

You may have heard I have been begun placing generic dental implants (compatible with Nobel Select platform). This rumor is true. I have been very happy with the Implant Direct product, and have been placing more and more of them since last fall (always with the restorative dentist's agreement).

I still continue to use Nobel's product. For many years, I had considered Nobel somewhat of a "gold standard," and remained skeptical of generic implants. As the cost of Nobel components (both surgical and restorative) kept rising year, I began to look into lower cost alternatives. After fully investigating Implant Direct's product, including a tour of the manufacturing facility in Calabasas, I became convinced their implant products actually offered technical and clinical advantage, not just lower cost. Making the switch has allowed me to skip another fee increase, keeping our implant fees at the same level as 2007.

The generic Implant Direct implants are completely compatible with Nobel Select, requiring no new screwdrivers or anything. They are stronger alloy instead of the softer pure titanium, are more dimensionally exact, and are better designed for various bone types. I think their zirconium abutment is superior too. Their sales rep is ironically a Nobel alumnus. He is excellent, and he and I can walk you through any questions you may have. This is not some cut-rate, company out of garage, it is a rising star like Dell Computer was when clone PCs took off in the 90s. It is everything we need for very high-end implant treatment.

I do not suggest you abandon your comfort with Nobel. I am still happy to continue to use Nobel components at your request. Once you compare cost for your restorative components, you will see how you can reduce your implant case lab costs. It won't be a rival difference, it will be a big one. I can get you the catalog asap, and can answer any questions you have.

On another topic, you should have received a flyer for our continuing ed courses this year. We have **PhD, a well-known practice management consultant speaking on "How to take your Practice to the Next Level", including a special doctors only session. I am also working on getting a group together to go visit the Implant Direct factory again soon. Let me know if you are interested.

Have a Happy Easter.