

Why you should get into **implant dentistry**

Included:
5 steps
to a successful
start with
implants

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Introduction

Maybe you've considered starting with implant placement, but haven't had the time to think about the required training steps. Or perhaps you have concerns about intraoperative complications?

Truth is, there's never been a better time to start placing implants. With a large population of potential patients and proven benefits versus many traditional treatments,¹ the opportunity to improve people's lives is huge.

Plus, technological advances designed to increase surgical predictability are now readily available to support you with your first cases, and beyond.

And that's another thing – with dental implantology being a respected surgical specialty, it offers the prospect of lifelong learning and the chance to take your practice to a whole new level.

It's all explained in more detail in the following pages.

We hope you find it helpful. Let us know what you think by e-mailing **brandinfo@nobelbiocare.com**



Benefits of implantology



Why dental implants are better for your patients

Here are four reasons offering dental implants will help you improve treatment for your patients:

1 **Dental implants are the next best thing* to natural teeth**

"I want my own teeth back". Whether they say it or just think it, any patient that enters your office for treatment of missing teeth longs for the same thing – to have their natural teeth again. For many the idea of a traditional denture is enough to make them recoil, or even to avoid treatment altogether. They worry about dentures falling out at the wrong moment, or affecting their speech or taste.

Dental implants can solve all these concerns and more.* Fixed into the bone, they give your patient the look and feel of natural teeth again without the risk of them easily falling out. In the end it all adds up to one thing – restored quality of life. And that equals satisfied patients.

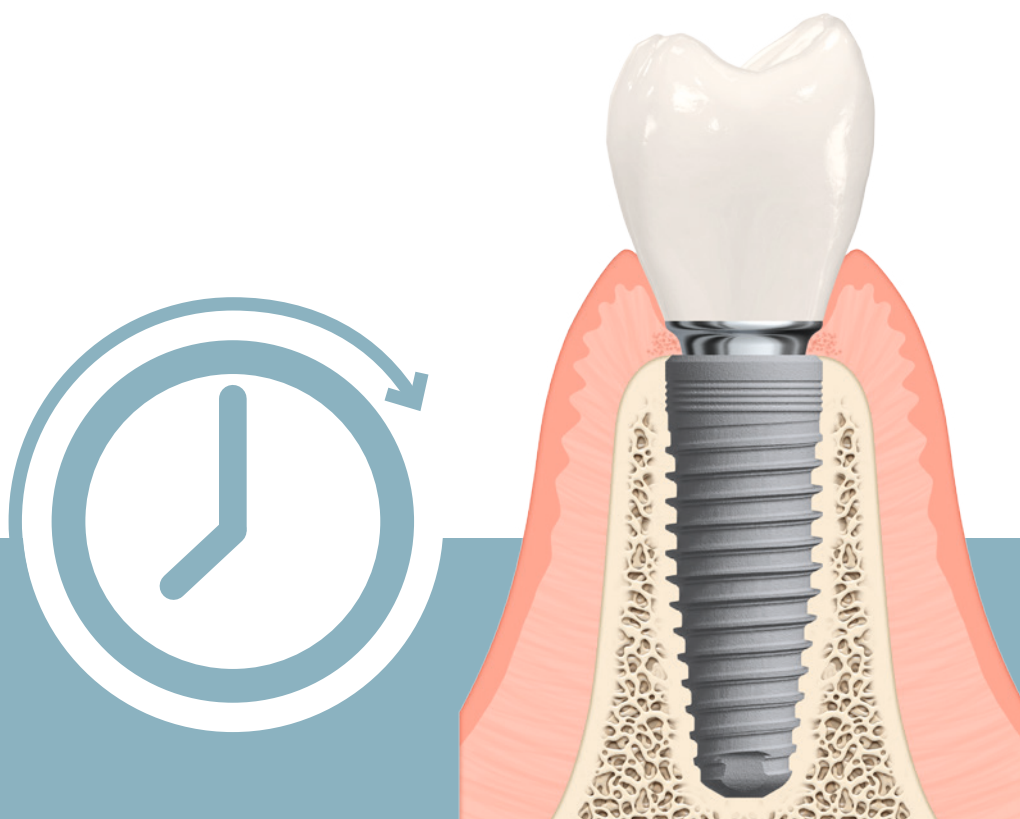
2 Dental implants are a proven treatment method

Dental implants aren't a new discovery. Though the field is constantly evolving, it's over 50 years since the first dental implant was placed. This means there is a wealth of studies that demonstrate how dental implants can help your patients.² And, as they are designed to mimic the shape and function of a natural tooth root, the proven advantages are easy for a patient to comprehend.

3 Dental implants can last a lifetime

Human bone accepts titanium dental implants as if they were the body's own tissue, so the integration is naturally strong, supporting long-term treatment results. In fact, depending on the source, dental implant success rates are 95% or more over 10 years, which is much higher than many traditional services, including root canal therapy.³

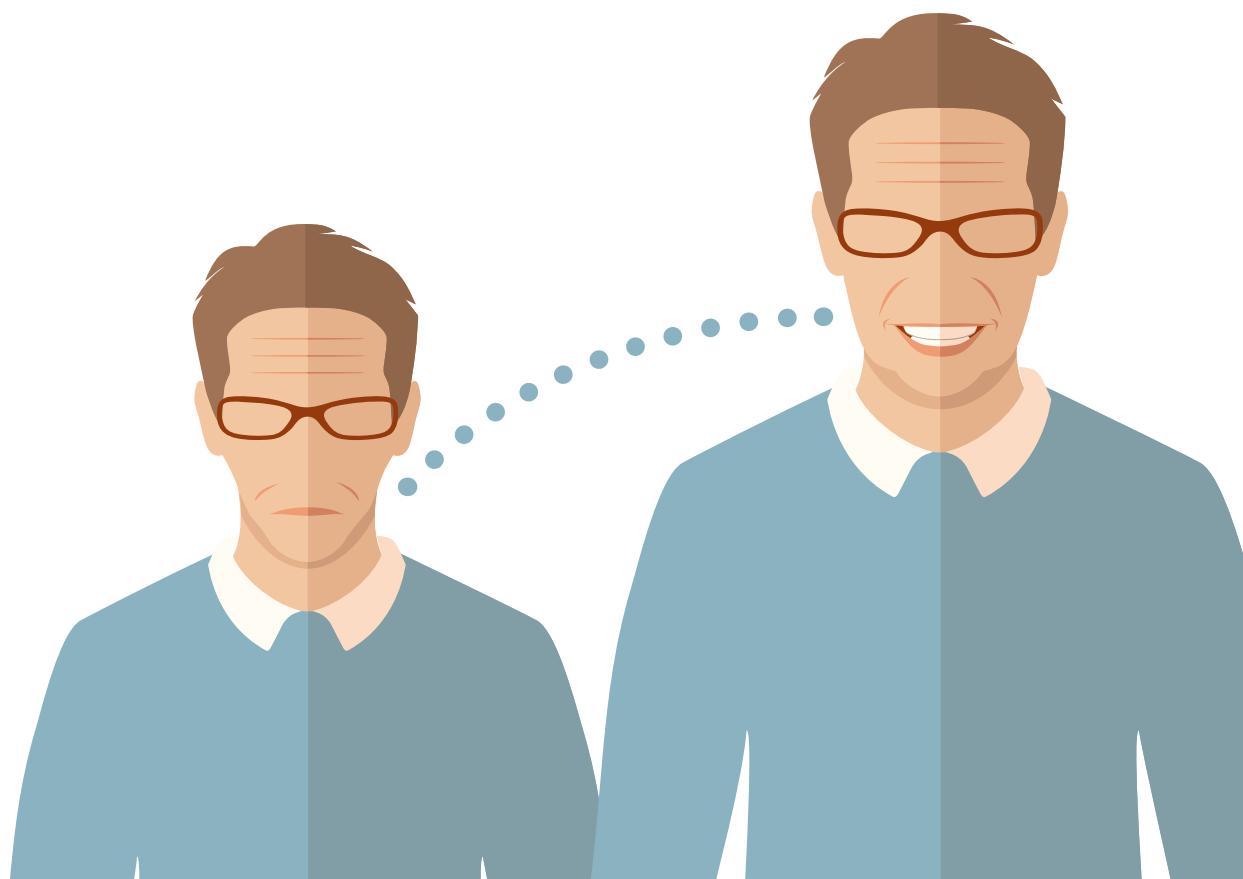
So, while denture wearers may take up valuable chair time with unexpected adjustments, alterations, repairs or replacement, dental implant patients will likely come back only for their planned, chargeable maintenance appointments.



4 Dental implants preserve healthy teeth and bone

While dentures or bridges can fill the gaps caused by missing teeth, they can't help maintain the bone. With no forces in contact with the jaw at the site of the missing tooth, it still resorbs, negatively affecting the patient's facial structure and appearance. In addition, with a traditional bridge you have the added disadvantage that neighboring healthy teeth have to be ground down before you fit it.

With implants, it's a different story. As they anchor in the jaw, dental implants transfer the forces from chewing into the bone, reducing resorption. This helps maintain the natural structure of the patient's face, preventing a premature aging affect they will be extremely keen to avoid.



How placing implants can boost your career

Dental implant treatment doesn't only offer you a chance to improve treatment for your patients; it can boost your career as well. Here are the key things you need to know:

You will develop your skills as a surgeon and offer same-day solutions

Techniques for placing and restoring dental implants are evolving all the time. If you master the required steps you'll have a new set of advanced skills in your clinical arsenal. As long as certain treatment conditions are met, implant procedures allow you to provisionally restore teeth on the day of surgery. This won't only increase patient satisfaction, but your reputation too.



It pays to invest in dental implant training

Given it's a scientifically advanced long-term treatment option that restores quality of life, dental implant treatment commands a certain price. And, as patients are prepared to pay more for a solution that's closer to natural teeth, clinicians that add implants to their offering have the opportunity to increase their income.

Dental implants open the door to specialty degrees

Starting with dental implantology can set you on the path to progression beyond general dentistry. It can lead to a further degree or masters program in a specialist field such as prosthodontics or oral and maxillo-facial surgery.

With the appropriate qualifications and a few years' experience successfully placing implants; you can also apply for certification from organizations like the American Board of Oral Implantology and the European Association of Osseointegration. All this develops and documents your valuable skills and bolsters your credentials, which are what potential patients will look at when deciding whether they trust you to treat their missing teeth.



Dental implant professionals are at the forefront of dentistry

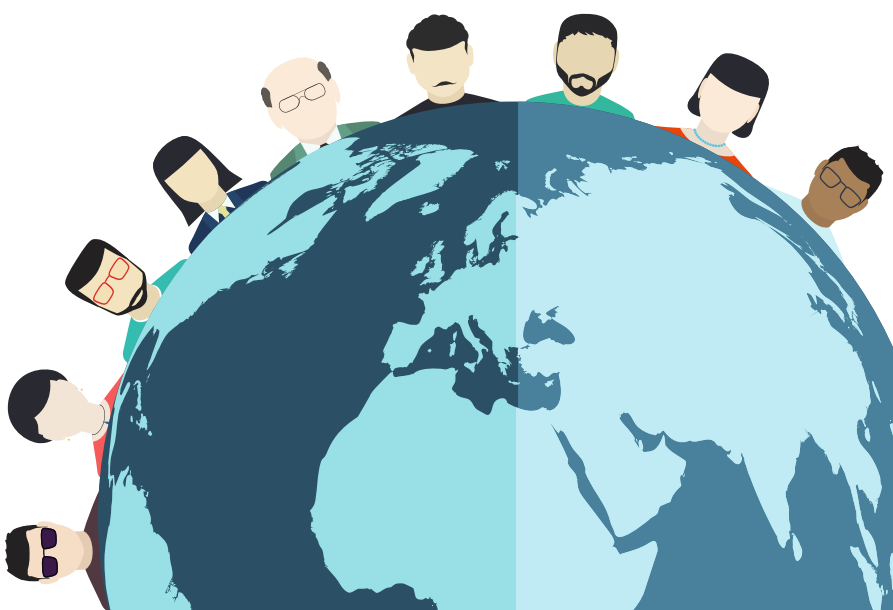
Development in implant dentistry is fast. New innovations are appearing all the time in the implant field. From an ever-growing body of research to its popularity as a topic at dental conferences, dental implantology is a field that fascinates. In fact, you'd be hard pressed to find a major dental event anywhere in the world that doesn't feature implant treatment on its agenda. Clinicians that join the community can incorporate the very latest digital technology and materials science into their practice, joining a global force that is advancing patient care.



How dental implants can set your practice apart

3 ways offering dental implant treatment can take your practice to the next level:

- 1 The opportunity to grow your practice with dental implants is huge**
There are an estimated 3,600 million people in the world that are missing teeth.⁴ Staggering, right? Yet perhaps even more shocking is that only 1.5% of missing teeth are treated. And then only about 10% of this small percentage are replaced with dental implants.⁴ This means any practice placing dental implants has the opportunity to shine as a specialist center.



2 Proud implant patients will promote your practice

Given the patient benefits listed previously, practices that offer dental implants have the chance to change many lives for the better. And nothing has more impact for building a positive reputation for your practice than satisfied patients. When it comes to marketing your practice, word of mouth is perhaps the most powerful marketing tool there is. While few are likely to brag about a new denture, a new set of fixed teeth is something that they can be proud of. And when they're proud, they'll share their story with family and friends, in person and social media, promoting your practice every time.

3 Dental implants can help fund practice growth

More advanced treatment costs more money, that's something your patients can understand. With dental implant treatment being the next best thing to natural teeth, its value is greater than that of traditional methods. The extra revenue that your practice can generate with dental implant treatment could be the boost you need to take your practice to the next level. How would you invest that additional income? Training for your treatment team perhaps? In a new marketing campaign? Maybe even new diagnostic technology? There are endless opportunities.

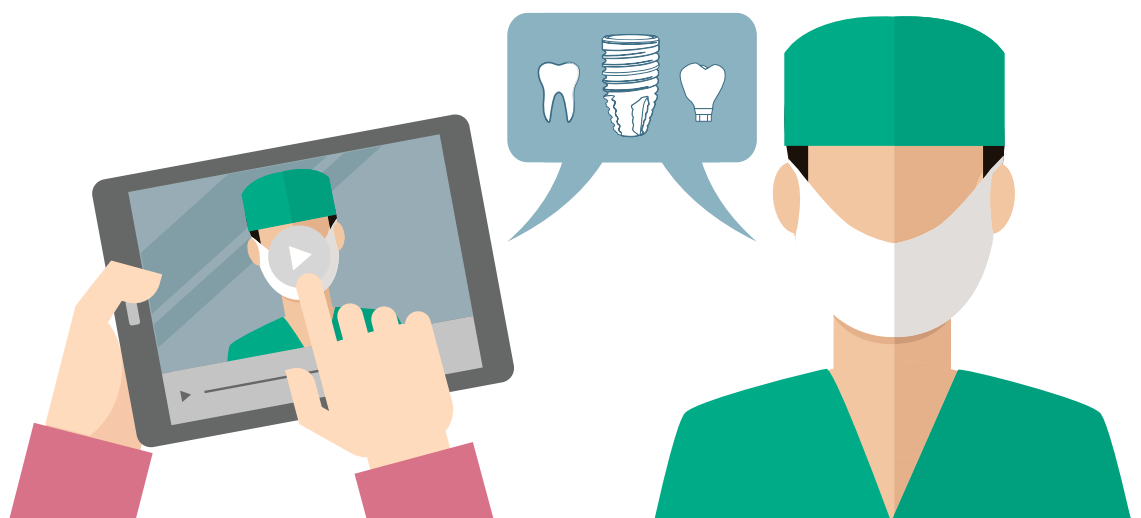


How to ensure a successful start with dental implants

If you decide to incorporate dental implants into your practice, here are the 5 key steps you can take to help ensure safety and success:

1 **Complete a comprehensive training program**

Thorough, effective training is the foundation for a long, successful career in implantology. Be wary of courses that take place over just a couple of days – they are unlikely to give you all the theoretical and clinical knowledge you need to place implants with confidence. Both elements are of course crucial, and are most effective when combined with hands-on training and the chance to gain clinical experience. Ideally, the program will have supporting e-learning elements too, so you can further develop your knowledge and revisit key topics between face-to-face training sessions.



2 Work with a mentor

You don't need to embark on your dental implant journey alone. In fact, having a mentor you trust by your side during your training can be a great source of additional knowledge and confidence. Having one-to-one conversations with someone who has been in your shoes gives you the chance to benefit from their experience and get answers to the many questions you'll have as you progress through your training. Having someone you can contact for a second opinion as you diagnose, plan and complete your first implant cases can offer valuable peace of mind.

3 Take advantage of digital tools

Digital dentistry isn't the future of our profession, it's the present. Tools designed to make dental implant placement more predictable are fast becoming part of an implantologist's daily work. When choosing your training course, ask if there are modules that include the use of digital tools for diagnosis and treatment planning so that you can master these early on. Software programs that visualize the patient anatomy and the restorative outcome in 3D literally give you a clearer picture as you define the outcome you want to achieve in your implant cases.



“Digital dentistry isn't the future of our profession, it's the present.”

4 Follow a template for success

The evolution of digital dentistry has also advanced the concepts for guided implant placement. Today's computer-aided design and production (CAD/CAM) is capable of producing extremely accurate surgical templates based on your digital treatment plan. These guides can be used just for the first drill or for the entire drilling protocol and implant placement. Either way, guided surgery can help ensure accurate implant placement to the correct depth.

5 Count on the scientific evidence

With dental implant treatment now an established treatment method, there are clinically proven techniques and protocols that you can utilize. Over the years many approaches to implant placement have been refined and simplified, so there are clear steps you can follow. Your training should give you a thorough grounding in these proven procedures so you can base your own treatment planning on these principles.

Similarly, look for implant systems, restorations and complete treatment solutions that are backed by extensive scientific testing and clinical studies. Be aware of those that don't have research to support their efficacy (these will usually be lower cost alternatives).

Many clinicians continue with the products they train with long after they first start placing implants. You'll therefore want to make sure that the training course you choose provides high-quality, evidence-based products for you to start with, and that you are always using implants and restorative components that are designed to work together as a complete system. Even if not visible to the naked eye, small discrepancies in fit between these components can lead to problems for the patient, or even implant failure.

Conclusion

If you're looking to advance take your dental career, the case for starting with implants is a compelling one.

In terms of treatment outcomes and patient satisfaction, there's plenty of scientific evidence demonstrating the advantages of dental implant treatment over other traditional approaches.²

For your practice and your career, the potential with implants is also huge.

As it is a surgical specialty, placing dental implants is of course not something to be taken lightly. But with the right training program, mentorship, digital tools and evidence-based solutions, a safe and confident start in implantology is within reach of any ambitious dental clinician.

And it needn't stop there. A career as an implant specialist can be a lifelong journey of progression leading to the treatment of complex cases with advanced protocols.

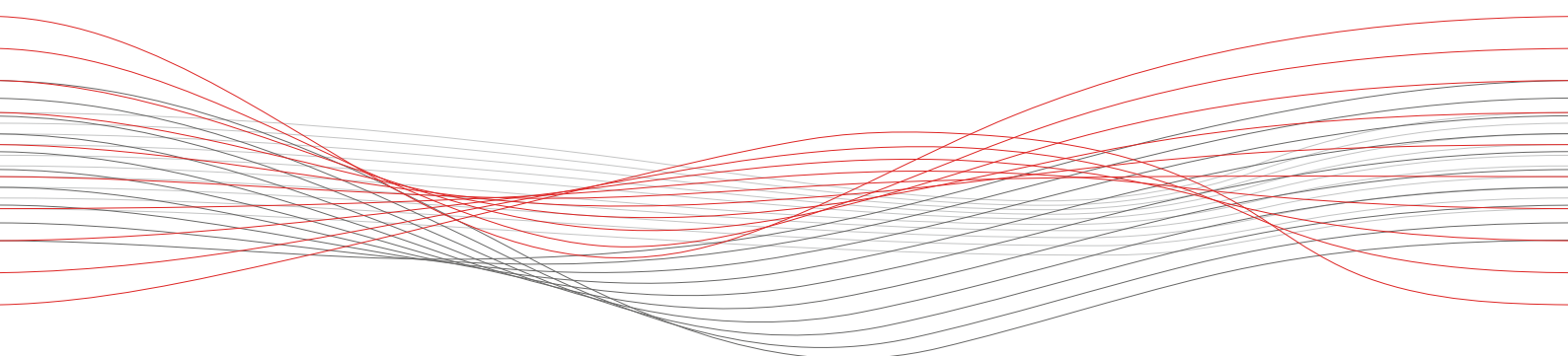
So, could implantology be right for you? If you decide it is, we wish you every success.



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*** Please note:** Not all patients are suitable candidates for dental implant surgery and all surgical procedures carry risks. Only those who have undergone proper training with guidance from experienced clinicians should consider conducting dental implant surgery.



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