



CUSTOMERS ARE OUR INSPIRATION

SUCCESS STORIES FROM ACROSS NORTH AMERICA

DR. BILL RUNYON

FORT WORTH, TX

ORAL SURGERY

Background

Dr. Bill Runyon, an oral and maxillofacial surgeon in Fort Worth, Texas, is the son of a pediatric dentist. He joined an existing practice in the area in 2002 after serving 14 years in the U.S. Army. Having been involved in implant dentistry since 1994, Dr. Runyon has seen a significant surge in the number of general dentists who offer implant care to their patients. In fact, Dr. Runyon's practice places 1200-1400 implants each year. But this thriving practice did not grow over night.

The Challenge

Encouraging referring GP's to try something new.

When Dr. Runyon first joined his practice, he needed to build relationships in the dental community and develop his own referral base. As a Fort Worth native and the son of a dentist, Dr. Runyon had no trouble getting in touch with his community. But with a wealth of implant experience and a growing referral network, he ran into a few long-established general practitioners who were reluctant to restore dental implants and did not offer them to their patients as a therapeutic option.

In particular, there were a couple of well respected dentists in the area who were uncomfortable with implants. These were dentists that Dr. Runyon regarded as top-notch, respected practitioners who had simply not been exposed to the latest implant technology. To address this situation, Dr. Runyon offered continuing education programs to educate GPs about state of the art implant technology. Over time, Dr. Runyon's programs have grown increasingly advanced and he now offers treatment planning information for more complicated cases. He has also dedicated one-on-one time to the community by providing hands-on treatment planning which helped GPs gain confidence in restoring implants.

In addition, Dr. Runyon provided evidence to his colleagues that a premium implant system offers a better outcome and result than crown and bridge for most patients. From both a business and a patient care standpoint Dr. Runyon believes that the Straumann® Dental Implant System (SDIS) offers the research and technology for successful patient outcomes. For example, research from Straumann demonstrating the safety and efficacy of immediate implant placement has made his practice more efficient.

COMMITTED TO
SIMPLY DOING MORE
FOR DENTAL PROFESSIONALSSM

“Research from Straumann demonstrating the safety and efficacy of immediate implant placement has made my practice more efficient.”

The Results

Today, Dr. Runyon has developed a referral base of more than 100 general practitioners many of whom are respected pillars of the Fort Worth dental community. Dr. Runyon continues to play an active role in sharing technical insight with the local dental community because he believes that this information is improving patient care.

Dr. Runyon expects continued growth and innovation in the science of dental implants. Premium dental implant vendors such as Straumann introduce improvements expanding the number of solutions available he has to address his patients’ clinical needs. He uses the tissue level and bone level implants everyday as well as Roxolid™, which he regards as an amazing advancement in implant dentistry, and is looking forward to using Straumann AlloGraft in the near future.



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