

PLATINUM PAGES

FROM YOUR PLATINUM APPROVED LABORATORY

DENTAL IMPLANTS? CHOOSE THE 'PREMIUM' SOLUTION

In these days of compliance and quality assurance, selecting proven and well researched products is vital for any dental professional and this is especially true when selecting an implant system.

Although the use of implants has become increasingly common in the past couple of decades, this doesn't mean that all implant systems are the same, even if on the face of it they appear to be made of similar materials or offer similar benefits.

This is particularly true of 'lookalike' systems. Understanding the science behind some of the significant developments in implant dentistry helps clinicians make an informed clinical choice and appreciate the differences between a well researched implant system and one that claims to be 'equivalent'.

Price comparisons: Straumann SLActive®

It is not uncommon for low-price players to promote their products by comparing them against high-end premium solutions.

For instance, a lookalike manufacturer may compare the price of its undocumented, second-generation surface with the price of a leading manufacturer's third-generation hydrophilic surface such as Straumann's SLActive®. Endorsed by more than 25 ongoing studies, SLActive® is one of the best investigated implant surfaces on the market¹.

The crucial factors of a premium implant solution

Without clinical substantiation, cheaper implants simply have no claim to equivalence. Even when it comes to simple design features and finish, the claim that a 'lookalike' implant is an equivalent alternative must be based on comparative long-term data, which

Table 1: Higher risk of mechanical failure in lookalike implant systems

A study reveals higher risk of mechanical failure in lookalike implant systems. 'The study tested the mechanical fracture limit of three Straumann clone implant systems (IHDE Dental, Bluesky Bio, Lifecore) compared with original Straumann products. The systems tested showed a higher risk of mechanical failure than the original Straumann implants.'

Junghoon Yoo DDS, Robert Kelly DDS, MS, DMedSc. Comparison of fracture behaviour among different single stage implants under cyclic loading. Reconstructive Sciences, University of Connecticut Health Center. Poster presentation at the American College of Prosthodontics, San Diego 2009.

often is not the case. If a comparison is made between Straumann's value option, the SLA® surface and a 'lookalike' manufacturer, the difference in the overall cost of the treatment is actually negligible.

In the long-term, is it worth it?

Lookalike systems often give clinicians the impression they are saving money, what they don't talk about are the long-term success rates specific to their implant system.

As in other fields, the rule applies: saving money at one end can become costly later. A recent comparative study conducted by the University of Connecticut reveals how quality standards between premium implants and lookalike systems can differ.

An implant is more than just a screw

Not only should a dental implant perform functionally and be reliable, it should also last – which means that the bone and soft tissues around it need to be maintained.

The Straumann® Dental Implant System is backed by ongoing studies assessing aesthetic parameters over the life of the implant. In 2004, an ongoing cohort study was presented at the 13th Scientific Meeting of the European Association of Osseointegration (EAO), which included 12-year data on aesthetic parameters of Straumann implants².

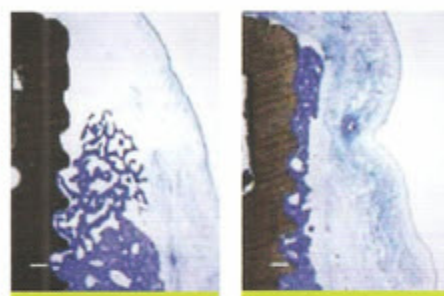
Some manufacturers of lookalike implants were not even in the business then and still have no clinical programme in place.

The question of choice

The implant itself makes up only a fraction of the overall treatment costs and, if the supposed savings are put in relation to the overall costs of the treatment, or to the costs resulting from implants or abutments which may not work properly or may fail in the longer term, it becomes evident that lookalike implants are probably not cheaper than premium products.

Clinical substantiation

Straumann conducts thorough preclinical and clinical tests on its products prior to market introduction. For example, more than 1,400 implants had been documented in clinical trials before our new generation bone level implant range was put on the market. It took four years, considerable investment and extensive research



4 weeks

8 weeks

Premium SLActive® surface at 4 and 8 weeks after placement

Table 2: Research and development at Straumann: still heading the list of priorities even in the recession

Research and development are the basis for launching innovative products and therefore for the company's future. Even in an economic rock bottom, this budget is not cut at Straumann. Expenditure in this connection in the first half of 2009 was over 5% of turnover and thus more than in previous years. These investments are made available for basic research, both clinical and preclinical, which plays a central part in product development. Only when convincing scientific evidence has been produced with scientific studies that Straumann products are both safe and effective (and furthermore offer clinical advantages) are these introduced to the market. Straumann will also employ the necessary means in future to test new products and materials before and after market introduction.

for Straumann to develop and test the SLActive® surface technology prior to market introduction. The results of these studies are presented at international scientific congresses and in peer-reviewed journals, endorsing the quality of the research.

The Straumann promise

Quality, education and accountability come at a price. Short-term savings can prove painful in the long term, and although premium solutions may initially appear expensive, they could well work out to be more cost effective in the long run. The question is: can you and your patients really afford the possible consequences of lookalike alternatives?

References

1. Straumann SLActive Scientific Studies Third Edition. 2009.
2. Belser UC. Long-term stability of aesthetic implants. Clin Oral Implants Res 2004;15(4): xxiv.

COMMITTED TO
SIMPLY DOING MORE
FOR DENTAL PROFESSIONALS

ITI UK & IRELAND CONGRESS 2011



This is a fantastic opportunity for all members of the dental team to gain the latest thinking on dental implants in practice, whilst enjoying the delights of one of the World's most exciting cities.

IMPLANTS IN PRACTICE

1ST – 3RD DEC 2011, LIVERPOOL

- World renowned speakers
- Something for the whole practice team
- Excellent shopping and entertainment

Make it a date! Call 01293 651270 for more information or to reserve your place

www.iti.org



STRAUMANN® CAD/CAM
ZIRCONIA ABUTMENTS:

**PROMOTIONAL PRICE
UNTIL DECEMBER
2010**

ASK YOUR LABORATORY
TODAY!



We have laboratories throughout the UK and Ireland using Straumann® CAD/CAM and this exciting technology makes it possible for these laboratories to produce highly aesthetic, custom-made Zirconia abutments at a lower price than you would expect to pay for Gold.

These restorations are cost predictable, biocompatible, highly accurate and in the expert hands of our laboratory network, beautifully aesthetic.

**Ask your laboratory TODAY
for the Straumann® CAD/CAM
Zirconia abutment promotion.**

STRAUMANN® PATIENT LITERATURE

The Straumann 'Beautiful Teeth' patient brochure is a perfect introduction for patients considering implants. Simple explanations of treatment processes together with patient friendly illustrations clearly explain the benefits of dental implants. Once your patient has decided upon dental implant treatment, our post-operative leaflets will help explain the treatment process in a friendly style.

For more information or to request FREE copies of our patient information range please call the Straumann Marketing Department on 01293 651230.



Laboratory Details

**Platinum Approved
by Straumann**