

This Blog Line was started a new salesperson inquiring about implant system conversions but evolved into discussions about Nobel's products, including disposable vs non-disposable drills being the same. Niznick provides an overview of product innovations and history of the industry. Nobel customers will learn the inside story from a Nobel Rep on how to negotiate the largest discounts.

Anonymous

Posts: n/a

Implant System Conversion Rate?

Who can tell me what a reasonable system conversion rate is for surgeons to go from one system to another or at least introduce a new implant system into their practice and referrals?

#2

08-02-2008, 12:00 PM

Anonymous

Posts: n/a

Re: Implant System Conversion Rate?

Dentists for the most part don't like change once in their comfort zone. What reason(s) can you bring to implement a change? I doubt if you expect anyone to just try your system that you will convert anyone.

#3

08-03-2008, 07:43 AM

Anonymous

Posts: n/a

Re: Implant System Conversion Rate?

Based on the fact that most surgeons already have a system, a conversion needs to take place to get a system started. One a month would be a huge success for any of the players in the market.

BTW: The way you asked the question you sound like a new manager

#4

08-03-2008, 10:11 AM

Anonymous

Posts: n/a

Re: Implant System Conversion Rate?

Just curious. What is the main reason for you being able to convert a doctor to a new system? Are you making the conversion or are you being asked in based advertising, word of mouth, etc.

#5
08-03-2008, 11:56 AM

Dr. Niznick

Posts: n/a

Re: Implant System Conversion Rate?

Here is how conversions have worked for the last 20 years. Surgical specialists will try new systems if their referring dentists insist or if they are having problems with their current system. GPs placing implants will change because of price or if they like the company rep. Neither surgical specialists nor GPs like to buy new instruments or obsolete their inventory of components. That is why some companies offer trade-outs of their implants for what the dentist has in his or her inventory and may even give a surgical kit free. Implant Direct is a Game Changer in the industry. It offers systems that are both surgically and prosthetically compatible with Nobel's Replace, Zimmer's Tapered Screw-Vent and soon Straumann's Implant, all with updated features, better packaging and 70% savings. This has sidestepped the usual barriers to conversions. The customers of the other three major implant companies 3i, Astra and BioHorizons, along with Life Core and other mid-level companies, do not have as much band loyalty and can be converted by Implant Direct's price advantages alone without compatible products although the abutments Implant Direct makes for Zimmer's Screw-Vent also fit BioHorizons. While all these companies are trying to market on what makes them different to justify their high prices, Implant Direct is marketing on what makes its products compatible. Couple this with Implant Direct's broad product line, high quality, ease of ordering online and all-in-one packaging that reduces cost and simplifies inventory, makes it a game changer in the implant industry. Implant Direct opens about 20 new accounts a day as a result. This is accomplished by Implant Direct's offer of 3 free implants and two abutments with no purchase or obligation. We are confident that once a dentist tries our products, they will convert. Adding an outside sales force to our 30 inside sales/customer service people is accelerating this process.

#7
08-03-2008, 01:12 PM

Anonymous

Posts: n/a

Re: Implant System Conversion Rate?

Jerry,

I understand your approach and it makes sense. Was more curious as to how the big three reps convert a practice and for what reasons. If Zimmer is still doing 200M loyalty must count for more that I would have expected because your Legacy offering has to be working better with respect to crestal bone maintenance. Overall, most reps are selling one form of titanium stick or another. Straumann and Nobel have somewhat cloned Astra which I assume has helped control the bleeding to an extent. If you do one thing and one thing only by shaking out a number of fringe players in the market that would be fantastic. Patients are being placed at risk today by companies that very likely won't be around in the future. Maybe you will get some of these venture capital types to think twice before they try to jump into the business.

#8
08-03-2008, 01:33 PM

Anonymous Posts: n/a

Re: Implant System Conversion Rate?

What happens now that Nobel is converting a lot of their customers and competitive ones to Nobel Active internal hex? Do you have abutments for these fixtures? I am not looking for an answer as to why this implant isn't as good as ReActive, but rather a "Yes I have compatible abutments" or "No, I do not."

#9
08-03-2008, 11:15 PM

Anonymous Posts: n/a

Re: Implant System Conversion Rate?

Jerry tees up the question so that he can come back a few days later and take a swing at the very question he asked..... I thought that there would be a half a billion other things that you could be doing with your time and money.....but I guess not, because you're on here.....

#10
08-04-2008, 01:34 AM

Dr. Niznick

Re: Implant System Conversion Rate?

NobelActive is the single worse business decision, let alone design, that I have seen come along in this industry in 20 years. First, they were launching the internal and external hex versions... but then had to abandon the external hex on a 5mm high post when there was absolutely no interest in an implant. It needed to be grabbed by the post and up-righted to create parallelism with other similar implants. The internal hex version, while offering a better connection, is not converting Nobel's own customers let alone other companies' customers. I recognized that to convert Nobel Customers, I had to offer an implant that can be inserted with the drills they already had, and provide a color coded, tri-lobe connection so that surgeons did not need to retrain their referring doctors. The NobelActive not only does neither, it is a glowing endorsement that Niznick was right all along that the "gold standard" of connections is an internal hex with a lead-in bevel - they just needed to wait 17 years until the patent expired to admit it. NobelActive drills are only disposable, for \$46 each so a dentist placing a single 5.0 NobelActive implant could go through a significant number of drills adding unnecessarily to the expense. Furthermore, Nobel charges more for that implant and its abutments than the Replace, and it does this for an implant without a single published retroactive study, other than referencing the Alpha Bio implant which was a different surface. In so doing, Nobel further tarnished its

reputation of being interested in research. SO... the answer is no, I will not make anything compatible with the NobelActive, other than maybe an implant removal tool because I heard that one dentist already had two that jammed in and had to be cut out. Others will experience excessive bone loss because it starts out with a ditch around the top of the wider implant. There is one good thing to be said for Nobel's launch of the NobelActive.... it gave rise to the ReActive with its progressively deeper threads, while maintaining the same internal tri-lobe connection and round apex that are part of the NobelReplace success story.

#11

08-04-2008, 09:48 AM

Anonymous

Posts: n/a

Re: Implant System Conversion Rate?

I want to provide some facts to the above Niznick post. Niznick is in the exact same boat as far as studies go. He defers to some Brazilian study or the "internal" studies he has done on his implants. So please remember the hypocrisy here. Niznick has been in business two years, with no studies. Nobel has been in business 40 years with plenty of studies, and most importantly, has sold millions of implants throughout the world in that time period. If any issues were to arise outside any studies, they would make themselves known just by the volume of implants placed. Has not happened. Niznick will respond by mentioning the 3.5mm implant (fractures) and of course the NobelDirect, both of which have never been recalled and have been proven for many years. He mentions the \$46 disposable drill. Here is the story with that misstatement. In some countries, the drills have to be sold as disposable, it's the law. Internally Nobel does not distinguish disposable or reusable from a production standpoint. So the drills that say disposable in Europe are the same drills made in the same factory by the same people out of the same material only they are called "Reusable." It is a matter of semantics. I have never seen a Dr. use a \$46 drill and throw it out. Most keep a chart and mark each time they use them. Disposable 2mm start drill 3-6 uses depending on type of bone. Step drills 14-29 uses. That is the company line. Any Nobel field rep can attest to this. Why does the surgical kit include a needle to clean the drills? So you can clean a disposable drill?

#12

08-05-2008, 11:32 AM

Dr. Niznick

Posts: n/a

Then please explain why the US shopping cart states for the ReActive Drills "Disposable twist step drills for single use" with a cost of \$48 while the shopping cart states for Replace Drills "Reusable Tapered Drills" at \$156-\$163. If you are right and there is no difference, then either Nobel is just ripping off the dentists with overpriced re-usable drills or ripping off the dentists by selling the same drill for 70% less, but telling them they need to get a new one each time so they will sell more drills.

#17

08-05-2008, 11:32 AM

Anonymous

Posts: n/a



Re: Implant System Conversion Rate?

Any good Nobel rep who wants to enjoy ongoing credibility with their surgeons knows to tell the surgeon, not to buy the "reusable" drills, and stick with the "disposable". A good rep will agree with the surgeon that Nobel IS trying to hose him, and assist the surgeon in finding "work-around" for the hose job coming out of Yorba Linda. This is something that you never will understand. It's not selling here in the normal sense. It's helping the doctors figure out ways to REFUCK Nobel in a nice way of course. With your monkeys out on the street your deal is to hammer the Docs and stress price. Nobel's prices on the website are all BS, what a doc pays is determined by how good the relationship is with the rep. Free stuff, no problem, education discount, no problem, new practice discount, no problem I carry a blank dental school diploma with me everywhere I go. Let's just fill it out Dr, and bang here is your 40%. Want to do a swap out on some of those Branemark or Steri-OSS implants? No problem - we do a competitive exchange. So what, they are our implants and competitors. My manager has hundreds of competitive implants in his car. We just use and reuse those if we need to document what the Dr. is giving us. Niznick has no fucking clue. This is why he is not making any inroads in the Nobel market. He gets the stiffes, the guys who can't pay their Nobel bills, the people that Nobel chases for money. He gets the cheapskates who go from one brand to the next to the next, flavor of the month guys.

#18

08-05-2008, 12:13 PM

Dr. Niznick

Posts: n/a



Re: Implant System Conversion Rate?

Your right...I will never understand how it is good business to set policies that require the salespeople to chose between screwing the company or screwing the customer. As for the other brilliant Nobel Rep who pointed out to me the difference between a tapered and straight drill, Nobel's website states: "The products connected to NobelReplace® Tapered Drills are: Reusable diamond coated Tapered Drills using internal irrigation." In other words, Nobel only sells Tapered reusable \$156-\$163 tapered drills for the Replace and only sells disposable drills for the NobelActive Implants for \$46 each. The Nobel shopping cart also states: "The Drills for Branemark System are disposable and can only be used once." I would fire any rep that advised a customer to violate our surgical protocol - disposable drills are made to rust by using lower grade Stainless Steel and often have plastic colored bands that will melt if autoclaved. Any company that is making disposable drills and charging a different price is just fooling its customers into buying more drills because the cost of production and material is the same. That is why we only sell autoclavable drills for about the price of Nobel's disposable drills.

#19

08-05-2008, 03:22 PM

Anonymous

Posts: n/a

 **Re: Implant System Conversion Rate?**

Just for the fun I went to the online to Nobel's ordering site. Exactly how do I use this site correctly to get my 40% savings? Is there some kind of special online handshake that I can use? I will say your Nobel site is far more user friendly than Implant Direct's. but without the secret password or whatever you need to use I'm afraid I'll be getting conveniently screwed. But thanks for the heads up in case I should ever need anything, I will know to call my rep. Could you give me your name to reference for the discount I should expect to receive?

#20

08-05-2008, 03:39 PM

Anonymous

 **Re: Implant System Conversion Rate?**

Remember there is the "book" price, or published price of all the Nobel swag, then there is the "street" price. Any Dr who does not maintain a good relationship with his Nobel rep is essentially harming himself. If I were a dentist, I would be kissing ass to my rep, because they are the ones who will save you money and give you the insider prices. As far as the 40% discount, you won't find it anywhere on the website. That comes into play after a few months of becoming friendly with your respective rep. The 40% usually happens towards the end of the quarter, or year. Must represent a larger order than usual, and it has to be disguised as "first time" buyer - a recent graduate. That is the only way it happening. If you are going to order 5 implants, a couple abutments, not going to happen. Call Niznick. You need to understand the way it works is that the 40% needs to benefit both the Dr. and the rep. No one cares if Nobel gets screwed. The rep makes his number, the Dr. gets a price on implants lower than the guy down the street, but he needs to buy a supply of implants or equipment. That is how it works. The dentists who are getting the deals are the guys who step up to the plate, and understand how this works. I never understood how a dentist can order only one or two implants every couple weeks. Instead of having an inventory in case of an emergency case, impulsive patient, etc. You can't sell what you don't have.

#22

08-05-2008, 07:04 PM

Dr. Niznick

Posts: n/a

 **Re: Implant System Conversion Rate?**

Here is how you get the 40%. Just tell them you will be switching to Implant Direct's surgically and prosthetically compatible RePlant Implant if they don't give you the discount. By the way, you would still be paying \$450 less 40% which equals \$270 (\$120 more than the RePlant) and be getting a weaker implant with no mini-threads, no vertical cutting groove and no apical threads. And if they gave you 40% off of their \$220 angled, contoured abutment, you would still be paying \$132 (\$47 more than the RePlant abutment which fits with 0.5 degrees of rotational wobble vs. 1.7 degrees for Nobel's abutments.)