Dear Colleagues,

Dental implants have gained a large popularity and acceptance in the dental world and became a very common treatment over the past decade.

They have shown extremely high success rate and offered our patients a life changing solutions. Implant specialists and General practitioners these days are more and more facing situations in which they have to recommend dental implants and include them in their treatment plans, for the best interest of their patients, as well as dealing with complications related to these treatments. Surgical and prosthetic techniques has been improved and simplified to make the outcome of the treatment very predictable, however the understanding of the biological and the clinical elements involved in Implantology remains the key of success of any implant treatment.

These elements are constantly studied and developed world wide to understand and Improve implant dentistry. Excellence is drive by passion and it should be the norm in our daily practice, which can only be achieved with continuous education and learning as well as sharing clinical experience.

In our constant search for excellence in Implant dentistry we are pleased to introduce The Implant Tribune Section; in this section we will highlight the latest Implant news and studies from the Middle East and around the world.

Furthermore, In the Implant Tribune Section, clinicians will have the chance to share their knowledge and experience by publishing their research, clinical studies or case reports.

We hope that you will enjoy the new Implant Tribune Section and we are looking forward to your cooperation and feedback.

Best Regards
Dr. Rashib Abi Nader
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with the Middle East and the market already? Have you had previous experiences here in the region? The Middle East people, in my opinion, are very similar to the Mediterranean people in the sense that they like to have painless treatment. In some western countries if you tell the patient “we are going to take a piece of your hip, we are going to transplant it to your jaw, we are going to build up your jaw” they’ll say “OK Doctor, when can you do it?”. People in the Middle East do not like to have a lot of pain in their life: they like to be treated in a simple fast and efficient way, and that is the way we are going to treat people with our technique.

2013 is around the corner, What are your plans for the coming year? Our plan is, as soon as we get more established here in Dubai, to establish another SameDay Dental Implants Clinic, hopefully in Abu Dhabi. The concept is unique, it is the first and we believe there will be a good demand for it.

Have you conducted any market research or does your European experience prove the concept works and the demand is high?

We have a lot of experience in Europe with this; the Americans have also experienced a big trend in the USA to treat patients in this fashion. The only difference with the USA is that although they do treat patients with same day teeth they do not place the permanent teeth straight away: they delay the permanent teeth for 2-3 months. So we will follow the trend of the USA in treating patients in same day implant centers but we will go one step further and complete the treatment within one week.

As far as the success rate for this type of treatment, it is very high, we’re talking about 97.5-98%. So while we do have some failures, it is in the region of 2.5%. We can quite happily manage those failures with the guarantee of implant treatment: we give our patients a ten year guarantee, when the implant, in other words if the implant fails it will be replaced at no extra cost for ten years, and if the porcelain fails or breaks (these are the teeth over the implants) there is a five year guarantee. We guarantee the implant for ten years and the porcelain for five years. That makes the patient feel comfortable in the sense that although he’s going to pay a substantial amount of money for this treatment, he will have a guarantee. Indeed a great service to offer. Over the last few months we notice many implant companies entering the Middle East market and competition is fierce. How do you differentiate yourself from the rest?

We differentiate on two levels. The first level on which we differentiate is that our products are unique: Southern Implants is the only company in the world that offers the Co-Axis angled implant, an implant that has a built in angle. The other companies offer straight implants only, and then you have to do all sorts of complicated prostodontic procedures to correct the angle and bring it into the right place. On the other hand, as with Southern Implants- maybe you can focus on this x-ray behind me- this is an excellent case to show how by using angled implants you can avoid the sinus while having a built in correction angle to provide for correct prosthetics. So we differentiate ourselves because we offer the angled implant, which we call the Co-Axis, and then we also differentiate by offering the immediate molar replacement implant which is the MAX Implant. This is a “molar specific” implant.

We have one more unique product and that is called the Passive Abutment which allows the dentist, the restorative dentist or the prosthodontist, to get a perfect fit of the prosthetic bridge or his prosthetic restoration. So we differentiate ourselves on the level of innovation with products which are unique to our brand- to Southern Implants. The other level we differentiate is at the level of affordable quality. The closest equivalent quality from other implant manufacturers is significantly more expensive to the dental practitioner or to the dental specialist. So we offer high quality, very high quality, at a reasonable price and then we offer the three innovations: the Co-Axis implant, the MAX Implant and the Passive Abutment.

Yes, Certainly. Already we have high tech CAD/CAM equipment which can scan a model and instead of a dental technician making the prosthesis, it can be made by CAD/CAM, and we are even one step further now: we are almost ready to be able to take a scanner, scan the implant in the mouth (the prosthetic surface of the implant- the platform of the implant) so we do not take an impression. We scan the teeth and via CAD/CAM technology the teeth can be manufactured. What the technician will do is design the prosthesis and put the final touches: the color, the staining, the final character of the teeth so that not everyone’s teeth look the same, there has to be some characterization.

Very interesting speaking with you Dr. Costa, is there anything else you would like to share with us? Would you like to tell the public that they should look after their teeth, they should visit their dentist regularly, they should keep their teeth forever but should they lose one or more of their teeth; with today’s technology and today’s level of high tech dentistry in the 21st century it is very easy to replace a tooth with an implant with an excellent result.

Thank you Dr. Costa we hope to see you again soon and wish you and your wonderful team all the best for 2013!
Micro Precis JLT introduces Branemark integration & medical production in Dubai, UAE

Trading in Medical, Surgical, Instrument, Equipment & Supplies For Implantology with Certificate ISO 9001 & 13485

MICRO PRECIS JLT LICENSED BY BRANEMARK INTEGRATION

Micro Precis, a company running a state-of-the-art implant and prosthetic pieces production facility in the surroundings of Paris and is opening its first commercial platform in Dubai. Through its long time production partnership it will introduce on the GCC markets Branemark Integration implants along with its own catalogue of pieces.

Micro Precis began prosthetics production & marketing Branemark Integration in the French market 3 years ago providing first class materials to dentists laboratories, clinics, hospitals, dentists and implantologists. It is currently run by Abdel Karim LOUGH-SALA (Founder of Micro Precis Paris), Lozhal LOUGH-SALA (C.E.O. of Micro Precis JLT) and Bertrand Alain VIALA (Executive Associate) have over 10 years international experience in international business and the dental industry.

Today, Micro Precis Branemark Integration through its French distributor Biosmile, run medical units such as ISI Clinic in Paris, Swiss and Brussels. Both companies aim at improving dental care by offering quality systems available on the market.

MEDICAL PRODUCTION company integrates:

• A permanent research, carried out in partnership with implied practitioners, mastered industrial processes and experienced technicians.
• Modern equipments and a sharp sense regarding precision.
• A strong logistic capability and a committed marketing team.

All these help to appreciate the amount of technical means and human resources out to the service of such extremely high quality products. Being Compatible with a majority of the products in the market, the dental implant ranges and prosthetic solutions from MEDICAL PRODUCTION offer an extensive coverage for all modern oral implantology applications. Combining high technology and high competitiveness, the proposed solutions are in closer of the needs of the dental surgeons and are applied for 17 years by very numerous consultants practitioners.

ISO-certified 9001 and 13485 the mastered know-how of the company is renowned in French as well as abroad and confers on the company a growing privileged position in the global market.

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Micro Precis company is specialized in manufacturing high-tech micro & nanotechnology dental implants parts and prosthetics, dental surgery equipment, and medical application. Micro Precis is focused on quality and innovation in order to bring a true difference to the market. In that perspective, it works in association with the French national research center INSERM, in order to develop and promote new technologies.