

Anonymous

Posts: n/a

 **Zimmer Dental**

In the IV process with Zimmer I am finding Nobel and 3i seem to be leaders in the industry but lots of unhappy people.

Whats the scoop with Zimmer. From what I can tell they are right around 3rd total market share but not much in the way of talk on the boards here.

Any zimmer reps that can give me the down low? Company culture, pay vs industry, commission structure, car allowance/mileage or gas card?

Any inf is much appreciated



#2

03-03-2008, 06:34 PM

Anonymous

Posts: n/a

 **Re: Zimmer Dental**

Company culture and pay is irrelevant if the company is on the down slide. Zimmer typically sets their goals unrealistically high, and you never make any real money. That said, they are also loosing market share and revenue, see below. So in that environment how can a sales rep expect to increase revenue year over year? Doesn't happen. The best deal out there is getting paid a flat percentage of sales, with no monthly quota. Most implant companies don;t so this because they would have to pay out their reps. Best advice is ask to ride with a rep, get the names of reps and call them, pick their brains. If every name the RM gives you is in his region, and has been on the job a short time, run. Read copy of my post from other Zimmer board.

Zimmer is getting destroyed by the competition, and has been for quite some time. Here is the story. The dental implant division of Zimmer used to be called Paragon, and Core Vent. It was started by a guy named Jerry Niznick. He sold the company a few years back for around \$100 million. Soon after he sold it the new owners sold it again to Zimmer, and that is how it became the Zimmer. So lets get back to our history lesson. When Dr Niznick sold Zimmer he signed a 5 year non compete agreement. That agreement expired about a year ago. Dr Niznick now owns a new company called Implant Direct. They essentially sell a clone of the Zimmer implant for 1/3 the price of the Zimmer branded implant. The Implant Direct implant is made in California in the same factory by the same machinists that used to make the Zimmer implants.

Implant Direct sells over the internet, on the phone, and they have some ex Zimmer reps working for them who are kicking some serious ass. My point of view is that if you are coming from outside implants, or dental, have no contacts in the implant arena, this for sure would be a hard sell. Leave Implant Direct alone for a minute. Astra is also kicking some serious Zimmer ass as is Nobel and to some extent Strauman. The word in the implant community is that Zimmer soon will not be a viable business model. No new products in the pipeline, they had serious back order problems a while back that caused some defection of their customer base, and there is huge competitive pressure on them. They don't seem to have much of a strategy to

off set this onslaught. The parent company is strong. The dental division has its issues. If they are hiring from outside dental there is a reason. Either dental professionals know they are on the downslide, or they are not paying industry wages. Also there are dozens of new implant companies getting into the market almsot daily. This compounds their loss of market share. Just off the top of my head, there are Neoss, BlueSky, Denterium, DIO, MIS, Keystone, Lifecore, Biohorizons , Bicon. The dental implant market is quickly becoming a commodity priced space. Zimmer because of the Implant Direct factor is the bearing the brunt of this paradigm shift.

Reply With Quote



#3

03-03-2008, 10:06 PM

Anonymous

Posts: n/a

Re: Zimmer Dental

The previous poster is correct....Zimmer is probably third overall in market share, but they bought it, not gained it with new, innovative products....paragon=calcitek=Zimmer.....Zimmer is an orthapedic company, plain and simple, and their dental division is their red headed step child.....lots of money, but nothing towards dental, much less R&D.....they are still selling the same implants they were pushing 10 years ago....the only good thing Zimmer has going for them is that their existing customers are somewhat loyal, but that is also changing as they are falling behind quickly.....they typically hire good reps because they pay according to industry standard.....the zimmer guy here in my territory is a good rep, but is never a threat due to his product being inferior to ours, and out dated.....Zimmer should be very worried about Implant Direct more than any other company due to Niznick inventing what they are selling, and now making the same implant again for a third of the price.....Nobel has trained us well to fend off ID, contrary to what others might say on this board....at least they arent a threat to me.....there is no great dental implant company that everyone strives to work for.....there are almost 3x as many competitors now as there was 4 years ago when i started, and the growth targets for all the companies for individual reps are deceivingly high....it is not a long term career....but there are worse companies to work for than zimmer, like 3i....if you are looking for a couple of years experience selling type II medical devices, then I say go for it.....but you will find yourself getting your ass kicked and constantly seeking shelter with your current customer base if they are still loyal....

hope this helps



#4

03-03-2008, 10:21 PM

Anonymous

Posts: n/a

Re: Zimmer Dental

would it make sense for nobel or straumann to buy zimmer?



#5
03-03-2008, 10:44 PM

Anonymous Posts: n/a

Re: Zimmer Dental

none of the top companies are ever gonna buy zimmer....why would they?
they have no products worth a shit, no CAD/CAM...no nothing....and they are losing
their market share....zimmer is a large ship with a slow leak...



#6
03-03-2008, 11:01 PM

Anonymous Posts: n/a

Re: Zimmer Dental

There are issues at Zimmer Dental indeed. The implant is old, but most docs will agree its initial stability is the one of the best if not the best in business. They do have one of the biggest product lines in the dental implant industry- with the implants and tutogen's regen. So you will have a lot to sell even if the doc isn't interested in using Zimmer implants.

Comp plan is a major issue - new base pays and comp plans still haven't been announced so the salesforce really doesn't even know how much they are working for. The quotas have been too high for the last two years with n 2/3 of the sales force not making quota. So what does Zimmer do? Change the comp plan, fool reps into sticking around, when the real issue is the quota...the company is expecting 20% growth on avg for each territory this year...good luck.



#7
03-04-2008, 05:16 PM

Anonymous Posts: n/a

Re: Zimmer Dental

As an engineer for Zimmer, I would like to strongly, strongly disagree with the sentiments expressed above. There are a ridiculous amount of products coming up from both the implant, prosthetic, and restorative divisions in the next few months.

We are a conservative company, and from my discussions with our reps, we make it easy to tout our merits in both long term clinical studies, well proven design philosophies, and continuing education to both new and old school practitioners.

We sell what works. Period.



#8
03-04-2008, 10:45 PM

Anonymous Posts: n/a

 **Re: Zimmer Dental**

yeah, you have what works alright....along with almost a hundred different implant companies selling implants in the US market....all the new products you guys are coming up with are 'catchups' to the rest of the market....CAD CAM? custom abutments?.....the biggest joke on zimmer was their reps going around talking up their custom abutments and the fact they could go on ours and all the rest of the companies on the market....they called them Zimmer's Atlantis abutments.....next thing you know, one monday morning, they are no longer pushing their atlantis abutments....wonder why? because it wasnt theirs to begin with....Atlantis was bought by Astratech.....and mud was all over zimmer's face.....I am in a territory where zimmer is on their 3rd rep in 4 years, and new guys walks up to my biggest OS and starts throwing up on his face...OS says "where are your studies?".....zimmer rep brings back a trifold on their implants.....OS says, "I think Ill stick with the Branemark (Nobel) longevity" I could go on and on and on and on with this company.....they are EXCELLENT at pretending like a market leader, but, in reality, just a small time player with a fair amount of market share....

oh, and one more....ask zimmer where their immediate function studies and guidelines come from.....call 800-993-8100 and ask for customer support.....and you will have them the next day....



#9

06-09-2008, 09:47 AM

Anonymous

Posts: n/a

 **Re: Zimmer Dental**

I must agree with the dissention towards Zimmer Denal. Currently, the company lacks any direction, absolutely no new products, no marketing, no CE programs, no communication, an unrealistic comp plan and a ton of turnover over the past year.

I thought this was going to be a decent gig - and it used to be a few years ago from what I heard - but if you are looking for a longer term career I would be careful.

Every territory is different for sure, but a "strong" Zimmer territory makes it difficult if not impossible to grow 25-30% year over year which means you'll be living off base pay.

Unfortunately, I couldn't recommend this company to anyone right now - maybe in 6-12 months if the company gets sold or the current management gets their head out of their ass. It's too bad because the job is fun for a while until you realize ZD really is a third rate company.

Good Luck



#10

06-09-2008, 02:16 PM

Anonymous

Posts: n/a

 **Re: Zimmer Dental**

Who on Earth would buy Zimmer? They are known as over-priced (up there w/ Nobel) so who would buy a bloated, top-management heavy company like this? The only ones that could afford it are Nobel & Straumann.



#11

 06-09-2008, 05:42 PM

Anonymous

Posts: n/a

 **Re: Zimmer Dental**

Perhaps if all the competitive reps spend more time working in the field for their own companies vs. time on this board downgrading competition, sending replies about absolutely nothing they know about and make assumptions about Zimmer and every other company that is not noble, astra or 3i related they too would be successful like many other sales reps in the implant industry. My gosh, who in thier right mind would hire any of you? For the poster reply about Zimmer/Atlantis- don't become a financial advisor or CEO anytime soon-or you too would by a company for 5 times sales and 1 time earnings.



#12

 01-16-2009, 09:18 AM

Anonymous

Posts: n/a

 **Re: Zimmer Dental**

I feel I have the credentials and experience to wade into this discussion especially since I am not paid by any company to make decisions on proper implant success rates. I am only paid by my patients. As a restorative dentist surgically placing, restoring and maintaining implants of several different types over a 17 year period I can tell you I have seen many an implant company, design, and company rep come and go. 10 year survival rates in the US in 1980 were 50% at best from a wide range of implant types. In 1996 it was 96% and today it is 98%. Why the change in survival rates from 1980 to 1996? Niznick got it right years ago with his screw-vent type of design and the cold-weld internal hex. The tapered screw-vent was the only modification needed and if you are truly a student of implant dentistry, you have seen the evolution of all the most popular implant systems towards a tapered screw-vent type of design with a cold-weld type of internal connection. Even Branemarks's original implant is a thing of the past. Zimmer does not have to innovate because it is a simple design that just works and works well. Zimmer also has the best ceramic abutments in the industry now and that is why Niznick does not offer the ceramic abutments on his ImplantDirect website. Straumann, nobel, 3i, biohorizons, etc.. have changed so much over the years (out of necessity), they must market heavily and pay heavy commissions to their reps to keep their product names out front. They must appear popular or risk market share loss. Hense, the higher expense to work with these implants. The only peole complaining about Zimmer implants are the company reps. Real wet-glove implant dentists know Zimmer is the best. As for the

ImplantDirect company? They are trying to be everything to everybody and soon they will probably be pulled too thin and ImplantDirect will be known for defective manufacturing. Gerald, I know you are reading this, so take heed! As for the 2% failure rate in implant dentistry in the US? At this point, it is operator error. Zimmer is the best for our patients! End of story!



#13

01-16-2009, 12:50 PM

Dr. Niznick

Posts: n/a

Re: Zimmer Dental

Thank you for your vote of confidence in my 10 year old designed Tapered Screw-Vent. To think that in 10 years I could not improve on that design is to not understand the evolution of this industry. The only reason I left a vent in the Tapered Screw-Vent is that the name Screw-no-Vent was not a good marketing idea. No need for a vent in a tapered implant because the apical threads do not cut bone, being of a narrower diameter than the rest of the body threads. Mini-threads, now on all of Implant Direct's implants is another good innovation because only shallow threads can be added in the neck region without weakening the top of the implant. Carrying the blast surface to the top of the implant also is something we have learned in the last 10 years that will reduce bone loss. All these changes have been made to Implant Direct's implants, basically obsoleting my old designs. As for friction-fit that I developed in 1993 in response to concerns about screw loosening, the internal connection and torque wrenches solved that problem for all implants. It is now unnecessary and actually undesirable because we are attaching the abutments at time of implant placement now and you would not want to have to torque an abutment to 30Ncm to seat it in a freshly placed implant. Implant Direct's factory operations can be viewed on 5 live cameras showing our state of the art operation. If we had defective parts, Nobel and Zimmer would be posting pictures all over their websites.
<http://www.implantdirect.com/us/livecam.asp>

Look at these new Legacy+ implants that will put the final nail in Zimmer's coffin.

http://www.implantdirect.com/us/pop-...s_Tour_HiQ.htm

http://www.implantdirect.com/newslet...plus_cover.pdf

If you are really a doctor using Zimmer, then contact our office for our free intro offer of 3 implants and prove for yourself what I am saying.



#14

01-16-2009, 06:27 PM

Anonymous

Re: Zimmer Dental

I am a rep who sells for one of the top companies and I never thought I would ever say that I agree with anything he says but he is right. I am

finding that I have lost business to his company. The doc's are digging out their old Zimmer surg kits and jumping on the Implant Direct wagon. I can't believe it but it is true. I can't even imagine what the Zimmer reps must be going through. Niznick can't be that bad to work for since so many have jumped the ship from Zimmer and other top companies to go back to work for him. Say what you will about Niznick but he makes a hell of a good product or the Screw-Vent would be long gone.



#15

Yesterday, 07:14 AM

Anonymous

Re: Zimmer Dental

No vents, mini-threads, platform switching, grit-blasting to the top. After the industry achieved a 98% survival rate, I feel it is all just differentiation or die, as you say. It is now all about economics of which you are, once again, the innovator in the industry with ImplantDirect. But let's back off to look at the big picture. This country is suffering from lack of confidence in authority: stock brokers, portfolio managers, bankers, politicians, government officials, etc... Integrity is king right now. Opportunists abound but individuals who have integrity are scarce. Will the Paragon sell-out occur again? If/when it does occur, what will happen to quality control at that time? All the periodontists and oral surgeons in my area have jumped on all the major systems and they have dumped most all of them and they are somewhat embarrassed of their decisions. Because I have remained correct in my choice of basic implant design they are looking to me for guidance. As a prosthodontist, I am very careful to make recommendations about anything that will be placed in the bone of thousands of patients. Had you not sold Paragon (or the internal hex patent) I have no doubt you would be the world leader in implant sales. You would also have been THE go-to guy on implants, period. What's it gonna be? I appreciate your invitation on the legacy implants. Actually I have placed dozens in the past 1.5 years. They are better than zimmer!



#16

Yesterday, 04:08 PM

Dr. Niznick

Posts: n/a

Re: Zimmer Dental

I agree that integrity is scarce commodity in our country and in the implant industry. NobelDirect, NobelPerfect and NobelActive are good examples of a lack of Noble purpose in implant designs. I am left standing with a 27 year history of contributing to implant prosthodontics becoming part of conventional dentistry by offering cost effective solutions to real clinical problems. Selling out to Sulzer Medica (now Zimmer Dental) in January 2001 for \$102M is what is now allowing me to be the Go-to-guy in implant dentistry today. I took back my factory when their lease ran out and hired 80

of my former employees in October 2004. I had the financial resources to fund this operation without any sales while I developed a broad product line that now incorporates 10 new patentable features. Without the constraints of launching new products that would canalize my inventories or sales, I was able to develop a clean-sheet Application Specific system of 6 implants that all used the same surgical drills and protocol as my successful Tapered Screw-Vent. I targeted Nobel, Zimmer and now Straumann with additional systems that offered surgical and prosthetic compatibility. All this required a \$30M investment in state-of-the-art equipment and a manufacturing team that now exceeds 120 people. I have never been better positioned to be the world leader in implant sales (units, not dollars) since I let Dentsply distribute my Core-Vent implants in 1991, when I was selling more implants than Nobel or any other company. If I sell again, it will be to a company that will carry on my tradition of producing high quality, cost effective implants. My December Newsletter shows what Implant Direct has been able to accomplish after just 2 years on the market (after 3 years of development), and what new products and internet support we will launch in the near future. Thank you for your support and confidence.

http://www.implantdirect.com/newslet...16_12_ar_3.htm



#17

Today, 08:39 AM

Anonymous

Posts: n/a

Re: Zimmer Dental

This is a continuance of our last discussion on integrity. Most people would take 102 million dollars and walk, never to be heard of in the industry again. Because you are so into your craft, I would suspect that integrity is what drives you. I have never seen a CEO so into his company that he, personally, would do the science, would spend the exhaustive hours advancing it, and managing at the levels that you do. In addition, I have never seen a CEO reinvest such a huge chunk of his own net worth and time. As an obsessive-compulsive prosthodontist myself, I know what integrity is all about in our industry. Keep forging ahead!