

MARKETPLACE:

Working together

Dentistry talks to **Nilesh Parmar** about his route into implant dentistry and why communication between clinician and implant manufacturer is important

How long have you been an implant dentist?

My first experience with implants was when I was a restorative senior house officer (SHO) at King's Hospital. I placed my first implant in 2007 at the Eastman.

What or who made you choose a career in implant dentistry?

When I was an SHO, I was given a patient with an implant over denture to examine. It really impressed me and I think it's an exciting part of dentistry. We replace a missing part of anatomy back to almost full functionality, not many other branches of medicine can boast that.

Where and when did you qualify and what implant training have you undertaken?

I completed a two-year masters degree in implant dentistry at Guy's Hospital. In my opinion this was the premier implant training available in the UK. I say 'was' as this course is no longer available, a huge blow to UK implant dentistry.

You recently started your MBA, how is this helping with managing your implant business?

Well, at the moment it's not! Doing an MBA requires a huge time commitment; I am trying to maintain my clinical workload but reducing lecture commitments etc. over the next two years. The MBA, although it's early days, has helped me to start to understand the bigger picture. As dentists, we are taught how to fix teeth, not how to run a business, and the MBA will really help me develop the financial side of my business.

What is it about implant dentistry that you love?

Implant dentistry for me is the most impressive area of dentistry. We are able to predictably and quickly replace a missing part of a patient's anatomy. Implants have been tried and tested to become a worthwhile long-term solution for missing teeth, and with new developments

in the pipeline, it is an exciting field of dentistry to work within.

What features do you look for in an implant system?

Almost all the implant systems on the market work, you make a hole, you put the implant in, and it will integrate. So why choose one implant system over another? Well I choose my systems on research, longevity (how long have they been around, and intend to be), restorative options and most importantly, support from the company.

What implant system do you use?

I have recently converted to using the Straumann system; I needed a forward-thinking implant company that not only had a great, well-researched product, but a company that values its customers.

I place more than 200 implants a year and need a company with whom I can develop a lasting relationship with. Straumann fits the bill nicely and I would urge all young dentists looking to get into implant dentistry to consider the Straumann system.

What made you convert to the Straumann Dental Implant System and how does it compare with other systems?

The Straumann system has a plethora of applications, from different surfaces to bone level and tissue level implants. Almost all the implants can be placed with one surgical kit, but the simplicity within the system is what appeals to me. Straumann's relationship with the International Team for Implantology (ITI), makes the Straumann implant one of the most heavily researched implants on the planet.

Have you communicated this conversion to your referring dentists and if so, how have they reacted?

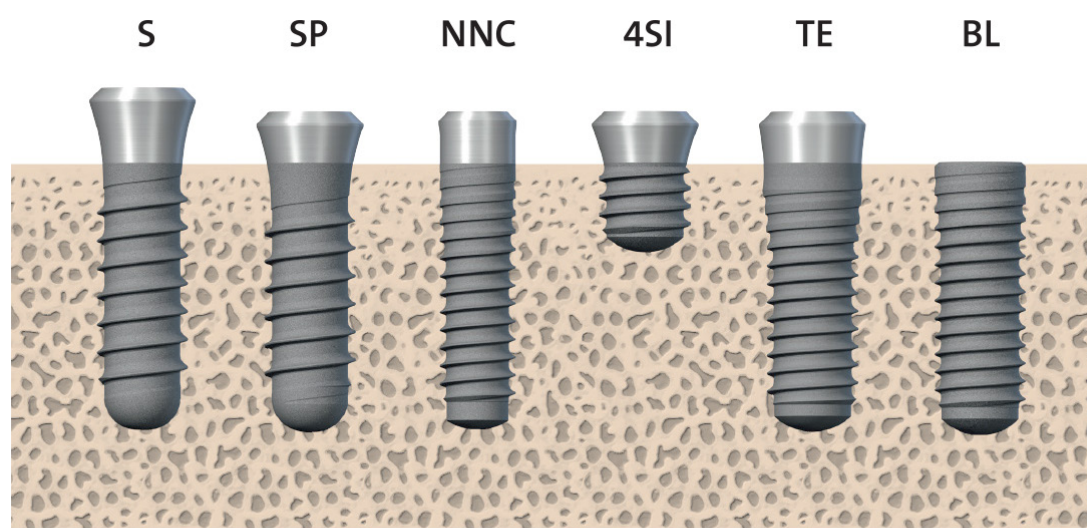
Yes, and they are very excited. I will soon be holding Straumann led implant courses and training at my new facility in Essex.



The Roxolid implant portfolio comprises all Straumann implant lines, diameters and lengths

IMPLANT DENTISTRY

towards success



S	Straumann® Standard Implant	4SI	Straumann® 4 mm Short Implant
SP	Straumann® Standard Plus Implant	TE	Straumann® Tapered Effect Implant
NNC	Straumann® Narrow Neck CrossFit® Implant	BL	Straumann® Bone Level Implant

Greater confidence with Roxolid Slactive – Roxolid Slactive is Straumann's best material-surface combination linking outstanding mechanical strength with excellent osseointegration properties

Straumann has recently launched Roxolid across all Straumann implant lines and diameters – what benefit does this have for you and your patients?

To answer this we must first understand the composite of Roxolid. It is titanium mixed with zirconium, making a very rigid and fracture resistant implant. It has the possibility of avoiding the need for horizontal augmentation procedures in patients with narrow alveolar ridges.

What I want from my implant company is long-term business development along with a fantastic product

How important is it that the implant system you use is underpinned by scientific, clinical research?

Very! There must be scientific research behind every implant system we use, and not just company sponsored research. We have a duty to our patients to ensure we are placing well tested and premier implant systems.

How important is it that you identify with the brand behind the implant?

Very, furthermore the implant company has to help and support me. I like to think of it as a synergy between clinician and implant manufacturer. If one is successful, so will the other.

Please can you describe the level of support you have received from your implant provider?

I have been placing, lecturing, restoring and teaching implants for many years, so I need support and development from my implant provider. Yes, implants and their components aren't cheap, but dentists make a good profit from implant therapy, and rightly so. What I want from my implant company is long-term business development along with a fantastic product.

What do you think is the future of implant dentistry and how do you see it changing?

Quicker, faster, less pain and more predictable! Growth factors – PRGF (plasma rich in growth factors) and RHBMP2 (recombinant human bone morphogenetic

protein-2) amongst others, along with developments in implant surface, design and shape. It's an exciting future for dental implants. **DI**



Dr Nilesh Parmar BDS (Lond) MSc (ProsthDent) MSc (ImpDent) Cert.Ortho was voted Best Young Dentist in the East of England in 2009 and runner up in 2010. He was shortlisted at the Private Dentistry Awards in the category of Outstanding Individual 2011. Nilesh has a masters degree in prosthetic dentistry from the Eastman Dental Institute and a masters degree in clinical implantology from King's College London. He is one of the few dentists in the UK to have a degree from all three London Dental Schools and has recently obtained his certificate in orthodontics from Warwick University. Currently studying for his MBA at Imperial College, London, Nilesh runs a successful seven-surgery practice close to London and is a visiting implant dentist to two central London practices.
For more information visit www.drnileshparmar.com.

FOR MORE INFORMATION about the Straumann Dental Implant System contact **01293 651230** or visit www.straumann.co.uk.