OS yet so why would they need to notify Nobel - to save some implants for them? A letter from one president to the other that gets a rep fired indicates a closer relationship than just customer-vendor.