

Article Published in Swiss Newspaper Comparing the cost of Straumann's Implants to that of Implant Direct.

Zahn um Zahn für tief

PAROLI Bisher gaben die Marktführer Straumann und Nobel Biocare die Preise für Zahnimplantate vor. Nun macht ihnen ein Billiganbieter Konkurrenz.

Der Fall könnte in jeder Zahnarztpraxis vorkommen: Ein Rentner, über 66 Jahre alt, hat im Unterkiefer fast keine Zähne mehr; Essen und Sprechen bereiten ihm grosse Mühe. «Um seine Lebensqualität zu verbessern, müsste man die Unterkiefer-Prothese dringend mit Zahnimplantaten verankern», sagt der Schlierener Zahnarzt Herbert Solt (60).

Doch das am besten geeignete Implantat mit Druckknopf-System Locator von Straumann kostet Fr. 642.35. **Solt spricht von einer «ungerechtfertigten Hochpreis-**

politik». In Zeiten der Rezession sei dies «bedenklich».

Doch es gibt eine Alternative: den Low-Cost-Anbieter Implant Direct, dessen Europa-Zentrale in Zürich steht. Der amerikanische Preisbrecher bietet laut Solt eine gleichwertige Lösung für nur Fr. 224,60 an. **Da der Rentner zwei Implantate benötigt, spart er rund 830 Franken.** «Das ist für viele zahnlose Senioren eine einfache, kostengünstige und sichere Lösung», meint Solt.



REPARATUR Implantate ersetzen Zahnwurzeln durch Schrauben.

Tooth by Tooth for lower costs

Up to now, Nobel Biocare and Straumann dictated the prices for dental implants. Now, a new low-cost rival is starting to compete.

This case could be in any dental practice: A 66 year old person comes and has no teeth left in the lower jaw. It is difficult for him to eat and speak. “To enhance his life quality, his lower denture would have to be fixed with dental implants urgently”, says doctor Herbert Solt (60). But the best suited implant line including a locator abutment costs with Straumann 642.35 CHF. Solt is speaking of an **“unjustified high price policy”**.

But there is an alternative: the low-cost provider Implant Direct with its European headquarter in Zürich. The American price breaker is offering the same solution for 224.60 CHF. **As the patient needs two implants and locators, he can save 830 CHF.** “This is for many old people a simple, cost-effective and safe treatment option”, says Solt.

Straumann has a different opinion on this. The example is comparing “apples with pears”. With such a cheap implant, every doctor should have a liability insurance, says a company speaker. Low cost products are fought with further arguments: Clinical testing and studies are missing, and if a low cost provider is closing its doors, no exchange components can be provided.

But Implant Direct is responding: **“Our quality stands any comparison on quality with Straumann”**, responds European Responsible Tobias Richter (35). He says that Implant Direct is on average 70 percent cheaper, as the company works with lean sales structure and uses the Internet as means for selling. Globally the company is estimated to make 44m CHF. In comparison to Straumann (700m CHF), this is still considerably smaller.

The Basel based company is evaluating a **clinical-proven, simple low cost implant system**. “So far nothing has been decided”, says Head of the Board Thomas Straumann (46). However, the price monitor agency of Switzerland via Stefan Meierhans is presenting soon an in detail study and analysis of the implant prices in the Swiss market, which shows: there is a lot of movement and dynamic in the implant market.