Back to New Orleans

The Big Easy will once again host ICOI Winter Symposium

By R. Craig Johnson, Executive Director, ICOI

Catering to membership requests, the ICOI will return to the Big Easy, New Orleans, for its Winter Symposium. The dates for this meeting are Jan. 16–18. The venue will be the Marriott on Canal Street. ICOI co-chair Dr. Kenneth Judy is the scientific chair for this meeting, which has as its theme, “Fine Tuning Today’s Implantology.” Invited speakers include Drs. Charles Babbsch, Richard Kraut, Jack Hahn, Carl Misch, Rick Ferguson, Jin Kim, Pablo Galindo, Michael Sonick, Georgios Romanos, Alvaro Ordonez, Aldo Vicari, Keith Progebhn, Guido Sarnachiaro, Gerard Scortecci, Avi Schettitt, John Olsen, Scott Ganz, Ady Palti, Konstantinos Vala-

Brazilian, Russian, Indian and Chinese implant markets to see rapid expansion

By Dental Tribune International

According to a new report, the Brazilian, Russian, Indian and Chinese (BRIC) markets will be the fastest-growing dental implant markets worldwide in the next few years. It is believed that they will reach $13 billion in 2021 owing to the rising number of dentists learning to perform implant procedures and the increased importance of local low-cost competitors for the international dental industry. According to the Millennium Research Group (MRG), a Canadian provider of strategic information to the health care sector, Brazil currently represents the largest of the BRIC markets and will continue to generate the highest proportion of revenues, accounting for more than 50 percent of all dental implant revenues. Dental implants have been available in the country for a long time and many Brazilians seek this treatment owing to a high level of esthetic consciousness in the society.

With regard to market expansion, however, MRG predicts that the less mature Russian, Indian and Chinese markets will have greater growth, with the dental implant market in China experiencing the strongest development. “Price competition will be less prevalent in China than in Russia, India or Brazil,” said MRG analyst Jeremy Seath. “Chinese dentists place greater emphasis on brand names and premium products because it improves the appearance of their practices to patients. The majority of patients undergoing dental implant treatment in China continue to be part of a wealthy social class and they are more likely to request higher-priced brands. As a result of this trend, the aggregate selling price in China was more than double that of the other BRIC countries in 2012.” MRG also stated that low-cost products will gain more importance as price competition intensifies worldwide.

Although the increasing availability of low-cost products will make dental implant procedures more accessible to patients, this trend will ultimately impede revenue, MRG suggested. Therefore, international competitors, particularly in Brazil, will be looking to meet growing demand for implants by acquiring local low-cost companies to offer low-cost products alongside their premium devices. In 2012, for instance, Straumann acquire a 49 percent stake in Neodent, a leading dental implant company in Brazil. The report, titled “BRIC Markets for Dental Implants 2013,” can be accessed on MRG’s website.
Young implantologists attending this symposium will be treated to some “veterans” to the science of oral implantology.

The first speaker of the program, Dr. Jack Hahn, will deliver a self-effacing lecture on 43 years of surgical and prosthetic implant failures, while ICOI’s President Elect, Dr. Gerard Scortecci, will enlighten the audience with his lecture on 40 years of clinical experience and fundamental research.

Other topics to be covered in this conference are occlusion and intelligent implant loading, post-sinus graft complications, GBR, CBCT and extraoral scanning, bone-grafting, maxillary all-on-four discussion, marginal migration concept and more.

On Jan. 16, preceding the start of the symposium will be a 2½ day-program for auxiliary team members that will focus on enhancing and understanding patient assessment, treatment planning and clinical procedures.

In addition to the ¼-day general session for the auxiliaries, four all-day certification courses and workshops will be held for hygienists, dental assistants, practice management and implant coordinator staff members. Doctors should encourage their staff members to attend the symposium as a means of enhancing individual practices.

The ICOI also encourages those who wish to participate in the educational experience by giving a table clinic or poster presentation to submit a request to the chair for the table clinic/poster presentations, Dr. Avi Schetritt at dravi@perio.org.

The French Quarter, the Garden District and all that New Orleans entails await our delegates to this always exciting venue.

For more information on this upcoming conference, we invite you to visit our web site, www.icoi neworleans2014.org, and “Laissez les bons temps rouler!” (Let the good times roll!)