

The Changing Realities of the Team Approach to Implant Dentistry

How to Build and/or Maintain a 500-1000 Implant (per year) Referral Practice

The marketing dynamics within the dental implant industry are changing with regard to Oral Surgeons and Periodontists growing or even maintaining their implant referral practices. General Practice dentists, who have traditionally worked in the Team Approach to provide the optimal treatment for their patients, are realizing that the most profitable way to participate in the implant revolution is to start placing implants. In some cases this is being encouraged by the same implant sales reps professing to help increase referrals to the surgical specialists using their implant system. The salesperson offering to increase referrals by providing “technical support” in the way of abutment selection or training on impression procedures may achieve this objective by directing referrals away from another surgical specialist not using that salesperson’s implant system. This pits one company’s sales force against another and surgical specialists against each other in competition for implant referring dentists. These same salespeople who help increase implant referrals to a surgical specialist can hold that specialist captive by the veiled threat of redirecting those referrals to another surgical specialist if you do not stay loyal to using that salesperson’s system. Surgical specialists find themselves victims of this shell game, having to use 3 to 4 different implant systems to retain certain referring dentists and to neutralize the potential threat of the salesperson advocating to the restorative dentist that he switch to a surgical specialist more committed to that salesperson’s system. Through all this, the surgical specialist loses control of selecting the system that offers the best clinical results and value. The confusion in ordering surgical instruments, implants and related components for 3-4 different systems is an expensive, time consuming problem.

Competition among surgical specialists for referrals is increasing with some dentists funding educational programs and study clubs. Many of the largest implant practices were built by surgical specialists assuming an expanded roll in the prosthetic phase, including buying and attaching abutments. Nobel Biocare is promoting an even more insidious form of competition by direct marketing to the public to create brand awareness among potential patients. To maintain their largest customers, Nobel recently announced an ambitious direct marketing campaign of \$60-\$100 million to expand public awareness for its products. Patients will be exposed to this marketing and question your implant knowledge if you are not using Nobel Biocare implants, putting further pressure on you to use the popular rather than the best implant product. Nobel Biocare’s website provides online referrals directing patients to dentists buying their implants regardless of their training, experience or qualifications. Only a small percentage of dentists on Nobel Biocare’s website referral list are Oral Surgeons or Periodontists.

Another concern of competition is coming from corporate sponsored Implant “Super-centers” like ClearChoice springing up in a number of US and Canadian cities. They market through TV commercials and full page newspaper ads to attract patients with the promise of “Teeth in a Day” claiming to eliminate the need for bone grafting. Whether Nobel Biocare supplements the marketing costs for this chain of implant centers using their implants exclusively, or just provides deep discounts that are not available to surgical specialists competing with these implant chains, remains a dark secret. Nobel BioCare’s US President appeared on an infomercial with other proponents of the ClearChoice Implant Centers and Nobel allows use its trademarks.

Statements Appearing on www.clearchoice.com	Response to False Claims
<p>Are Dental Implants successful? For over thirty years, over a million patients have sought ClearChoices dental implant surgery. The center experts at ClearChoice centers have proved that their knowledge of clinical procedures have helped them rise to the top. Nobel Biocare Dental implants boast a 95% success rate when implanted as a single device, while dental bridges supported by the implants rate even higher.</p>	<p>Falsely implies that ClearChoice has a 30 year history of success by association with Nobel Biocare Implants. The Branemark implants had a high success rate of bridge success by placing more implants than were needed, not just “All-on-4”</p>
<p>Who places the Dental Implants? Oral surgeons are responsible for all of ClearChoice’s dental implant surgeries while prosthodontists restore the teeth attached to the titanium screws.</p>	<p>This sends a message to the public that periodontists and general practice dentists are not as qualified to place and restore dental implants as ClearChoice’s team.</p>
<p>Fewer Implants, Shorter Treatment Periods and Lower Costs While other treatments use six, eight or more implants and may even require bone grafting. ClearChoice’s proven technique involves just four specially placed implants without the need for bone grafts. This allows ClearChoice to offer a much simpler procedures but with the same success rate of more traditional approaches. Clinically proven in Europe, the All-on-4 technique is now FDA approved in the U.S.</p>	<p>Branemark studies proved wisdom of using more than only 4 implants for full arch for continuous function. Bone grafting valuable for optimizing position. The FDA did not “approve” All-on-4. It is limitation requiring 4 splinted implants if >35 deg. 510(k) K041661</p>
<p>Conventional approaches require patients to wait six months to a year between undergoing implant placement surgery and receiving their new replacement teeth. With the ClearChoice All-on-4 procedure, however, most cases allow for the new replacement teeth to be placed on the same day as the implant placement surgery. This means that your treatment is significantly shorter in time and lower in cost.</p>	<p>Falsely claims All-on-4 shortens treatment time or lowers cost. ClearChoice charges \$20,000-\$30,000 per arch using Nobel implants. They could do All-on-16 for the same hardware cost using Implant Direct</p>

Implant Direct Launches a “Team Approach” Marketing Strategy That Puts Control back in the Hands of the Surgical Specialist

Surgical Specialists who wish to achieve and/or maintain a 500+ a year implant referral practice need to counteract corporate direct marketing schemes, more aggressive and effective marketing by other surgical specialists in your market and the growing trend of GPs placing implants. Implant Direct’s “Team Communication System” will save significant money and make implant dentistry easier and more profitable for your referring dentists, thereby increasing referrals. It will also help you create a loyal and committed cadre of referring dentists and put the control of what implant you place back in your hands rather than the dictates of the patient or the referring dentist. It will do all this while getting you out of the prosthetic business, which is why you originally went into Oral Surgery or Periodontics. Below is a picture of Implant Direct’s “Team Approach” page on our website and details of how the system will work to your benefit.

The screenshot displays the Implant Direct website interface. On the left is a vertical navigation menu with items such as 'Ordering & Catalogs', 'Web/Product Tutorials', and 'Team Approach', which is highlighted with a red arrow. The main content area is titled 'The Team Approach To Implant Dentistry'. It features a central yellow 'Order Now' button, a link to 'Dr Niznick Discusses The Changing Reality of The Team Approach', and a link to 'Create Account For Referring Doctors'. Below this is a section for 'Letters To Restorative Doctors Regarding Case Completion (right-click on link and choose Save Target As...)' with a dropdown menu showing various implant systems: ScrewPlant, ScrewPlus, RePlus, ReActive, RePlant, ScrewDirect, and ScrewIndirect. Two 'Thank You Referral Letter' templates are shown, one for 'Bill Abutments To OS/Perio'. On the left side of the screenshot, there is a vertical banner for 'ReActive Implant' showing 'Tri-Lobe Connection Platform Shifting Interface' with various implant sizes (3.5mmD, 4.3mmD, 5.0mmD, 3.7mmD, 4.7mmD, 5.7mmD) and a 'Download Video' button for 'ScrewPlant Fixture-Mount Restorative Procedures'.

1. Implant Direct’s implants cost 60%-80% less than any of the six major implant systems with All-in-1 packaging that can include a free abutment, transfer, cover screw, healing collar and/or comfort cap.
2. By providing the free abutments and transfers to your referring dentists in the original implant vials, with the patient and implant location on labels we provide, you will save your referring dentists time, money and ordering confusion. After Impressions, the same labeled vial can be passed on to the Lab.
3. Implant Direct’s website provides step-by-step graphic animations showing transfer impression and abutment preparation procedures.
4. Download “Thank You” form letters with links to the implant specific instructional video. It also contains a link to the shopping cart page to order additional prosthetic components if required.
5. Establish Referring Dentist Customer Accounts on Implant Direct’s Shopping Cart, that allows the surgical specialist to pay for an alternate abutment at Implant Direct’s low prices if required.



simply smarter.

Why Buy Abutments?

Implant Direct Implants
with All-In-One Packaging

Include Free Abutments

Restorative Dentists, working in the Team Approach, should request Implant Direct Implants for their patients to reduce or eliminate the cost of Prosthetic Components.



"Order Online for High Quality Products at factory-direct prices"

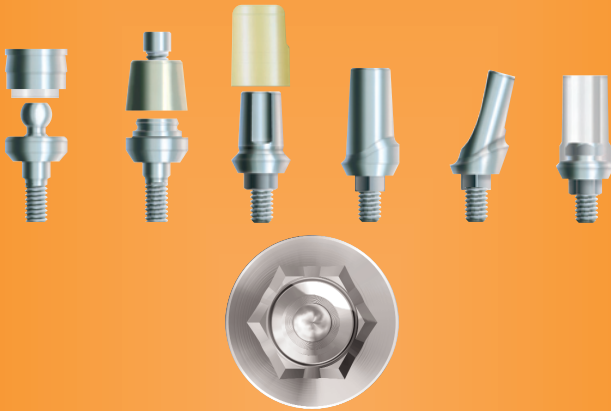
Gerald Niznick, DMD,MSD, Founder and President of Implant Direct

Why Overpay for Abutments Transfers and Analogs?

Abutments for Internal Connection Implants from the Inventor of the Internal Connection: G. Niznick US. Pat. # 4,960,381

Compatibility & Precision Guaranteed!

Titanium Abutments for \$ 85 and Gold Abutments for \$100



LEGACY® ABUTMENTS for Zimmer, BioHorizons & MIS Implants
Platform: Hexagon - Internal Bevel



REPLANT® ABUTMENTS for NobelBiocare Replace® Implants
Platform: Tri-Lobe - Butt Joint



SWISSPLANT® ABUTMENTS for Straumann & Blue Sky Implants
Platform: Octagon - External Bevel

Two-Piece Implants

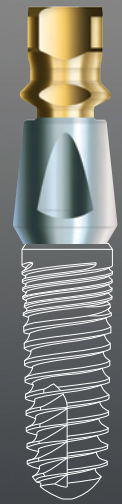
include fixture-mount/transfer that can be shortened for use as a final straight abutment



ScrewPlant®
Internal Hex



SwissPlant®
Internal Octagon



ReActive®
Internal Tri-Lobe

Three One-Piece Implants



ScrewDirect®
Straight Snap-on



ScrewIndirect®
Screw-Receiving



ScrewRedirect®
Angled Contoured

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www.implantdirect.com