Why the Straumann Dental Implant System stands for reliability, simplicity & innovation

What premium brands achieve and why cheap implants cannot be regarded as an option for the patient who wants value for money and peace of mind

Smaller suppliers are increasingly present in the market for dental implants, with cheap implant products and aggressive marketing that is targeted at price. Some of these companies would not even exist without premium suppliers. In this article, Institut Straumann AG would like to show what premium suppliers do to develop implant dentistry on a scientific foundation and continuously increase treatment safety, while suppliers of cheap implants are exclusively sales oriented organizations with a short-term focus.

Swiss Precision
In 1954, Reinhard Straumann, drawing on his experience in the Swiss watch industry and engineering, founded the metallurgical company, later known as Straumann. The company, which has never changed ownership, still draws upon Dr Straumann’s legacy of precision, scientific proof and pushing the boundries of convention. When it comes to research, development and service, Straumann is committed to ‘simply doing more’ for dental professionals.

Reliability from over 10-year of clinical data
Not only should the dental implant perform functionally and be reliable, it should also last on a long-term basis—which means that the bone and soft tissues around it need to be maintained. Comprehensive long-term clinical studies published in peer-reviewed journals and presented at international scientific meetings have always been important to Straumann and the Straumann Dental Implant System is backed by ongoing studies assessing aesthetic parameters over the long term. In 2004, an ongoing cohort study was presented at the 13th Scientific Meeting of the European Association of Osseointegration (IAO), which included 12-year data on aesthetic parameters of Straumann implants. Nine-year data were published in 2003. Some manufacturers of cheap implants were not even in the business then and still have no clinical program in place.

Clinical substantiation
Furthermore, Straumann conducts thorough preclinical and clinical tests on its products prior to market introduction.

Innovation: SLActive® as an example
It is not uncommon for low-price players to promote their products with price differences by comparing their products against the more expensive, high end premium solutions. For instance one cheap manufacturer may compare the price of its undocumented, second generation hydrophilic SLActive® surface with the documented, second generation surface with the manufacturer may compare the price of its undocumented, second generation hydrophilic surface. Endorsed by more than 25 and ongoing studies, SLActive® is one of the best investmenst in new implant surfaces on the market.

The results of these studies are presented at international scientific congresses and in peer reviewed journals, endorsing the quality of the research. Straumann currently has 18 studies in cruel studies 197 in 17 countries and involving 2,061 patients.

Straumann invests over five per cent on Research & Development
Research and innovation are the basis for launching innovative products and therefore for the company’s future. Even in an economic rockbottom, expenditure in this connection in the first half of 2009 was over five per cent of turnover and thus more than in previous years. These investments are made available for basic research, both clinical and preclinical, which plays a central part in product development. Convincing scientific evidence has been produced with scientific studies that Straumann products are both safe and effective (and furthermore offer clinical advantages) are those introduced to the market.

Scientifically grounded products - the best investment for doctor and patients
The innovations of Straumann are a response to the needs of the steadily developing implant dentistry practice. As the SLActive® example shows, an innovative product can signify an expansion of the range of indications for the dentist working in implant dentistry, that is, the possibility of reaching new groups of patients in whom implant therapy was not possible previously for various reasons or would have involved risks. This expansion of the range of indications also signifies corresponding growth for their practice. SLActive shortens the treatment time and enhance clinical success.

Training and education: an important element in the marketing
Basic training in implant dentistry now features in under- and postgraduate education. However, there is a huge need for further education, up-skilling and refreshers courses to ensure that practicing dentists, technicians, nurses and other dental professionals are able to offer the latest standard of care to patients. Straumann offers a large variety of courses worldwide every year. These are a major contribution to raising treatment quality and enhancing the standard of patient care.

Lasting quality and service
Look-alikes give the clinicians the impression that they are saving money but they don’t talk about the long-term consequences. As in other fields, the rule applies: saving money at the wrong end can become costly later. A recent comparative study conducted by the University of Connecticut reveals how quality standards between premium implants and look-alikes can differ (see text box to the left).

The consequences and costs that may result from the usage of such products should therefore be taken into consideration in advance.

Litterature risk from mixing
Cheap implants often do not offer flexible solutions for technical inhomogeneity. But making compromises is not worth even the cheapest price. Several low-cost components have been used to develop implant dentistry systems, which also means that the bone and soft tissues around it need to be maintained. Comprehensive long-term clinical studies published in peer-reviewed journals and presented at international scientific meetings have always been important to Straumann and the Straumann Dental Implant System is backed by ongoing studies assessing aesthetic parameters over the long term. In 2004, an ongoing cohort study was presented at the 13th Scientific Meeting of the European Association of Osseointegration (IAO), which included 12-year data on aesthetic parameters of Straumann implants. Nine-year data were published in 2003. Some manufacturers of cheap implants were not even in the business then and still have no clinical program in place.

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