

The Simply Smarter Team Approach

Industry-Compatible Implants with "All-in-1 Packaging" for Simplicity and Value Plus Highest Rated Customer Support



Simplified Team Communication with Patient Labels,
Customizable Letter with Video Link plus
Free Abutment & Transfer \$200

After Placing Transfer/Abutment in Empty Implant
Vial, Attach **Free** Label Identifying Referring Doctor,
Patient & Tooth Number

Inside
"The Changing Reality of The Team
Approach to Implant Dentistry"
by Dr. Gerald Niznick

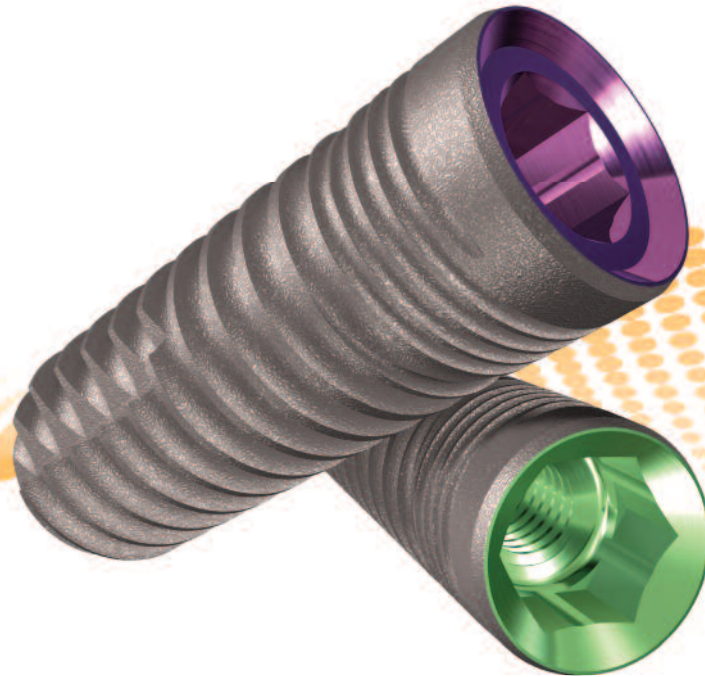


www.implantdirect.com

Designed For Success,



Cover Screw Healing Collar



Customer Service & Technical Support
online, over the phone, or in your office

Reality Check
Zimmer Customers
Save \$433 with Legacy3

Legacy™3 Implant

All-in-1 Packaging includes implant, abutment, transfer, cover screw & healing collar
\$200 vs \$633¹ from Zimmer Dental



Legacy™ Implant System Advantages:

Surgical Compatibility with Tapered Screw-Vent®
No need to change surgical protocol or tools

Three Implant Designs & Packaging Options

Allows for selection based on price, packaging or thread design

- Legacy1:** \$150 includes cover screw, healing collar & carrier
- Legacy2:** \$175 includes cover screw, healing collar & temporary abutment/transfer
- Legacy3:** \$200 includes cover screw, healing collar & preparable abutment/transfer

Micro-Threads

Reduce crestal stress for improved initial stability

Widest Range of Dimensional Options

The entire Legacy system includes seven implant diameters (3.2, 3.7, 4.2, 4.7, 5.2, 5.7, 7.0mm) & six implant lengths (6, 8, 10, 11.5, 13, 16mm)

Industry-Compatible Internal Hex

Prosthetic compatibility with Zimmer Dental Screw-Vent®, BioHorizons® & MIS implants

Legacy1

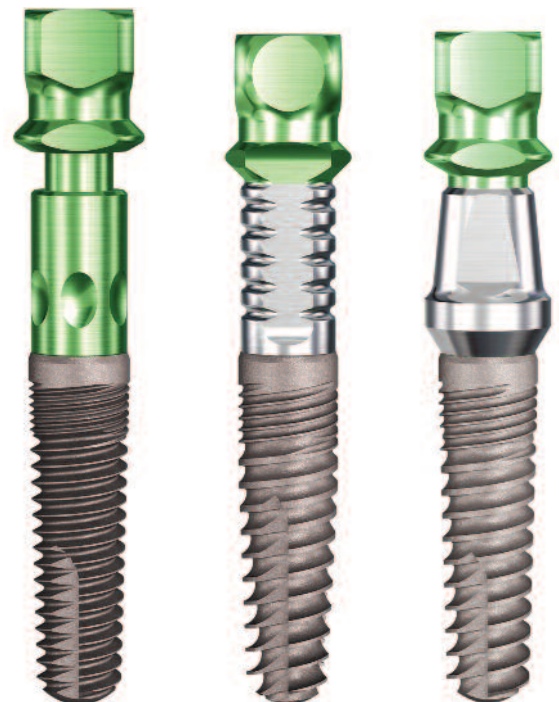
Standard "V" Threads
Matches Screw-Vent®

Legacy2

Aggressive Buttress
Threads for Increased
Stability

Legacy3

Progressive Buttress
Threads for Increased
Surface



	Laboratory Abutment	Straight Snap-On	Straight Contoured	15° Angled Contoured	Gold/Plastic	Zirconia/Ti Abutment	Plastic Temporary Abutment	Ball Attachment	GPS™ Attachment	Angled GPS™ Attachment	Multiple-Unit w/Cap & Transfer Straight	Multiple-Unit w/Cap & Transfer Angled
Our price	\$85	\$100	\$100	\$100	\$120	\$120	\$40	\$112	\$100	\$120	\$100	\$120
Zimmer Dental*	\$162	\$220	\$175	\$190	\$216	\$245	\$67	\$179	\$166	N/A	\$217	\$297

Intro Offer: Make the switch & receive three FREE implants.³

Price comparisons based upon US list prices as of January 2013. All trademarks are property of their respective companies.

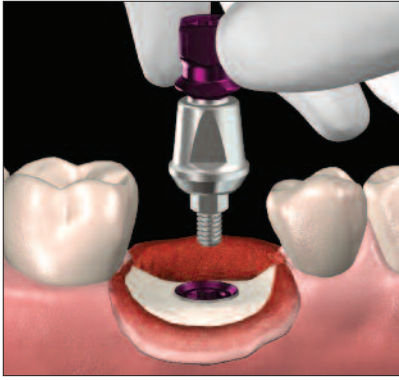
¹US list price for Tapered Screw-Vent with micro grooves, healing collar & straight abutment

²US list price for NobelActive with cover screw, impression coping & abutment

³Terms and conditions apply. Visit www.implantdirectwarranty.com for details.

⁴Implant Dent 2011; 20: 13-19 (n190); ⁵PSN-EAO09PSI-346 (n373) Reports available at www.implantdirect.com

The changing reality of the team approach to implant dentistry



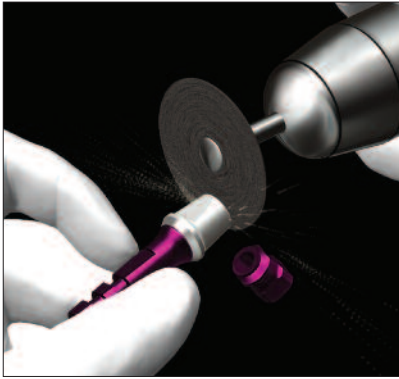
The Legacy3 and ReActive's FMT (fixture-mount/transfer) serve as a transfer and preparable abutment.



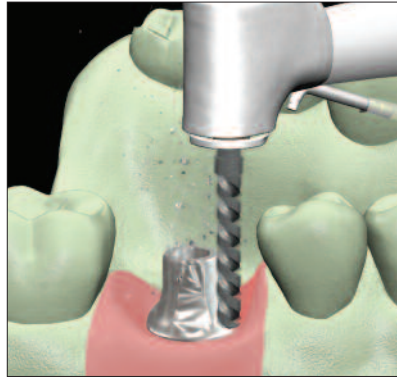
After surgery, the FMT is placed in an implant vial, labeled with tooth number, and sent to the restorative dentist.



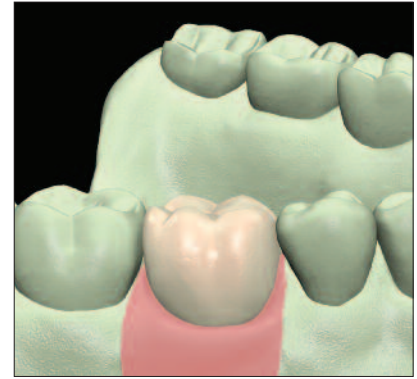
After making impressions, attach the FMT to matching colored implant analog and place in impression.



Section the FMT, removing the colored square with a thin disc, leaving the preparable abutment.



The abutment is prepared to adjust the height, angle, and margins. The dentist could also do this intraorally.



After the crown fabrication, the dentist attaches the abutment to implant at 30Ncm and the crown is cemented.

One answer for surgical specialists is to make implant dentistry easier and more profitable for their referring dentists, and more affordable for patients. All-in-1 implant packaging offers this solution.

Implant Direct's Legacy™3 internal hex and ReActive™ internal tri-lobe implants are provided on fixture-mounts that can be shortened to serve as preparable abutments for cemented restorations. Given the wide variety of options for cemented restorations, sending the transfer/abutment to the dentist is often a wiser decision than the surgeon selecting and attaching the abutment. The key is to involve restorative doctors in the treatment planning, and to educate them on the selection of abutments since this will increase their commitment to working on a team with the surgeon.

This also reduces dependence on salespeople who may not have adequate knowledge. Implant Direct has developed a series of e-mail thank you letters for surgical specialists that include a link to prosthetic procedures

specific for the implant system selected. Team communication is further enhanced by transferring the fixture-mount to the dentist via the implant vial, with platform-type and tooth number marked.

Article No. 1 in this series discussed the evolution of the internal connection implant, introduced by the author in 1982, to the 2009 Legacy3 (shown above) in six diameters and five lengths. Article No. 2 described use of the ScrewIndirect and GoDirect one-piece implants for edentulous applications, which eliminates the need for the restorative dentist to buy and attach an abutment. Article No. 3 described the use of both one- and two-piece implants with prosthetic abutments for cemented restorations.

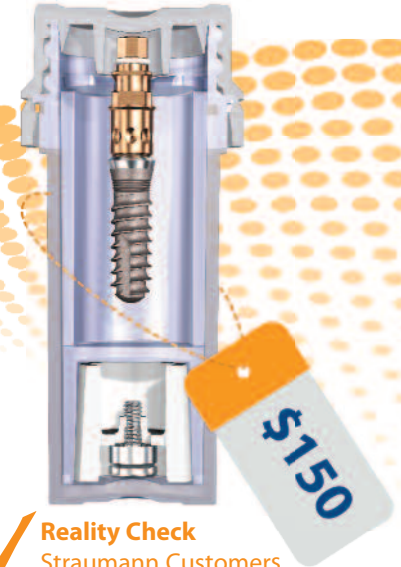
Increased competition dictates that surgical specialists learn more about the restorative requirements of their referring dentists, and choose a system that makes implant dentistry easier and more profitable for the team and patients.



SwishPlus™

100% Surgical and Prosthetic Compatibility with Straumann® Implants¹

Replacement Warranty plus \$500 for Straumann Implants used with Swish Abutments²



Reality Check
Straumann Customers All-in-1 Packaging includes implant, compatible carrier, cover screw & healing collar \$150 vs \$507³ from Straumann® Save \$357



SwishPlus Advantages⁴:

Internal Octagon (Niznick US Pat. #4,960,381 Licensed to Straumann)
Prosthetic compatibility with Straumann's Tissue-Level implants (Standard, Standard Plus and Tapered Effect)
Internal square broached in flats of octagon for fixture-mount engagement (Pat. Pend.)

More Diameter Options

Narrow 3.3mm and wide 5.7mm diameters available

- 1 Only 1mm of 2mm neck remains smooth for bone preservation⁵ with deeper placement
- 2 Micro-grooves for improved tissue attachment & increased surface area
- 3 Progressively-deeper threads for increased initial stability and surface area
- 4 Vertical self-tapping grooves for ease of insertion and increased initial stability
- 5 Tapered apical end to initiate self-tapping insertion
- 6 Carrier demarcations align with flats of octagon for use with indexed Swish abutments
- 7 Frictional carrier engages internal square, eliminating need for counter torque on removal

Carrier
Compatible with Straumann tool & standard ratchet



Our price	\$115	\$100	\$100	\$100	\$100	\$120	\$120	\$120	\$40	\$112	\$100	\$120	\$100	\$120
Straumann®	\$250	\$202	\$202	\$210	\$185	\$185	\$374 ⁶	\$374 ⁶	\$70	\$297	\$196	N/A	\$191	N/A

Introductory offer for Straumann Customers: Three FREE implants from the company that dares to compare.⁷

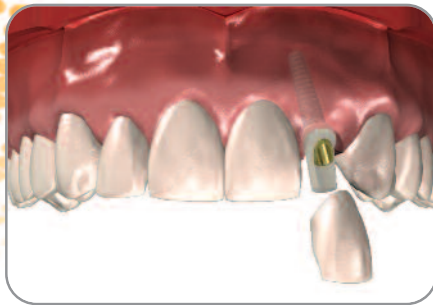
Price comparisons based upon US list prices as of January 2013. All trademarks are property of their respective companies.
¹Compatibility claims based upon Straumann's Tissue-level implants.
²Terms and conditions apply. Visit www.implantdirectwarranty.com for details.
³US list price for SLActive Tapered Effect implant, closure screw and healing abutment.
⁴System Variation: 3.3mmD & 5.7mmD SwishPlus are tapered; 3.3mmD also has SwishPlant threads.
⁵Buser et. al. Int J Oral Maxillofacial Implants 2005; 20: 677-686
⁶Comparison based upon Straumann's CARES Custom Zirconia Abutment. Price varies depending upon the laboratory.
⁷Must be a first-time customer. Limit one offer per practice dentist, dental office, group practice or partnership. Terms and conditions apply.

Must Have Implants

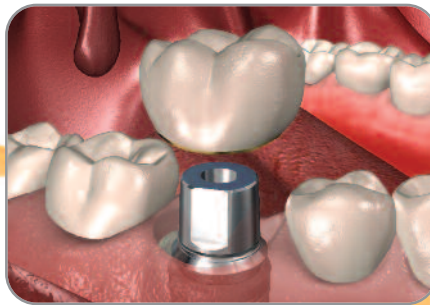
From Single Tooth Restoration
To Overdentures and Teeth-in-1Day™



Legacy™3
3.2mmD



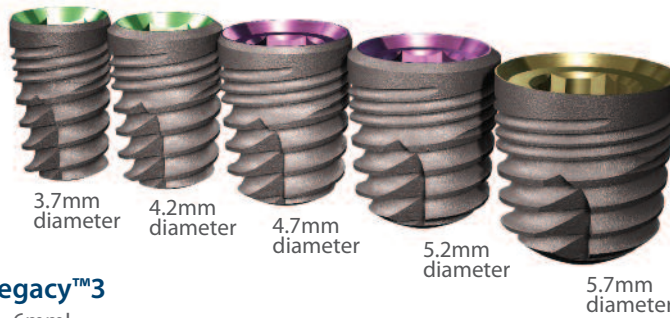
Single Tooth Restoration
with Legacy3 & Zirconia Abutment



Immediate Molar Replacement
with Legacy2 and Titanium Abutment



Legacy™2
7.0mmD



Legacy™3
6mmL



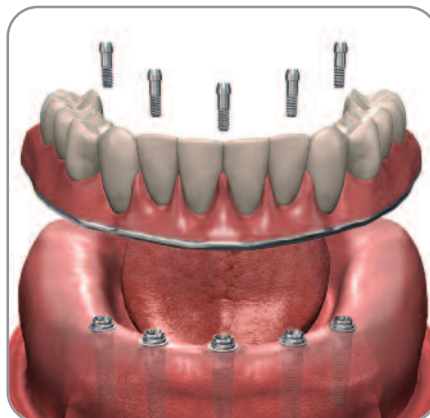
ScrewIndirect®
3.0mmD



GoDirect™
3.0mmD



Implant-Retained Overdenture
with GoDirect 1-Piece Implants



Implant-Supported Fixed Prosthesis
with ScrewIndirect 1-Piece Implants



The changing reality of the team approach to implant dentistry

Reprint from:

Dental Economics, November 2010
"The Changing Reality of The Team Approach to Implant Dentistry" was the fourth installment of a four-part article series



About the Author

Dr. Gerald Niznick
President & CEO, Implant Direct
Reach him at drniznick@implantdirect.com

The marketing dynamics within the dental implant industry are changing with regard to oral surgeons and periodontists growing or even maintaining their implant referral practices.

General practice dentists, who have traditionally worked in the team approach to provide optimal treatment for their patients, are realizing that the most profitable way to participate in the implant revolution is to start placing implants. In some cases, this is encouraged by the same implant sales reps who help increase referrals to the surgical specialists who use their implant systems.

The salesperson who offers to increase referrals by providing "technical support" through abutment selection or training on impression procedures, may achieve this objective by directing referrals away from another surgical specialist who does not use that salesperson's implant system.

This pits one company's sales force against another and surgical specialists against each other in competition for implant-referring dentists. These same salespeople who help increase implant referrals to a surgical specialist can hold that specialist captive with the veiled threat of redirecting those referrals to another surgical specialist if one does not stay loyal to using that salesperson's system.

Surgical specialists find themselves victims of this shell game. They have to use three to four different implant systems to retain certain referring dentists and neutralize the threat of the salesperson switching to a surgical specialist more committed to that salesperson's system.

Through all this, the surgical specialist is unable to select the system that offers the best clinical results and value. The confusion in ordering surgical instruments, implants, and related components for three to four

different systems is an expensive and time-consuming problem.

Competition among surgical specialists for referrals is increasing, with some surgical specialists funding educational programs and study clubs. Many of the large implant practices were built by surgical specialists who assume an expanded role in the prosthetic phase. This includes buying and attaching abutments.

Some do this to capture some of the restorative fees at the expense of their referring dentists. Some general dentists take advanced training in bone grafting procedures to treat cases previously believed to be the domain of the specialist.

These "implantologists" may seek referrals from GPs for placing the implants, or even travel to dental offices to place implants, sharing the surgical fee on a percentage basis. This not only supplements the dental practice income, it reduces the surgical costs to the patients, and saves more of the patients' money for restorative procedures.

Another concern of surgical specialists is competition from corporate-sponsored implant "super centers" such as ClearChoice™, which is now in 20 U.S. cities. The company markets through TV commercials and full-page newspaper ads with celebrity endorsements. More general dentists also have expanded their marketing efforts for implant patients by advertising reduced prices. These create limitations on the fees of surgical specialists with a more informed public.

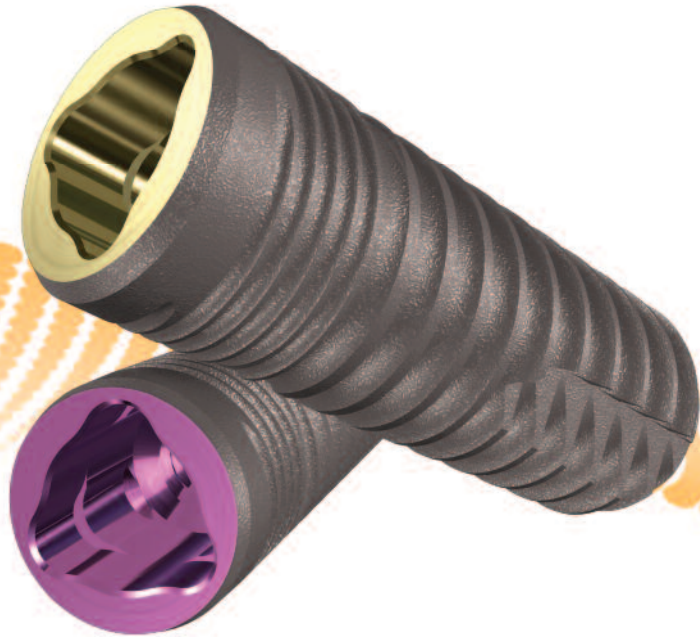


Packaged For Value



Five Year Warranty³

98% Success in Sinus Elevation Cases⁴
 99% Success in Immediate Load Maxillary Cases⁵



Cover Screw



ReActive™ Implant

All-in-1 Packaging includes implant, abutment, transfer & cover screw
 \$200 vs \$718² from Nobel Biocare™

Reality Check
 Nobel Customers
 Save \$518 with ReActive

RePlant®
 Body Dimensions Match NobelReplace™

RePlus®
 Body Taper for Bone Expansion

ReActive™
 Buttress Threads for Increased Surface

RePlant® Implant System Advantages:

Surgical Compatibility with RePlant & NobelReplace™
 No need to change surgical protocol or tools

Three Implant Designs & Packaging Options

Allows for selection based on price, packaging or thread design
RePlant: \$175 includes cover screw & temporary abutment/transfer
RePlus: \$200 includes cover screw & "snappy" abutment/transfer
ReActive: \$200 includes cover screw & preparable abutment/transfer

Micro-Threads

Reduce crestal stress for improved initial stability

Coronal Bevel on RePlus & ReActive

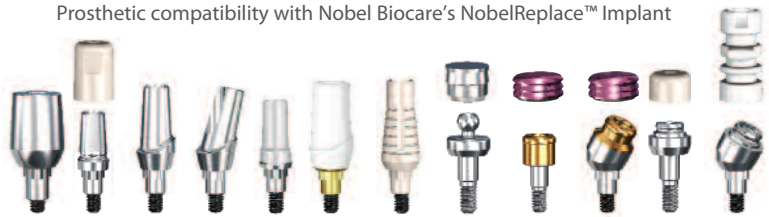
Allows for use of platform switching technology

Titanium Alloy

Offers superior strength to pure titanium

Nobel Biocare-Compatible Internal Tri-Lobe

Prosthetic compatibility with Nobel Biocare's NobelReplace™ Implant



	Laboratory Abutment	Straight Snap-On	Straight Contoured	15° Angled Contoured	Gold/Plastic	Zirconia/Ti Abutment	Plastic Temporary Abutment	Ball Attachment	GPS™ Attachment	Angled GPS™ Attachment	Multiple-Unit w/Cap & Transfer	Angled
Our price	\$85	\$100	\$100	\$100	\$120	\$120	\$40	\$112	\$100	\$120	\$100	\$120
Nobel Biocare™	\$194	\$192	\$175	\$232	\$223	\$295	\$75	\$225	\$156	N/A	\$236	\$282