

THE REGENERATION QUARTERLY

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Welcome to The Regeneration Quarterly, your source for the latest information on tissue and bone regeneration. From peer shared case reports to practice management tips, Straumann is continuously enhancing what we offer as your commercial partner of choice.

TEN YEAR SUCCESS WITH STRAUMANN® EMDOGAIN™



The predictable results of Straumann Emdogain were recently published in a 10-year comparison of clinical parameters in a split-mouth, randomized controlled trial to evaluate the outcomes in Miller Class I and II gingival recession defects.¹ [Read the study here](#)

You now have an option that provides long term success. Emdogain is comprised of a unique group of active proteins found in nascent tooth development, is designed to offer true regeneration of the underlying support structures for the gingiva² and improved clinical attachment level gain*³ with no second surgical site required. [Click here to learn more about Emdogain](#)

So give your patients more reasons to visit YOU! Position yourself as a clinician who offers long term options and results.¹ Create new treatment opportunities and revenue streams. Create value for your referring base and for your patients. Emdogain – an important strategy to grow your practice. [Click here to learn how](#)

¹McGuire MK, Scheyer ET, Nunn M. Evaluation of Human Recession Defects Treated with Coronally Advanced Flaps and Either Enamel Matrix Derivative or Connective Tissue: Comparison of Clinical Parameters at Ten Years. J Periodontol. 2012 [Epub ahead of print].

²McGuire, MK & Nunn, M. Evaluation of human recession defects treated with coronally advanced flaps and either enamel matrix derivative or connective tissue. Part 2: Histologic evaluation. J Periodontol 2003;74:1126-1135.

³McGuire, MK & Nunn, M. Evaluation of human recession defects treated with coronally advanced flaps and either enamel matrix derivative or connective tissue. Part 1: Comparison of clinical parameters. J Periodontol 2003;74:1110-1125.

SUCCESSFUL USE OF CORONALLY REPOSITIONED FLAP - BRIAN HUBER, DDS, MS



Gingival recession is a common finding among patients and can lead to esthetic concerns, thermal sensitivity and/or root caries. Among the most common etiologies is mechanical trauma from aggressively brushing with force in combination with a thin gingival biotype susceptible to recession. Occlusal trauma and frenum pull are considered co-factors in the recession process.

Meet Dr. Brian Huber who will walk you through the case of a 50-year old male patient who presented with generalized Miller class II and class III gingival recession.

[Read Full Case Report Here](#)

INTERESTED IN SUBMITTING A CASE?



Did you receive your Growth in Recession postcard? Learn how treating recession cases with Emdogain™ can help to build your practice in today's struggling economy. Simply document a case, submit to us* and we will create an invaluable marketing tool for your practice and highlight your successful results on the Growth in Recession website as well as in the Straumann® eNews.

[Visit today](#) to "Meet the Winners" of the 2009 esthetic case competition who share with us their challenges, successes and what motivates them to excel each and every day. Find education opportunities through our Centers of Excellence on the News and Events page and learn of the great benefits – clinical, business and patient – as you experience this enhanced site.

Don't miss out! Start building your own case library today!

*All submissions are subject to Straumann regulatory review and evaluation. Cases chosen for publication may be subject to additional qualifications.

MEET DR. PAUL LUEPKE, 2009 ESTHETIC CASE COMPETITION WINNER



When Dr. Paul Luepke knew that the healthcare profession was for him, he thought about which field would allow him to work with his hands and solve problems on a daily basis. He decided upon a career in dentistry and today, Dr. Luepke considers himself a critical thinking oral health engineer who continually strives to improve the lives of his patients. He does this by restoring and improving the health of his patients while building their self-esteem with a beautiful smile which brings joy not only to the patient, but also to Dr. Luepke, a clinician who believes in The Golden Rule and treats everyone like he would want to be treated.

[Meet Dr. Paul Luepke](#)

CLINICIAN CORNER - DR. ROBERT A. LEVINE



Periodontitis, or "gum disease," is a chronic bacterial infection that damages the gums and bone supporting the teeth. Early treatment is essential and left untreated, it can lead to tooth loss. Observational studies* have noted a possible association between gum disease and more serious problems such as cardiovascular disease, however, there is no definitive evidence at the present time that proves gum disease causes heart disease or that treating gum disease reduces the risk.¹ As ongoing research continues to define how periodontal disease is associated to this and other health problems, good oral health is essential.

[Read the full piece here](#)

HOW CAN THE USE OF STRAUMANN® EMDOGAIN™ HELP GROW YOUR PRACTICE?



Straumann Emdogain – in conjunction with a coronally advanced flap (CAF) – is an important strategy in your practice growth efforts. Today, dental care can be viewed as a luxury and not necessarily a need. It is up to the hygienist and clinician to help patients understand that good oral health plays a major role in overall health and wellness. If gingival recession is not identified and treated early, it can worsen to where predictable root coverage isn't possible and esthetics become compromised. [Click here to read how](#)

When you fight gingival recession with the use of Emdogain*, you give your patients more reasons to visit you by positioning yourself as a clinician who offers excellent long term options and results¹. You can create new treatment opportunities and revenue streams as well as value for your referral base and for your patients. Emdogain is well documented and clinically proven with enhanced periodontal wound healing as reported by clinicians and less post-operative discomfort as reported by patients**.

Don't let your patients with gingival recession walk out your door without options. Through the identification and education of what too often seems like a minor problem, you can grow your practice through treatment of these cases and deliver predictable results to your patients.

References

*In conjunction with a coronally advanced flap
**Compared to connective tissue graft (CTG)

¹McGuire MK, Scheyer ET, Nunn M. Evaluation of human recession defects treated with coronally advanced flaps and either enamel matrix derivative or connective tissue: comparison of clinical parameters at ten years. J Periodontol. 2012 [Epub ahead of print].

Photos courtesy of Dr. Paul Luepke

OUTSIDE THE OPERATORY – THE BUSINESS OF YOUR PRACTICE

A book review: *The Checklist Manifesto* by Dr. Atul Gawande

In our daily lives, we perform countless tasks. When my feet hit the floor this morning, I had to choose my outfit, shower, brush my teeth and my hair, make coffee then head out the door to work. Not even realizing how distracted I was with the details of a meeting scheduled later in the day, I walked out that door without the lunch I prepared the night before. [Click here to organize your practice](#)

EVENTS AND EDUCATION

Be sure to attend one of the [Centers of Excellence](#) to learn more about regenerative therapies and practice growth strategies. With locations in **Boston** and **Atlanta**, you can select the one that's most convenient to you or . . . plan a weekend away. **Just one day. Staff invited.**

Be sure to meet our team of dedicated professionals at the [94th Annual American Academy of Oral and Maxillofacial Surgeons \(AAOMS\) Meeting](#) in San Diego, September 13-15 or at the [98th Annual American Academy of Periodontology \(AAP\) Meeting](#) in Los Angeles, September 30 - October 2. Come learn the many reasons why Straumann should be your commercial partner of choice.

For a listing of all education programs and events, [click here](#).

For more information contact your Straumann Regenerative Area Manager or Customer Service at 800/448 8168
straumann.us

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SIMPLY DOING MORE
FOR DENTAL PROFESSIONALS™

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