



# CUSTOMERS ARE OUR INSPIRATION

SUCCESS STORIES FROM ACROSS NORTH AMERICA

DR. STEVEN FUQUA

SOUTHLAKE, TX

PROSTHODONTIST

## Background

While studying at the University of Texas, Health Science Center in 1994, Dr. Steven Fuqua participated in a unique year-long implant dentistry program—at the time the only program of its kind in the country. During the program he realized he wanted to make implant dentistry part of his career because he regarded it as the best treatment option for people with missing teeth, who otherwise faced a poor prognosis long term. Dr. Fuqua undertook a residency in prosthodontics and realized early on that, upon graduation, he wanted to build a practice as a full-service dental implant specialist.

When Dr. Fuqua opened his Southlake, Texas practice in 1999, he was the first and only prosthodontist practicing in the surrounding area. As he set out to educate the local dental community about his practice and treatment offerings, he met with as many general practitioners, oral surgeons and periodontists as possible, frequently offering his expertise in their study clubs to assist in treatment planning.

Immediately he noticed a bias against placing dental implants. Referring dentists were overwhelmed with the variety of abutment options available from different implant manufacturers. When discussing implants as a treatment option, it was clear many referring dentists were overwhelmed by the products on the market—if the wrong abutment was placed and had to be re-ordered and replaced, the case was automatically unprofitable. Combine this with the need to stock a variety of surgical kits and components, and most local dentists did not want to take the risk of losing money or, worse, completing a restoration that left the patient unsatisfied.

## The Challenge

Profitability through simplicity & variety.

Dr. Fuqua knew that dental implants represented viable treatment options for many patients, but to expand his referral base he had to offer an implant system that simplified the process and inspired confidence among clinicians and patients alike. He selected the Straumann® Dental Implant System (SDIS) because it offered both simplicity and variety he could trust to meet a variety of treatment needs without complicating the practices and procedures of his referring colleagues.

The SDIS has a logical component structure. Dr. Fuqua believes the SDIS has reduced the fears that his colleagues have relative to placing the wrong abutment. Their concerns about expensive and time-consuming mistakes have been replaced with confident, consistent results. With one surgical kit and an efficient impression technique, the SDIS makes placing and restoring dental implants efficient and profitable for both him and his colleagues.

COMMITTED TO  
**SIMPLY DOING MORE**  
FOR DENTAL PROFESSIONALS<sup>SM</sup>

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Variety was another important factor in selecting the SDIS as the standard system for his practice. Straumann has built on its decades of success with tissue-level implants to offer a full line of bone-level implants for increased variety. Dr. Fuqua confidently places Straumann bone level implants to provide his patients with great esthetic results in the anterior region.

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## The Results

Today, Dr. Fuqua not only places and restores Straumann bone-level and tissue-level dental implants, he also designs custom abutments using Straumann®'s cutting-edge CAD/CAM software. He has elected to design his own abutments because it affords him greater control over the process, which helps him ensure ideal placement which benefits the patient from a hygiene perspective. Dr. Fuqua has built his reputation based on a professional philosophy that focuses on providing the highest level of service to his patient and colleagues and his use of Straumann's CAD/CAM technology is helping him to do just that.

In the decade since opening his practice, Dr. Fuqua has gone from just educating local dentists about the value of dental implants to placing about 150 and restoring many more Straumann dental implants each year. From the beginning, Straumann's product line has grown with his practice to offer the efficiency and reliability his referring partners can trust with the esthetic results that satisfy patients.



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