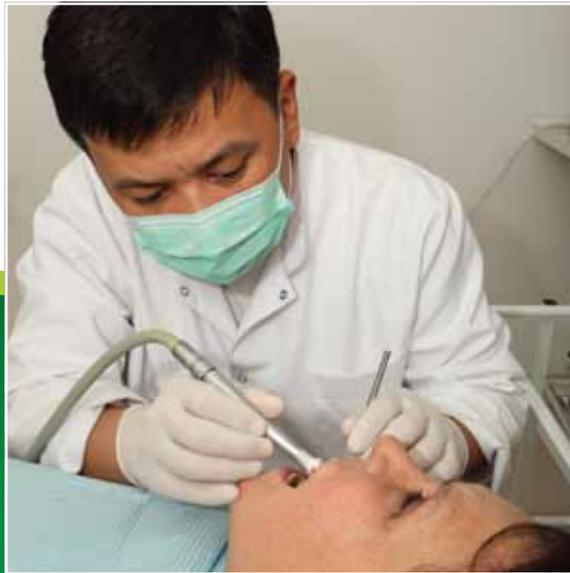


# **THE CONFIDENT CHOICE**

WHAT YOU NEED TO KNOW ABOUT  
SELECTING A DENTAL IMPLANT SYSTEM



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

# WHEN CHOOSING A DENTAL IMPLANT SYSTEM—

There are many factors when choosing an implant system...“How much will it cost and will it REALLY work?” However, there are other important considerations.

## What scientific evidence exists to support the performance of the implant system?

- Because “look-alike” implants try to copy the original manufacturer’s design and claim equivalent performance, ask for success rates and long-term data based on scientific studies to validate claims of equivalence

Straumann has published more than 3,000 scientific studies to support the Straumann implant system.

## What’s the manufacturer’s reputation? Do they have a track record of success?

- Look for supporting evidence that demonstrates product quality, a robust support infrastructure and a history of good customer service

Straumann’s track record of amassing clinical evidence prior to launching any product is extraordinary. Roxolid®, for example, launched only after 12 months of data collection in a broad program of clinical trials spanning nine countries and 60 centers.

## Is the implant system supported with a warranty? How long does the warranty cover the implant system?

- Look for a manufacturer that will back up quality claims with a warranty that will replace the implant and abutment if the implant fails

Straumann’s limited warranty will replace the implant and abutment if it fails within 10 years of placement (as long as the implant was placed according to Straumann requirements). However, using non-Straumann components with Straumann implants and prosthetics will void the warranty.

For more information on Straumann’s scientific studies, contact your territory manager for a copy of the *Scientific Research Summaries* (USLIT 264) and *Bone Level Implant Scientific Overview* (USLIT 302).



# ASK THE RIGHT QUESTIONS

## Is the implant system flexible enough to address both simple and complex needs?

- Ask if the portfolio comprises the array of implant types (e.g., tissue level and bone level) and versatile restorative options to address a variety of cases

Straumann's portfolio offers a choice of implant platforms, abutment heights, diameters, angulation and materials designed to create an optimal fit.

## How will the manufacturer support you?

- Will you have a dedicated territory manager to ensure you and your staff are trained on and confident with the new implant system?
- What will the manufacturer do to help drive new referrals to your practice?

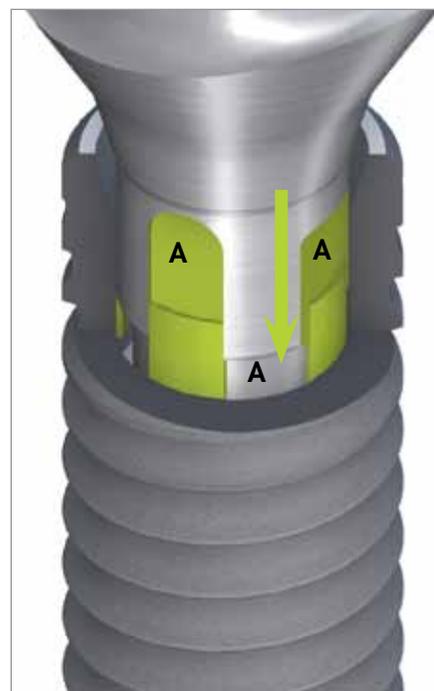
Straumann territory managers are dedicated to working with the implant team—surgeon, GP, lab and staff—to help ensure success at all stages of implant treatment.

## Does the manufacturer support claims that its implants and abutments can be mixed and matched with other implant systems?

- Some companies claim their implants and abutments work with those of other manufacturers
- Ask for data that demonstrates "mixing and matching" can be done without compromising the integrity of the implant system and health of the patient

Straumann's proprietary components are manufactured for precise fit and ideal load distribution that help to ensure maintenance of crestal bone and long-lasting esthetics.

## Authentic Straumann Bone-level CrossFit® Connection



## Each CrossFit design element is engineered to serve an important purpose

- The CrossFit Connection supports the distribution of anti-rotational and bending forces
- The grooves (A) ensure proper seating of the Straumann abutment
- The cylinder connection (not shown here) supports mechanical stability

## Determine the True Cost of Various Implant Systems

A IMPLANT-RELATED REVENUE	Total
A <sub>1</sub> – Number of implants placed per year	
A <sub>2</sub> – Treatment fee per implant (assume single cases)	
A <sub>3</sub> – Total annual revenue from implant cases (A <sub>1</sub> × A <sub>2</sub> )	
B IMPLANT-RELATED COSTS	
B <sub>1</sub> – Number of implants placed per year (B <sub>1</sub> = A <sub>1</sub> )	
B <sub>2</sub> – Cost of products to treat a single case	
B <sub>3</sub> – Total annual cost of products	
C COST OF FAILED IMPLANTS	
C <sub>1</sub> – Failed implants per year	
C <sub>2</sub> – Cost per failed implant (C <sub>2</sub> = C <sub>2,1</sub> + C <sub>2,2</sub> + C <sub>2,3</sub> )	
■ C <sub>2,1</sub> – Product replacement cost (net products under warranty)	
■ C <sub>2,2</sub> – Treatment cost	
■ C <sub>2,3</sub> – Overhead	
C <sub>3</sub> – Total annual cost of failed implants (C <sub>1</sub> × C <sub>2</sub> )	
D INCREMENTAL REVENUE THROUGH MANUFACTURER SUPPORT	
D <sub>1</sub> – Number of implants from new referrals generated at manufacturer educational program (annual)	
D <sub>2</sub> – Number of implants from new referrals generated by manufacturer and territory manager support (annual)	
D <sub>3</sub> – Total number of new implants (annual) (D <sub>3</sub> = D <sub>1</sub> + D <sub>2</sub> )	
D <sub>4</sub> – Treatment fee per implant	
D <sub>5</sub> – Total annual incremental revenue due to manufacturer support (D <sub>3</sub> × D <sub>4</sub> )	
<b>Total net value received from implant manufacturer</b> <b>(Total A<sub>3</sub> - B<sub>3</sub> - C<sub>3</sub> + D<sub>5</sub>)</b>	

“You may save a few dollars on a generic implant or abutment today, but if the component fails you will spend more time and money fixing the problem later.”

– Dr. Kanyon Keeney, Richmond, VA

# UNIQUELY **STRAUMANN**

## Implant companies can try to copy the shape of the Straumann implant but not the performance.

- Straumann's patented CrossFit® Connection is designed to ensure a secure and precise fit between the Straumann bone-level implant and authentic Straumann bone-level abutments. No other manufacturer has the CrossFit Connection
- Only Straumann implants carry the hydrophilic SLActive® surface, which reduces healing time from 6-8 weeks to 3-4 weeks\*
- Roxolid® implants fuse titanium and zirconium to create greater stability and confidence when placing small-diameter implants
- Bone Control Design™ of Straumann implants optimizes crestal bone preservation by adhering to five biological principles



**The CrossFit Connection is designed to be reliable, simple and versatile.**



**SLActive surface promotes faster osseointegration.\***



**Roxolid provides 50% higher tensile strength than pure titanium.†**

*\*As compared to Straumann's SLA® surface in an animal model.*

*†Based on internal specifications and ASTM F67.*

# DO MORE WITH **CONFIDENCE**

## THE VALUE OF AUTHENTICITY

"Look-alike" implant and abutment systems attempt to copy the original manufacturer's design, but cannot give assurance of equal precision or material quality. Compromises, such as a poor connection between the implant and abutment, can lead to complications. That's why practitioners should insist on genuine Straumann implants and restorative components.

Straumann delivers confidence on every level with products built on innovation, precision, reliability and simplicity supported by rigorous scientific and clinical evidence.

Every Straumann dental implant and abutment is backed by our exclusive ten-year limited warranty. So look for the Certificate of Authenticity to be sure you are using genuine Straumann components. It's the mark of confidence.



*The Certificate of Authenticity for Straumann implants is sent by the surgeon to the restorative doctor indicating that the surgeon has placed a genuine Straumann implant.*



*The Straumann Lab Authenticity sticker is sent by the restorative doctor to the lab to request that only genuine Straumann components are used for the restoration.*

[www.straumann.com](http://www.straumann.com)



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