



CUSTOMERS ARE OUR INSPIRATION

SUCCESS STORIES FROM ACROSS NORTH AMERICA

DR. GREG FARBER

BUFFALO, NY

PERIODONTIST

Background

Since establishing his periodontic practice in Buffalo, New York in 1994, Dr. Greg Farber strove to achieve a healthy work-life balance. His goal was to build a successful practice, but not at the cost of his other interests. An avid musician, golfer and body builder, Dr. Farber has always sought to provide the highest quality patient care without enabling his practice to consume his life.

From the beginning, Dr. Farber saw building a practice that emphasized dental implant placement as a critical factor to his success. Selecting a dental implant system that is dependable and simple was an important decision.

The Challenge

Work – life balance.

In the early days of his practice, General Practitioners in metro Buffalo were hesitant to offer patients dental implants as a common treatment. Many had negative experiences restoring implants complaining of inconsistent results and constantly changing parts and pieces. If a patient returned to the GP's practice with a problematic, out-dated crown, they needed to buy new tools or components to treat the patient.

Dr. Farber was first exposed to the Straumann Dental Implant System (SDIS) while studying at the Medical College of Virginia. When he went into practice, it was clear that, with a wealth of published data in peer-reviewed journals, the SDIS was one of the best researched implant systems on the market. As he attended dental conferences and investigated other implant systems, he noticed the competition frequently compared itself to Straumann.

In time Dr. Farber decided to use Straumann dental implants exclusively in his practice—he found the SDIS delivers long-lasting, dependable results that make patients happy. The fact that Straumann's product line has proven longevity and provides customer support that is above reproach has encouraged him to stand by his decision.

"When I meet with patients, I explain the implant process and that Straumann implants have a high success rate."

His referral base likes the simplicity of the SDIS—with its single tool kit and variety of bone and tissue level implants, they can achieve a variety of esthetic results on a single platform. By making it easier for GP's to restore dental implants, Dr. Farber has built a large referral base which continually fuels his business revenue.

COMMITTED TO
SIMPLY DOING MORE
FOR DENTAL PROFESSIONALSSM

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The Results

Fifteen years after opening the doors to his practice, Dr. Farber has accomplished his goal of striking a healthy work-life balance. Today he places more than 500 implants per year, due in part to the quality and reliability of Straumann’s dental implants and his ability to communicate value to the patient. The majority of the implants placed by Dr. Farber are extraction and immediate placement. That leaves Dr. Farber plenty of time for a full life outside of work.



STRAUMANN GUARANTEE

International Headquarters

Institut Straumann AG
Peter Merian-Weg 12
CH-4002 Basel, Switzerland
Phone +41 (0)61 965 11 11
Fax +41 (0)61 965 11 01

Straumann USA

Straumann USA, LLC
60 Minuteman Road
Andover, MA 01810
Phone 800/448 8168
978/747 2500
Fax 978/747 2490
www.straumannusa.com

Straumann Canada

Straumann Canada Limited
3115 Harvester Road, 1st Floor
Burlington, ON L7N 3N8
Phone 800/363 4024
905/319 2900
Fax 905/319 2911
www.straumann.ca