

PERIO TRIBUNE

The World's Periodontal Newspaper · U.S. Edition

PUBLISHED IN NEW YORK

OCTOBER 2006

VOL. 1, No. 1

Events



Oral & maxillofacial surgeons convene
Approximately 5,000 oral and maxillofacial surgeons, guests, exhibitors and industry experts gathered in San Diego to attend the 88th-annual meeting of the AAOMS.

▶ page 6

Interview



ADA's Roth speaks
Improving access to care, diversifying the oral care workforce and overhauling dental education are priorities for new ADA President Dr. Kathleen Roth.

▶ page 10

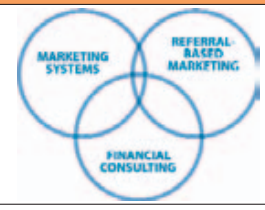
Clinical



Desensitizing periodontal surgery
Periodontal surgery can restore the periodontia and prevent further destruction of soft and hard tissue from localized bacterial accumulation.

▶ page 14

Practice Management



How to achieve ultimate success
The Levin Group has found that there are three major factors that lead periodontists to ultimate professional and personal achievement.

▶ page 24



Opening ceremony on Friday evening.

92nd AAP session sizzles in San Diego

By Joanne Farber, *Dental Tribune*

The San Diego Convention Center was a buzz of activity with nearly 6,000 attendees from Sept. 16-19 for the AAP's 92nd Annual Meeting.

The opening ceremony and reception signified the official kick-off, and was held Friday evening. Colleagues and other special guests gathered for the Academy Awards, Balint Orban Awards and Presidential Address. A complimentary cocktail and hors d'oeuvres reception immediately followed the ceremony.

Members attended the General Assembly Business Session, at which the academy's budget was approved, trustees were installed, outgoing trustees were recognized, and AAP Foundation scholarships and awards were announced. Approximately 175 companies participated in the exhibition portion of the annual meeting.

The AAP Foundation hosted multiple activities during the annu-

al meeting. All events support the education and research activities of the foundation through the sustaining fund. Celebrating one of San Diego's greatest attractions, the zoo, attendees had the chance to see what was new, learn about the AAP's new grant and award programs, plus flexible giving opportunities.

A golf tournament Saturday morning was full of fun and camaraderie. The Gary Player-designed course received a 4.5-star rating from Golf Digest, having been designed with appreciation for the natural beauty of the terrain, and offering two distinct environments guaranteed to ensure enjoyable play for golfers at all levels. All golfers received tournament shirts, complimentary golf accessories, starter snacks and lunch, and the chance to win \$10,000 for a hole-in-one.

→ PT page 2

Implant pioneer Niznick returns to the market

By John Hoffman, *Dental Tribune*

Dr. Gerald Niznick is back in the market for dental implants. On October 1, his new company, Implant Direct LLC, received Food and Drug Administration approval to market its Spectra-System of eight implants, and Dr. Niznick expects the company to grab a sizeable share of the \$2 billion implant market.

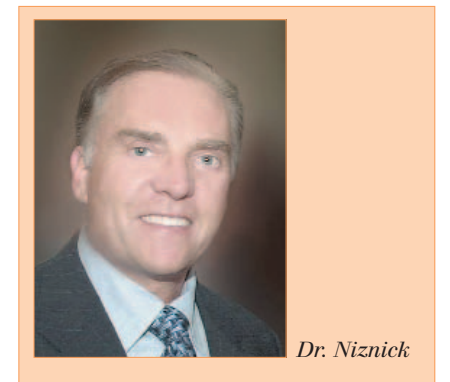
Dr. Niznick formerly owned Paragon Implant Company, which he sold to SulzerMedica for \$102 million in 2001. When he sold his former company, Dr. Niznick signed an agreement not to compete in the implant market for five years. In 2004, Dr. Niznick formed his new company and reoccupied the former Paragon factory after the lease held by Zimmer Dental, which acquired SulzerMedica, expired.

Implant Direct hired 50 former Paragon and Zimmer machinists, engineers and quality control specialists, and this year, when Dr. Niznick's agreement not to compete expired, Implant Direct's team had grown to 85 and featured 26 new machines operating full time.

Dr. Niznick started his career by introducing the Core-Vent implant system in 1982. In 1986, he developed the self-tapping Screw-Vent implant, which featured an internal hex-thread

connection and is considered the cornerstone of modern dental implant designs. In 1997, Core-Vent changed its name to Paragon Implant Company. Dr. Niznick then designed the Tapered Screw-Vent for two-stage surgery and the Tapered Advent for one-stage surgery. Dr. Niznick ultimately developed seven application-specific implants, all with the same body design and dimensions.

In an exclusive *Dental Tribune* interview, Dr. Niznick outlines his goals for Implant Direct and plans to capitalize on the rapid growth of dental implants, a market that is increasing a 17 percent annual rate in terms of units sold and an even faster 25 percent clip in terms of dollar value.



Dr. Niznick

→ PT page 8

PRSRST STD
U.S. Postage
PAID
Permit # 306
Mechanicsburg, PA

Implant pioneer Niznick returns to the market

←PT page 1

In an exclusive Dental Tribune interview, Dr. Niznick outlines his goals for Implant Direct and plans to capitalize on the rapid growth of dental implants, a market that is increasing a 17 percent annual rate in terms of units sold and an even faster 25 percent clip in terms of dollar value.

"I went back into business because I knew I could make a better product for less money than any of the major competitors, and believed that by selling through the internet, I could undercut the competition by 60 to 70 percent and still make a very nice profit," Dr. Niznick explains. "The timing for an internet-based business was just right when Zimmer Dental, the company that acquired my company and rented my factory in Calabasas, decided to move their manufacturing operations near its corporate offices in Carlsbad in October 2004.

"I was given the opportunity to take back a building specifically designed for manufacturing dental implants, and I had my pick of 89 former employees, out of 125, who were not willing to relocate. I had two years remaining on my non-compete agreement, but I knew it

would take me that long to create a new implant system, and in fact, it took me almost three years."

He adds that three years after he sold his business for \$102 million, he was back in the same factory with 50 of his former employees and all new equipment. "I filed eight new patents, incorporating the best ideas from my old products with the best ideas of the competitors, and designed the products with cross-compatibility to the most popular implant systems," he says. "Zimmer Dental was not happy at the prospect of competing with the inventor of its system, which had doubled in sales to about \$120 million, so they filed an arbitration complaining that I was violating my five-year non-compete. My attorney argued that I gave up my right to compete but not my right to prepare to compete. The arbitrator agreed, based on California law which limits non-compete clauses by defining competition as having to substantially impact sales in the same market. Since I was not selling, I was not competing."

Implant Direct plans to undersell its competition by focusing on sales to experienced clinicians,

selling only through the Internet, and accepting payment only by credit card. Dr. Niznick says that because of the way the business is structured, he can cut prices by 60 percent and "still make a significant profit."

Implant Direct also has a sophisticated website that provides video graphics to show technical procedures and three different ways to order products, including by charting an individual case. "Many dentists buy from several companies because they can't find what they need to satisfy all their patients and all their referring dentists' needs," he says.

Implant Direct's product line is an integrated system of application-specific implants—five implants that have the same body and can be inserted with the same drills, but which have different tops for different clinical applications. The five implants are packaged with specific additional components—abutments, transfers and healing collars—allowing a case to be completed without ordering additional items. The implants feature double lead threads on their bodies for faster insertion and quadruple lead mini-threads near the crest of the bone to reduce stress. "This patent is pending," Dr. Niznick says. "Another patent pending is for several one-

piece implants including one with a 12 degree angled head and a contoured margin. Another is for a one-piece implant with a screw-receiving head and snap-on comfort cap. We have received the patent for the double tri-lobe internal connection that will accept Nobel Biocare's abutments."

Dr. Niznick sees image guided implant placement as the hottest new technology with the largest potential impact on implant dentistry. "I am the president and majority shareholder in a company called Tactile Technologies that for the last three years has been developing a simple and economical way to harness this technology," he says. "Positioning the implants in the desired location on a CT scan, and then being able to create guides that facilitate placement in the exact (within 0.1mm) location as you planned, sometimes even without laying a flap, is going to be the driving force behind an ever expanding dental implant market. More accurate and predictable implant placement, even by dentists with very limited clinical experience in this area, will facilitate the placement of more one-piece implants, further simplifying implant restorative procedures." PT

AD

Periodontics Periodontics Periodontics Periodontics Periodontics Periodontics Periodontics Periodontics Periodontics

REACH

Your Potential





Levin Advanced Learning Institute - Baltimore

Nine Consulting Divisions

- Periodontics
- General Dentistry
- Implants
- Oral Surgery
- Orthodontics
- Endodontics
- Prosthodontics
- Pediatric Dentistry
- Large Group Practices

Imagine

- Reaching your full periodontal practice potential
- Maximizing your hygiene schedule
- Dramatically increasing referrals
- **Doing all this without working harder**

Achieve

- Increased production and profitability
- A low-stress practice environment
- A high-volume referral base
- A high-performance, leader-driven team
- **Your full practice potential**

Experience

- The highly refined Levin Group Method™
- Increased patient volume
- Highly experienced periodontal consultants
- Two convenient training locations in Baltimore & Phoenix
- **A 21-year track record of Improving the Lives of Dentists**

We can help you reach your full *Periodontal* practice potential.

For a no-cost analysis of your practice potential

Call 888.973.0000.



Levin Group Inc.

Improving the Lives of Dentists

Baltimore • Phoenix

888.973.0000

www.levingroup.com