


This Blog Line was started by Kevin Mosher, President of NobelBiocare USA, under the heading "Enough with the Nobel Posts". The initial posting admonished Nobel salespeople from making disparaging comments about their company. It evolved into a discussion critical of Dr. Niznick and Implant Direct. Below are some of the postings by Niznick, a dentist and anonymous bloggers, most likely employees of Nobel Biocare.

Dr. Gerald Niznick

Posts: n/a

  **Re: Enough with the Nobel Posts**

Quote:

Originally Posted by **Anonymous** 

Am I the only one who wonders how in the world implant dentistry has made it this far without the wonders of Gerry Niznick? I have yet to see a thread pattern, a connection, a surface that he has not taken credit for in some way. Whether he invented it or perfected it, it has become apparent that there is a new father of implant dentistry. P.I. Branemark? So yesterday...Misch? Please. All hail the one and only big G. All the other companies should bow down and stop production immediately.

Thank you but it is not necessary to stop production. Just keep making overpriced, outdated implants so that I have something to market against. I think the question you meant to pose was "how in the world implant dentistry (would have) made it this far without the wonders of Gerry Niznick." I suggest you search my name on www.uspto.gov and you will find among my 25 patents, many of the features currently used in implant dentistry today. You could also search Branemark's name and see a patent on a micro-pitted surface that Nobel claimed was the key to osseointegration. Nobel used this patent in the 1980's to run several companies out of business and cost my company enough in legal fees that I had to raise my prices. If you view the link you will find that the US Federal Court of Appeals ruled that this "key" patent was gained by fraud and was invalidate, upholding an anti-trust judgment against Nobel for \$15M by 3i.
<http://www.implantdirect.com/Pdf/USC...ralCircuit.pdf>

If you think Branemark was the "father of implant dentistry" then you really do not know the history of this field. In fact, while Nobel Biocare built him up to be the one who discovered osseointegration, or that bone bonds to titanium, you should read Branemark's 1977 textbook where he credits an orthopedist named Leventhal. (Reference provided in this textbook <http://www.implantdirect.com/pdf/jbjs.pdf>)

I am not looking for credit but I certainly never thought I would see the day where Nobel launched the "Implant of the Future" by taking an Israeli clone of my original Screw-Vent internal connection and just changing the angle of the lead-in bevel in a

way that made it worse by eliminating the possibility to make 8mm Implants. Still though, that connection on the NobelActive is the only good thing on that implant. You Nobel salespeople already know that your existing specialist customers will have nothing to do with this implant, unless they are promised some side benefit like lecture fees. So this dumb design will be foisted on the unsuspecting GPs getting started in implant dentistry, with, what I predict will be very poor clinical results.

It didn't take long to see the problems surface on the NobelDirect one-piece implant with TiUnite all the way to the top, requiring preparation in the mouth immediately following insertion. It didn't take more than two years to see that the NobelPerfect implant was totally useless. Those who do not learn from past mistakes are destined to repeat them. When Nobel launches a new product for the wrong reasons, not to solve a clinical problem but to have a new design to add \$50 to the current price, in the hopes that 25% of its customers will convert to the newer more expensive implant, then it is likely to be heading down the path of innovation for innovation sake which will end the way NobelDirect and NobelPerfect has done.

I am sure Mosher is reading this line because he started it. If the Nobel reps on this blog think there is merit to what I say about the NobelActive, I suggest you tell him what your major customers are telling you about the likelihood of them switching their referral base to either the NobelActive internal bevel or external tapered hex implants. Your future salaries and sales commissions are directly related to the success of Nobel's sales so you have a stake in making sure that Nobel's reputation and your credibility are not further damaged by your pushing the NobelActive implant or circulating misleading slides of competitor's products.



#15

03-16-2008, 07:21 PM

Dr. Gerald Niznick

Posts: n/a

Re: Enough with the Nobel Posts

Quote:

Originally Posted by **Anonymous**


So basically you are indirectly calling any doctor not using your implant a moron. How can they all be so blind? That should be your next company- implantinderect.

Get a grip on yourself. Implants work. You tweaking them just a bit here and there to get around patent infringements and selling them cheaply is not all that unique. .

OK, I agree, they all work. Now think what each company needs to do and say to persuade their customers to pay 4X more for their product than Implant Direct's compatible implant or abutment. What is unique is not selling for low prices, but selling a broad product line of high quality products that are surgically can prosthetically compatible with most of the major implant companies.. at a low price. That took a \$25M investment before I sold my first implant in October of 2006. Every time a Nobel comes out with a NobelActive brain fart, my job gets easier. Every time a BioHorizons or Lifecore moves their prices above \$300 for a basic implant and cover screw, my job gets easier.

#16

03-16-2008,

Originally Posted by **Anonymous** 

Gerry, tell me one other company beside yours or Core-Vent that has done anything right?

Let me think...

Nobel: NobelPerfect at \$650, NobelDirect at \$500 and now NobelActive and paying \$95M for a company I refused to buy for \$6M a few years ago.

Straumann: Put TPS surface to the crest until the soft tissue complications made them change to blasted and etched in 1998 (Core-Vent was blasted and etched in 1982). Then they stuck with only one-stage implants for about a decade longer than they should have. Their head of global marketing and head of European marketing left them 6 months ago to start up my European operations in Zurich.

3i: Osseotite, Nanotite, Certain Connection that clicks, NT implant with mismatched drills – need I say more.

Zimmer Dental: They did something right...they bought my old company. They did something not quite as smart - they let me get back in the industry with the updated version of my old Tapered Screw-Vents.

Astra: Micro-threads were smart but they go from single lead to triple lead threads, which require that the mini-threads be only 25% as deep as the body threads. By the time they blast them, they are more like the laser lines on a BioHorizons implant. They have stuck with only straight implants in a tapered world, and their prosthetics look like something you would use if you lived in Sweden, not America.

BioHorizons: 4 different threads for 4 qualities of bone. That was there main marketing theme which has now been totally abandoned because it was based on faulty premise. What works well in soft bone will work even better in hard bone so no need for different threads. Then a Venture company bought BioHorizons and BioLock so as predicted they had to put the BioLock's laser grooves on something and since the square threads of the BioHorizons did not make sense, they came up with another design... Oh yes, and raised the prices to \$350 like the big boys.

Now Core-Vent and Paragon went through their evolutionary process and learned from their own mistakes and those of others, as well as good things other implant companies developed. The difference between Implant Direct and the rest of these companies is that along the way I learned a few things about designing implants and packaging and the needs of dentists whereas these other companies continue to flounder in their implant designs and certainly in their pricing policies.

As to your question whether I am calling every dentist using these systems a moron, the answer is no, they may be buying for some very justifiable reasons, one being that they buy into the BS put out by the salespeople that call on them or are influenced by the paid opinion leaders, or maybe they just like the prestige of buying the most expensive implant. But at a 75% savings compared to any of these 6 companies, more and more of these dentists are asking themselves why they should continue to buy from these public traded companies more interested in their stock prices than their product lines or as seems obvious from these blogs, their

employees.

As for whether my time is well spend on this blog, if I didn't think so, I would not be doing it. I have 250 employees in my implant, aerospace and image guided surgery companies, with offices in Canada, Zurich and Israel, so my time is valuable. The exchanges here, with real sales people who understand this industry better than the people they report to, is helpful in developing responses that I then share with my salespeople and in some cases, customers. So thank all of you for the stimulation. Believe me, there is method to my madness in most everything I do, including this review of the shortcomings of my competitors above. I am getting a number of applications for employment also, from people who read these blogs. Three out of 4 Nobel salespeople I hired did not survive because they never even took the time to learn the products. Are all they teach you at Nobel how to bull shit your customers?

#27

03-25-2008, 07:30 PM

Dr. Stevens

Posts: n/a

 **Re: Enough with the Nobel Posts**

As a restorative dentist, I wonder whether the low cost of your implants will affect the cost of the surgery. Do you see the overall patient cost of receiving an implant decreasing with the advent of decreasing overhead at the oral surgeons or periodontists' office? Just wondering...



#28

03-26-2008, 02:19 AM

Dr. Gerald Niznick

Posts: n/a

 **Re: Enough with the Nobel Posts**

I think that the low cost of Implant Direct's high quality products will allow surgeons to drop their prices selectively for those patients who would otherwise not accept treatment. This will leave more money in the patient's pocket to pay for your restorative work. Furthermore, if the surgeon uses one of my implants with all-in-one packaging, you will be spared the cost of the abutment, make more money for the restorative dentist. This will have a trickle down effect because then the restorative dentist will be more likely to send patients. Similarly, if the labs buy my compatible abutments for Nobel, Zimmer, BioHorizons and soon Straumann implants, they will save you lab costs on those cases where the free abutment is not ideally suited. All this happens only if the restorative dentist insists on rewarding with referrals, those surgical specialists that use Implant Direct's products so the case will be easier and more profitable for the restorative dentists. Now, many surgeons justify their high prices by using high priced implants instead of looking for value.

#29

03-26-2008, 07:06 PM

Anonymous

Posts: n/a

 **Re: Enough with the Nobel Posts**

The #1 reason patients decline implant treatment is cost! How can we change this? Why won't the specialists consider using implants that cost less? I'm assuming it's because they feel like they can trust the product, it's predictable? Aren't all implants pretty much the same?

Why do Nobel, Zimmer, 3i, and Astra charge 350+ for a fixture? How can you sell it for 50% less? Are your implants different, less predictable?



#30

03-27-2008, 09:23 PM

Dr. Niznick

Posts: n/a

 **Re: Enough with the Nobel Posts**

Actually, when you consider the cost of the Implant, cover screw, healing collar, transfer and abutment, Implant Direct is about 75% less than the six major implant companies. If you look at Nobel and Straumann financials, you will see that their cost of goods is about 16%. They need high margins to justify their high stock prices. I, on the other hand, have a cost of goods of about 35% and make up the difference by reduced marketing expenses through internet, credit card sales with well trained customer service staff providing technical support and a computer graphics department that can make instructional videos showing step-by-step procedures. After all how much technical support can a new sales rep really do? Since I am not a public traded company I am happy with a much smaller margin of profit also.

All implants are not the same. There are different levels of quality, precision and certainly smarter and dumber designs. There are companies selling one implant type and then there is my company selling 10 implants, each targeted to a different clinical application or competitor's customers. As for quality, Implant Direct is unmatched in the implant industry - We are the only company with all new machines each with after market monitoring devices that allow us to produce lights out 24/6. You can watch the operations on 5 cameras on our website. This not only improves efficiency and lowers manufacturing costs, it adds to precision.

As to why some specialists do not consider the cost of the implants they buy, the answer may be that they like the rep or high prices for implants brings them perceived credibility and allow them to charge more. They may be creatures of habit. **One Nobel rep said on a Cafepharm blog, that Nobel's 175 reps "scare the shit out of their customers" who might consider switching,** mostly with lies in the case of surgical compatibility between Nobel drills and Implant Direct's RePlant implant. Also consider that many surgical specialists negotiate up to a 40-50% discount on the implants, re-use the cover screws and healing collars for further savings, and do not consider or care about the high prices their referring dentists are paying for abutments.

But word of mouth and common sense will prevail when an email newsletter like this can be sent to 30,000 dentists in an instant:

http://www.implantdirect.com/newslet...etter_11_3.htm

Implant Direct's goal is to have 32 outside reps, each backed up by an inside technical support, customer service person. We pay commission from dollar one so there is no quota - you build your territory and the commission can not change for 3 years. We are looking for a few good men and women. Applications welcome on our website.



#31

Yesterday, 06:07 PM

[Dr. Wankenstein](#)

Cafepharma newbie

Join Date: Apr 2008

Posts: 2

 **Re: Enough with the Nobel Posts**

Thank you Dr. Niznick for your efforts. Where can I find your feedback regarding Straumann and their products? Unfortunately for the sake of understanding the negative effects that the bigger companies have on the marketplace, your comments are spread out among several blogs.



#34

Today, 06:01 PM

Dr. Niznick

Posts: n/a

 **Re: Enough with the Nobel Posts**

Check out our Straumann Customer Introductory Offer page for information on their SLActive Surface, and our product advantages. We will have a Straumann compatible implant on the market by the end of the year. A link on the page below shows you a 3D graphic of our SwissPlant

http://www.implantdirect.com/newslet...Sraumann_01.htm