AAID in the Big Easy

Annual conference brings its focus on ‘Excellence in Implant Dentistry’ to New Orleans

By Max Moses, AAID Director, Communications and Marketing

The American Academy of Implant Dentistry’s 65th Annual Educational Conference will take place Oct. 26–29 at the Hyatt Regency New Orleans. Attendees have the opportunity to earn as many as 23.5 hours of continuing education credit focused on implant dentistry. More than 60 individual sessions, including nearly two dozen hands-on workshops and limited attendance seminars, are offered. In-depth learning opportunities include full-day courses on implant placement and bone grafting on cadavers as well as a post-conference course on microsurgical principles in plastic periodontal and implant surgery.

More than 1,000 implant-dentistry professionals will hear from keynote presentations from the likes of Leonard Bailey, MD, a pioneer in the field of new-borne heart transplantation, and Ed Zuckenberg, DDS, who will share his unique insights on social media for dentists. In addition, a live implant surgery will be broadcast to the conference with the opportunity to not only observe a procedure but ask the surgeon questions.

During the three and one-half days, world-renowned clinicians will present and demonstrate excellence in implant dentistry. More importantly, attendees will be able to take what they learn back to their office and put it into practice immediately. More information about the conference can be found at aaid.com.

Established in 1951, the AAID is the only dental implant organization that offers credentials recognized by federal and state courts as bona fide. Its membership, which exceeds 6,000, includes general dentists, oral surgeons, periodontists and prosthodontists from across the United States and 40 other countries.

The academy is known across the world for its credentialing program. The rigorous requirements, coupled with AAID’s commitment to educate patients about implant dentistry and the importance of using a knowledgeable, experienced and trained implant dentist (such as an AAID credentialed member), sets the academy apart.

More information about AAID’s consumer outreach can be found at www.aaid-implant.org. Information about the educational offerings, valuable member benefits, credentialing program and other offerings from the AAID can be found online at www.aaid.com.

Q&A: How to improve implant stability

CEO Jonas Ehinger explains how Osstell’s technology helps clinicians determine when to load an implant

By Sierra Rendon, Managing Editor

At the American Academy of Periodontology’s annual meeting in September, Implant Tribune had the opportunity to interview Osstell President and CEO Jonas Ehinger.

Please tell us a little bit about Osstell’s company history. What do you believe sets Osstell apart from the other companies?

The company was created to help clinicians determine when to load an implant. This developed into an extensively researched and scientifically validated area of using Resonance Frequency Analysis (RFA) to assess osseointegration of implants by measuring implant stability. Today, there are more than 800 clinical publications on the topic, all featuring Osstell’s RFA equipment and Implant Stability Quotient (ISQ).

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technology. Scientific research and our goal to provide value for clinicians is in our DNA.

What do clinicians most need to know about your products/services? How can you help them?

To help practitioners enhance their confidence when performing implant procedures, they should be aware of Osstell IDX, an implant stability device that monitors osseointegration and informs the clinician of the optimal time to load an implant. The device is an extremely easy-to-use and cost-effective tool that will help clinicians choose surgical protocol and to know when to restore and load an implant. The device will also give clinicians early warnings of failing osseointegration and allow them to more predictably manage patients with risk factors.

What are some of your most popular products or products that you’re most proud of?

Our latest products — the Osstell IDX and its cloud service, Osstell Connect (both sold exclusively by Henry Schein in the U.S. and Canada) — really set themselves apart from all the previous generations of Osstell products by putting actual measurements into a clinical context, based on the massive clinical validation and science that supports this diagnostic technology. Osstell Connect will allow clinicians to tailor and benchmark their treatment parameters to optimize their treatment for each patient.

To learn more about these products, clinicians are asked to visit www.henryschein.com/us-en/Dental/Supplies/Ostell.aspx.

Do you have any new products on the horizon that you can talk about?

There will be more interoperability with other systems to help facilitate a digital workflow when using ISQ technology. Other developments will include data sharing between units, users and clinicians to simplify information exchange among clinics. SmartPegs, delicate measurement devices, will also be more advanced, to enable more accurate and easily acquired measurements of implant and implant abutments.

What are some of Osstell’s most recent accomplishments?

Osstell is exploring partnerships with other device manufacturers to integrate Osstell ISQ as an add-on module to their devices. This would provide increased efficiency for the practitioner in measuring the stability of the implant-linked sequence conveniently with other relevant clinical procedures.

Where do you see the implant industry heading in the future, and do you foresee any challenges in helping customers adapt to those changes?

It is no surprise that the digitization of the industry is in full swing. Because of this fast-moving trend, which will only continue to evolve, it is our job to keep making products even easier to use and more intuitive, even if they are more advanced on the inside. Also, as new, more digitally-rooted clinicians enter the field, they will have advanced experiences, and expectations, about new, digital, technology and how to interact with it.

Where do you see Osstell at in the next five years?

Our products will interface with many other systems used in an implant clinic. Also, we expect that using simple and valuable diagnostic tools will be even more a norm than it is today. It is not far-fetched either to expect that Osstell ISQ technology will be available in other types of products used by clinicians who place dental implants — in order to both simplify and to make sure the clinicians have the information they need at their fingertips.

Is there anything else you’d like for clinicians to know about Osstell or its products?

We see ourselves at the beginning of a new journey, during which we will aim for simplifying the use of our products even further, making them more and more intuitive. Diagnostics is about delivering peace of mind, helping to enhance user and patient confidence and comfort. All of this is what drives Osstell to continue to innovate.
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