Growing a successful dental implant clinic

By DTI

In April 2016, Dr Ian Lane, a managing partner at Queensway Dental Clinic, together with Richard Elliott, Managing Director of Queensway’s Dental Laboratory, presented a webinar to a global audience of over 350 dentists, giving them insights into what they feel have been the most fundamental factors of growing a successful dental implant clinic.

Queensway Dental Clinic (www.queensway.co.uk) was founded in 1993, when Dr Paul Averley took over the north-eastern clinic. At the time, it was at the heart of an area where the population’s oral health was significantly lower than that of the national average. Over the next 25 years, the practice grew into the award-winning business it is today—a journey that Lane believes would not have been possible without the partners, specialists, nurses, managers, technicians and therapists who have invested their time and passion in every step.

Between 1998 and 2013, Queensway Dental Clinic was the largest referral centre for conscious sedation in the region, and the clinic treated over 100,000 patients during that time. However, as of 2011, the business model started to change and the partners turned their attentions to expanding the private side of the clinic. By applying the same principles learnt from building a successful NHS practice, Queensway Dental Clinic grew from a four-surgery practice into a 25-surgery practice over time.

Lane suggested that this success can largely be attributed to the Queensway ethos with its patient-centred approach to dentistry. “We focus on holistic care, meaning there is real choice for the patient, as well as ensuring that shared decisions are made, over which patients have full control.”

“We have always invested in our team,” continued Lane. “Indeed, the strong foundations of our clinic have been built on the knowledge and experience of our team. To build a truly successful implant clinic, it is vital to have the right team in place.”

With Gold Standard Investors in People accreditation, it is clear that Queensway Dental Clinic understands the importance of nurturing the skills of its team. Investing heavily in the continuing professional development (CPD) of every single member, it has seen its nursing teams progress through the Nobel Biocare basic and advanced nursing courses, as well as attain the dental implant nursing qualification from King’s College London—and all are experienced to some degree with the All-on-4 treatment modality.

Of course, it is not just the clinical skills that contribute to the success of an implant practice. Queensway Dental Clinic has strived to improve the training of its front-of-house staff to ensure that patients receive only the very highest standard of service from the moment they enter the practice. This has included sending the team on lunch-and-learn sessions with Nobel Biocare representatives, having cue cards developed to act as prompts on the phone, and giving each of the staff the necessary understanding of implant treatment options in order for them to communicate this effectively to prospective and current patients.

Furthermore, Queensway understands the importance of investing in the skills of its partners and takes great pride in the individual achievements of its team members. Indeed, the partners at Queensway Dental Clinic have all graduated from the Kois Centre in Seattle in the US—five of only 15 practitioners in the UK to have done so.

“The skills we have learnt at the Kois Centre have transformed the way we practise,” said Lane. “As well as improving the outcomes we can achieve for our patients, seeing many patients who have suffered from many different problems with their teeth, it’s vital that we have the skills—like those that the Kois Centre teaches so well—to be able to manage the complexity of these cases in a reliable way. Without a doubt, these skills have also enabled us to reassure our patients that they are being treated with the most up-to-date and predictable procedures and techniques.”

Elliott too graduated from the Kois Centre and was the very first technician in the UK to have done so. This significant achievement is mirrored in the way Queensway invests in the skills and CPD of its laboratory technicians, representing recognition of the importance of technicians in the provision of implant therapy.

Indeed, owing to the training provided by the Kois Centre, as well as the benefits of Nobel-Clinician Software, the team at Queensway has managed to streamline their case assessment and treatment planning process. “We’re all speaking in the same language now,” said Lane. “We can provide effective risk assessments for our patients, deliver effective and reliable treatment plans for implant treatments, design our patient’s smiles, provide diagnostic assessments with models and photos, and review cases with the entire team present.”

Vital to all this, Lane went on to explain, are communication and working alongside colleagues who all have the same skill and experience. “This is why,” he said, “we take our training and education seriously at Queensway.”

It is also down to the implant provider. Since 1993 (with the exception of a very short departure in 2009), Queensway Dental Clinic has used Nobel Biocare implants. “It’s the mix of quality service and quality products,” explained Lane. “We don’t use cheap products and Nobel Biocare doesn’t provide them. In all, it helps us minimise the risk to our patients and enables us to achieve excellent results.”

Working with Nobel Biocare enables the Queensway team to use a variety of different techniques, including immediate loading, and provides the opportunity to scan and plan treatments in full 3-D. It also allows the clinical staff of Queensway to liaise effectively with the laboratory staff, expediting and improving the process from start to finish.

This kind of professional knowledge, when brought together effectively with clinical, technical and management skills, has been one of the greatest contributing factors to the success of Queensway’s implant business. “It’s been a challenge,” admitted Lane, “and it requires excellent communication from all aspects of our business, but it has certainly paid dividends—and it certainly would not have been possible without the relationship we share with Nobel Biocare.”

This relationship seems to no way likely to end soon, indeed, the team at Queensway Dental Clinic and laboratory has found working with Nobel Biocare so effective that it has seen an 87 per cent increase in spending on Nobel clinical products, as well as a 250 per cent increase for laboratory items since 2011. “Having a single

© Dr Ian Lane
company solution in our busy practice has been incredibly useful in boosting our business,” said Lane.

The figures speak for themselves. Since 2011, Queensway Dental Clinic has experienced an increase in its implant turnover of 220 per cent, with up to 50 per cent of all of its private activity originating from its provision of implants. There has also been a concurrent growth of 25 per cent in its laboratory business and this can be directly linked to its implant success.

Moreover, the know-how and the products are just one part of achieving success. Putting everything into practice represents the greatest struggle for a large and busy centre like Queensway Dental Clinic. For this reason, the team strives to follow five essential tenets to ensure success.

Furthermore, Queensway invests in progressive treatment protocols. The team works hard to ensure patients’ teeth can be restored in the shortest predictable time. This includes adopting new technologies and techniques, as well as learning to communicate effectively with all necessary services to ensure the optimum result can be achieved in the shortest, safest and most non-invasive manner.

While Lane emphasised the importance of communication within the Queensway team, he also stressed how important it is to communicate effectively with patients. By conducting applicable and in-depth research of the patient demographic in the area, the Queensway team can target its treatments to those who need them most. This information can then be transferred to tried and tested marketing campaigns, such as those used on the practice website, through Google or via social media. Queensway also utilises local advertising, which can often be the most successful method of reaching patients in the area.

Lane explained how crucial it is to invest in a good website: “As one of the main points of contact for most patients, a website has to be responsive; it has to be image led and easy to navigate. Our website is both smartphone and tablet friendly, in recognition of the massive usage of these two devices. All of the images on our website are of our own patients as well—no stock images are used.”

Another key factor of Queensway’s success is its ability to accept high-end treatments at any time. This means that whenever an enquiry is made about any treatment, it can be answered succinctly and accurately by a member of the team who understands precisely what is needed. Queensway Dental Clinic has a highly trained treatment advisor who can answer these queries, and the clinic offers a free 30-minute consultation with an implant dentist.

Lastly, Queensway Dental Clinic recognises the importance of delivering patient satisfaction and encouraging patients to recruit others. According to Lane, ‘At Queensway, approximately 80 per cent of all new patient enquiries are made through word of mouth or recommendations.’

Everything the Queensway team does is geared towards ensuring that patients receive a service they cannot help but recommend. By carrying out monthly patient surveys, running patient forums and open evenings, taking testimonials and Google reviews, and building up a strong referral network, the Queensway team can collect, review and build upon patient feedback to ensure that its service always reaches a high standard.

In conclusion, by investing in exceptional training, by communicating effectively, by working with high-quality and supportive companies, and by maintaining high levels of service, Queensway Dental Clinic has achieved a great deal over the last 20-plus years. The dedication and hard work shown by its team are a testament to its past and continued success and serve as a shining example of what an implant business can achieve today and tomorrow.
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Face transplant expert joins speakers list at upcoming national implant event

Association of Dental Implantology’s team congress to be held in March 2017 in London

LONDON, UK: Members of the Association of Dental Implantology will head to the ExCel London exhibition and convention centre in March when the next biennial team congress of the professional body is held from the 2nd to the 4th in the capital. Under the theme of “Dental implantology: A global perspective—Inspiration from around the world”, the event will offer a varied and inspirational learning experience for all members of the dental team, as well as for dentists with no previous experience in implantology.

Nottingham implantologist Dr Colin Campbell will present the Introduction to Dental Implantology Programme, which he has said will show beginners the benefits of a long-term training strategy for the whole dental team. “Sharing and promoting training throughout the practice leads to better motivation, higher quality staff, better retention of staff and generally better engagement in the whole process,” he said regarding his congress paper.

Further lectures delivered by some of the most highly respected clinicians in the field, including Dr Daniel Alam, one of the world’s leading experts on face transplants, will further help GDPs, specialists, dental technicians and all other team members to develop their knowledge and understanding of implantology and remain up to date with the very latest in the field.

Presenter Dr Martyn Amsel from Oxfordshire said, “I will discuss some new ideas for treatment planning, as well as the importance of communication Treatment planning is ultimately a jigsaw and only with all the pieces can professionals hope to achieve successful results.”

Accompanying the congress programme will be an extensive trade exhibition hosted by industry-leading implant product companies, each demonstrating the cutting-edge innovations they bring to the market. At a glittering congress dinner on 3 March, attendees will have the chance to relax, enjoy an evening of fantastic entertainment and socialise with their peers.

Professionals interested in attending the event can obtain more information about the programme and how to register at www.adi.org.uk/congress2017.
From 23 to 26 June, Nobel Biocare held its global symposium in the world metropolis of New York in the US. The company staged a truly exceptional event with a high-class educational programme at the Waldorf Astoria in Manhattan. As the official media partner of the event, Dental Tribune International had the opportunity to meet with Hans Geiselhöringer, President of Nobel Biocare and Dental Imaging, at the symposium for a short interview.

Dental Tribune International: Has the global symposium met your expectations?
Hans Geiselhöringer: We are extremely happy with the symposium because it has exceeded our expectations in every sense, from the record number of participants to the motivation of our team and customers to engage in discussions, as well as the quality of the speakers and their presentations. We have always had high standards at our meetings, but I must say that I was really thrilled by the way innovation was presented not only by our company but also by the clinicians and experts themselves.

In addition, I found the NEXT GEN forum in particular incredible, as it gave us confirmation that we are on the right track to doing more for the younger generation of implantologists. I was positively surprised to see how enthusiastic and open our young clinicians are to working hard with us to move this project forward.

In my opinion, the journey of innovating the clinical workflow has just begun. With regard to training of the next generation of dental professionals, what kind of role can or should Nobel Biocare play in implant education?

Overall, we have seen at this symposium that the future is bright, and I strongly disagree with some critical voices that suggest that there will no longer be real innovations in implantology.

"I believe that even experts cannot predict the impact of the Brexit on the industry."
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To continue leading the value market

Dental implant manufacturer MIS announces future strategies

By DTI

BARCELONA, Spain: Founded in 1995, MIS Implants Technologies started out as a small implant company in the discount segment, but has developed into a successful global business over the past 20 years. At a press conference held during the MIS Global Conference in Barcelona in May, the management team gave a detailed outlook on the company’s future strategic developments, product innovations and potential growth markets.

In order to pursue considerable growth and address challenges in the implant market, MIS made a number of organisational changes to the company structure several years ago. One of these was integrating research and development functions into the marketing and sales department, a move that transformed the department’s way of working.

Since 2013, Doron Peretz, Senior Vice President of Marketing and Development, has been guiding the R & D division at MIS.

"The key to continuous growth is innovation. However, it is not easy to drive innovations from in-house. Therefore, our marketing team, who is most exposed to the current opportunities of the market, has contributed a lot to exploring and bringing new ideas to research and development, and we are progressing rapidly in expanding our portfolio with this approach," he said.

MIS management identified three markets offering opportunities for considerable growth, namely Germany, the US and China, where MIS only recently opened a new subsidiary.

"Despite the vast number of dentists, the number of implants sold in China today is similar to the number in Israel. However, we believe that the situation will change when we train more dentists on how to use dental implants. Therefore, we are investing in education in particular," Peretz told Dental Tribune.

We predict that about five years from now this will no longer be the case. The main reason is that dentists will no longer accept low-value discount implants. MIS is currently leading the value segment and will continue to do so," Peretz also disclosed that the company is planning to bring a number of new products to market over the next three years, including the next generation of the V3 Implant System, which will be launched at the upcoming International Dental Show in March 2017. With some of these innovations, MIS is aiming to offer its customers products in the premium range. "In order to really grow, we have to participate in the premium segment, which currently accounts for about 70 per cent of the global implant market. We have to develop solutions and services that can compete against other products and bring added value in this segment," he said.

MIS CEO Idan Kleifeld added: “Today, it is crucial to offer complete solutions and in line with our philosophy ‘Make it Simple,’ our primary principle is to simplify every stage of the implantology process. The combination of mechanical design of the V3, biological properties of the new B+ implant surface, and digital technology with the MGUIDE, allows us to provide clinicians with highly effective solutions that produce safe and predictable results.”

“We want to become the most innovative company in implant dentistry and we are now close to fulfilling this aim with our latest developments,” Kleifeld concluded.

Only recently, voters in the UK decided that the country should leave the European Union. How could the Brexit affect the dental industry and are there any immediate concerns for Nobel Biocare?

This is a question that is really difficult to answer, as the short- and long-term consequences of the Brexit remain unclear. I believe that even experts cannot predict the impact of the Brexit on the industry. From a personal point of view, I believe it is never a good thing to have many separate markets. However, whether the Brexit will affect us as Nobel Biocare directly, I do not yet know.

How has the acquisition by the dental platform of the Danaher Corporation, which occurred at the end of 2014, affected Nobel Biocare’s business?

We have seen only positive effects. The transition into the dental platform has given us new opportunities to develop resources for innovation, marketing and sales that we would not have had without this partnership. Collaboration with other brands within the platform has opened up expertise that is allowing us to lead innovation in dentistry. We are learning from our colleagues and have gained tools that are helping us to refine our processes and accelerate results.

The new home of Nobel Biocare is a very good one. The next big occasion in the dental event schedule is the International Dental Show in March next year. Are there even more innovations to come from Nobel Biocare?

I cannot disclose anything yet. However, I can tell you already that there will be significant innovations presented. The potential that we are going to bring to the market will be of the same magnitude as that experienced at the symposium over the past few days.

Nobel Biocare will accelerate its delivery of significant and meaningful innovations, each developed with the well-being of the patient in mind.

Thank you very much.

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Doron Peretz, Senior Vice President of Marketing and Development.

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