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 where 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 biological and 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
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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 a 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 the 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, for 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 position. The prostodontist-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 prostodontics. 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 MAC 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 prosthesis 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 at is a 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.

Very Futuristic! Speaking about the future, where do you see the Implant industry heading in let us say ten years from now? There are a number of ways it can go to. The one is that if people take better care of their teeth, which they probably will, there will be less number of implants to be placed which for the patients that is a good thing. On the other hand there is a lot of research and development in the stem cell market, and it might be possible in the next decade, or a bit longer, to replace a missing tooth with stem cells which have been made to differentiate into tooth producing cells. So if you are missing your teeth, one might be able to take some stem cells, differentiate them and inject them in the place where your teeth are missing and grow teeth. We are quite a way from that, it will take a while to get there but if you ask me, long term, I think that is how we are going to go- in the direction of stem cells. So maybe we will not be placing implants, maybe we will be injecting stem cells.

And what about CAD/CAM & Digital Dentistry?
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) and then we do the three innovations: the Co-Axis implant, the MAX Implant and the Passive Abutment.

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Micro Precis JLT introduces Branemark integration & medical production in Dubai, UAE

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 dentals laboratories, clinics, hospitals, dentists and implantologists. It is currently run by Abdel Karim LOUGHSALA (Founder of Micro Precis Paris), Lozhal LOUGHSALA (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 to improve dental care by offering quality 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 production & marketing with Micro Precis, “as skills exchanges between industries stakeholders will become even more important”, as Mr Lozhal Loughsala says. "Our technical and scientific teams work every day to improve our range of dental implants such as titanium implants, cylindrical implants, conical implants, micro threaded collar implants, internal and external hexagon, Morse taper implants, mini-implants, osteosynthesis screws".

Coming to the GCC, the aim of Micro Precis is really to offer a wide range of implants which will allow GCC professionals to treat the majority of their clinical cases with innovative solutions.

MICRO PRECIS JLT LICENSED BY MEDICAL PRODUCTION

Micro Precis began prosthetics production & marketing with Medical Production in the French market 3 years ago providing first class materials to dentals laboratories, clinics, hospitals, dentists and implantologists.

Dental implants parts and prosthetics, dental surgery equipment, and medical application. Switching Platform, Micro spire, Round conical apex, Morse Cone, Internal Hexagon, Depth groove, Triplex thread, Round conical apex

That is the reason why the company started to produce and commercialize I-Cône Implants & prosthetic range with Micro Precis Company, the best implant internal HEX 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 application. 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.

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.