Growing a successful dental implant clinic

By DTI

In April 2016, Dr Ian Lane, a managing partner at Queensway Dental Clinic, together with Richard Elliott, Managing Director of Queensway’s Dental Laboratory, presented a webinar to a global audience of over 500 dentists, giving their insights into what they feel have been the most fundamental factors of growing a successful dental implant clinic.

Queensway Dental Clinic (www.queensway.co.uk) was founded in 1993, when Dr Paul Averley took over the north-eastern clinic. At the time, it was at the heart of an area where the population’s oral health was significantly lower than that of the national average. Over the next 25 years, the practice grew into the award-winning dental clinic, together with Richard Elliott, which has treated over 100,000 patients, has its nursing teams progress in full 3-D. It also allows the clinical staff of Queensway to liaise effectively with the laboratory staff, expediting and improving the process from start to finish.

Between 1998 and 2013, Queensway Dental Clinic was the largest referral centre for conscious sedation in the region, and the clinic has been part of the dental team. To build a truly successful knowledge and experience of our clinic have been built on the deed, the strong foundations of our team,” continued Lane. “In order to make sure that shared decisions are made, the right team in place.”

“With Gold Standard Investors in People accreditation, it is clear that Queensway Dental Clinic understands the importance of nurturing the skills of its team. Investing heavily in the continuance of professional development (CPD) of every single member, it has seen its nursing teams progress in full 3-D. It also allows the clinical staff of Queensway to liaise effectively with the laboratory staff, expediting and improving the process from start to finish.”

Working with Nobel Biocare enables the Queensway team to use a variety of different techniques, including immediate loading, and provides the opportunity to scan and plan treatments in full 3-D. It also allows the clinical staff of Queensway to liaise effectively with the laboratory staff, expediting and improving the process from start to finish.

Queensway Dental Clinic (www.queensway.co.uk) was founded in 1993, when Dr Paul Averley took over the north-eastern clinic. At the time, it was at the heart of an area where the population’s oral health was significantly lower than that of the national average. Over the next 25 years, the practice grew into the award-winning dental clinic, together with Richard Elliott, which has treated over 100,000 patients, has its nursing teams progress in full 3-D. It also allows the clinical staff of Queensway to liaise effectively with the laboratory staff, expediting and improving the process from start to finish.

Between 1998 and 2013, Queensway Dental Clinic was the largest referral centre for conscious sedation in the region, and the clinic has been part of the dental team. To build a truly successful knowledge and experience of our clinic have been built on the deed, the strong foundations of our team,” continued Lane. “In order to make sure that shared decisions are made, the right team in place.”

“With Gold Standard Investors in People accreditation, it is clear that Queensway Dental Clinic understands the importance of nurturing the skills of its team. Investing heavily in the continuance of professional development (CPD) of every single member, it has seen its nursing teams progress in full 3-D. It also allows the clinical staff of Queensway to liaise effectively with the laboratory staff, expediting and improving the process from start to finish.”

Working with Nobel Biocare enables the Queensway team to use a variety of different techniques, including immediate loading, and provides the opportunity to scan and plan treatments in full 3-D. It also allows the clinical staff of Queensway to liaise effectively with the laboratory staff, expediting and improving the process from start to finish.

Both this kind of professional knowledge, when brought together effectively with clinical, technical and management skills, has been one of the greatest contributing factors to the success of Queensway’s implant business. “It’s been a challenge,” admitted Lane, “and it requires excellent communication from all aspects of our business, but it has certainly paid dividends—and it certainly would not have been possible without the relationship we share with Nobel Biocare.”

This relationship seems to be unlikely to end soon, indeed, the team at Queensway Dental Clinic and laboratory has found working with Nobel Biocare so effective that it has seen an 87 per cent increase in spending on Nobel clinical products, as well as a 250 per cent increase for laboratory items since 2011. “Having a single
company solution in our busy practice has been incredibly useful in boosting our business," said Lane.

The figures speak for themselves. Since 2011, Queensway Dental Clinic has experienced an increase in its implant turnover of 220 per cent. Up to 50 per cent of all of its private activity originating from its provision of implants. There has also been a concurrent growth of 225 per cent in its laboratory business and this can be directly linked to its implant success.

Firstly, it is important to provide one point of contact. Lane explained that having so many disciplines together under one roof has created a service in which patients can feel confident. Rather than being passed around between different teams, patients at Queensway can conveniently be treated by one dedicated and well-trained team.

Furthermore, Queensway invests in progressive treatment protocols. The team works hard to ensure patients’ teeth can be restored in the shortest predictable time. This includes adopting new technologies and techniques, as well as learning to communicate effectively with all necessary services to ensure the optimum result can be achieved in the shortest, safest and most non-invasive manner.

While Lane emphasised the importance of communication within the Queensway team, he also stressed how important it is to communicate effectively with patients. By conducting applicable and in-depth research of the patient demographic in the area, the Queensway team can target its treatments to those who need them most. This information can then be transferred to tried-and-tested marketing campaigns, such as those used on the practice website, through Google or via social media. Queensway also utilises local advertising, which can often be the most successful method of reaching patients in the area.

Lane explained how crucial it is to invest in a good website: “As one of the main points of contact for most patients, a website has to be responsive, it has to be image led and easy to navigate. Our website is both smartphone and tablet friendly, in recognition of the massive usage of these two devices. All of the images on our website are of our own patients as well—no stock images are used.”

Another key factor of Queensway’s success is its ability to accept high-end treatments at any time. This means that whenever an enquiry is made about any treatment, it can be answered succinctly and accurately by a member of the team who understands precisely what is needed. Queensway Dental Clinic has a highly trained treatment advisor who can answer these queries, and the clinic offers a free 30-minute consultation with an implant dentist.

Lastly, Queensway Dental Clinic recognises the importance of delivering patient satisfaction and encouraging patients to recruit others. According to Lane, ‘At Queensway, approximately 80 per cent of all new patient enquiries are made through word of mouth or recommendations.’

Everything the Queensway team does is geared towards ensuring that patients receive a service they cannot help but recommend. By carrying out monthly patient surveys, running patient forums and open evenings, taking testimonials and Google reviews, and building up a strong referral network, the Queensway team can collect, review and build upon patient feedback to ensure that its service always reaches a high standard.

In conclusion, by investing in exceptional training, by communicating effectively, by working with high-quality and supportive companies, and by maintaining high levels of service, Queensway Dental Clinic has achieved a great deal over the last 20-plus years. The dedication and hard work shown by its teams are a testament to its past and continued success and serve as a shining example of what an implant business can achieve today and tomorrow.
Clinical Masters™ Program in Advanced Implant Esthetics

11 days of intensive live training with the Masters in Como (IT), Heidelberg (DE), Barcelona (ES)

Live surgery and hands-on with the masters in their own institutes plus online mentoring and on-demand learning at your own pace and location.

Learn from the Masters of Advanced Implant Esthetics:

- Dr. Tommaso Testori
- Dr. Pasquale Scudella
- Dr. Mathias Inawëtz
- Dr. Hsin-Lay Wang
- Dr. Markus Steinemann
- Dr. Xavier Vass Nabet
- Javer Payer
- Dr. Xavier Rodriguez

Registration information:

11 days of live training with the Masters in Como (IT), Heidelberg (DE), Barcelona (ES) + self study

Curriculum fee: €11,900
(Based on your schedule, you can register for this program one session at a time.)

Details on www.TribuneCME.com

contact us at tel.: +49-341-484-74134
e-mail: request@tribunecme.com

Collaborate on your cases and access hours of premium video training and live webinars

100 C.E. CREDITS

Certificates will be awarded upon completion

Tribune Group GmbH is an ADA CERP provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Tribune Group GmbH is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing dental education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or province board of dentistry or AGD endorsement. The current term of approval extends from 7/1/2014 to 6/30/2016. Provider ID# 355551.
Face transplant expert joins speakers list at upcoming national implant event

Association of Dental Implantology’s team congress to be held in March 2017 in London

LONDON, UK: Members of the Association of Dental Implantology will head to the ExCel, London exhibition and convention centre in March when the next biennial team congress of the professional body is held from the 2nd to the 4th in the capital. Under the theme of “Dental implantology: A global perspective—Inspiration from around the world”, the event will offer a varied and inspirational learning experience for all members of the dental team, as well as for dentists with no previous experience in implantology.

Nottingham implantologist Dr Colin Campbell will present the Introduction to Dental Implantology Programme, which he has said will show beginners the benefits of a long-term training strategy for the whole dental team. “Sharing and promoting training throughout the practice leads to better motivation, higher quality staff, better retention of staff and generally better engagement in the whole process,” he said regarding his congress paper.

Further lectures delivered by some of the most highly respected clinicians in the field, including Dr Daniel Alam, one of the world’s leading experts on face transplants, will further help GDPs, specialists, dental technicians and all other team members to develop their knowledge and understanding of implantology and remain up to date with the very latest in the field.

Presenter Dr Martyn Amsel from Oxfordshire said, “I will discuss some new ideas for treatment planning, as well as the importance of communication. Treatment planning is ultimately a jigsaw and only with all the pieces can professionals hope to achieve successful results.”

Accompanying the congress programme will be an extensive trade exhibition hosted by industry-leading implant product companies, each demonstrating the cutting-edge innovations they bring to the market. At a glittering congress dinner on 3 March, attendees will have the chance to relax, enjoy an evening of fantastic entertainment and socialise with their peers.

Professionals interested in attending the event can obtain more information about the programme and how to register at www.adi.org.uk/congress2017.
In my opinion, the journey of innovating the clinical workflow has just begun.

With regard to training of the next generation of dental professionals, what kind of role can or should Nobel Biocare play in implant education?


IMPLANT BUSINESS

From 23 to 26 June, Nobel Biocare held its global symposium in the world metropolis of New York in the US. The company staged a truly exceptional event with a high-class educational programme at the Waldorf Astoria in Manhattan. As the official media partner of the event, Dental Tribune International had the opportunity to meet with Hans Geiselhöringer, President of Nobel Biocare and Dental Imaging, at the symposium for a short interview.

Dental Tribune International: Has the global symposium met your expectations?

Hans Geiselhöringer: We are extremely happy with the symposium because it has exceeded our expectations in every sense, from the record number of participants to the motivation of our team and customers to engage in discussions, as well as the quality of the speakers and their presentations. We have always had high standards at our meetings, but I must say that I was really thrilled by the way innovation was presented not only by our company but also by the clinicians and experts themselves.

In addition, I found the NEXT GEN forum in particular incredible, as it gave us confirmation that we are on the right track to doing more for the younger generation of implantologists. I was positively surprised to see how enthusiastic and open our young clinicians are to working hard with us to move this project forward.

Overall, we have seen at this symposium that the future is bright, and I strongly disagree with some critical voices that suggest that there will no longer be real innovations in implantology.

In my opinion, the journey of innovating the clinical workflow has just begun.

With regard to training of the next generation of dental professionals, what kind of role can or should Nobel Biocare play in implant education?
Soft Tissue Management for Bone Augmentation

Dubai: 19 - 20 October, a total of 2 days on location

This course consists of 2 intensive days in Dubai with lectures, hands on practice, and mentoring.

Dr. Marius Steigmann

Registration information:

www.TribuneCME.com

Curriculum fee: €2,500
tel.: +49-341-484-74134 | email: request@tribunecme.com

16 C.E. CREDITS

Certificates will be awarded upon completion

Sponsor:

Tribune Group GmbH is an ADA CERP provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

www.TribuneCME.com

Curriculum fee: €2,500
tel.: +49-341-484-74134 | email: request@tribunecme.com

16 C.E. CREDITS

Certificates will be awarded upon completion

Sponsor:

Tribune Group GmbH is an ADA CERP provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.
To continue leading the value market

Dental implant manufacturer MIS announces future strategies

By DTI

BARCELONA, Spain: Founded in 1995, MIS Implants Technologies started out as a small implant company in the discount segment, but has developed into a successful global business over the past 20 years. At a press conference held during the MIS Global Conference in Barcelona in May, the management team gave a detailed outlook on the company’s future strategic developments, product innovations and potential growth markets.

In order to pursue considerable growth and address challenges in the implant market, MIS made a number of organisational changes to the company structure several years ago. One of these was integrating research and development functions into the marketing and sales department, a move that transformed the department’s way of working.

Since 2013, Doron Peretz, Senior Vice President of Marketing and Development, has been guiding the R & D division at MIS.

“...dentists will no longer accept low-value discount implants.”

MIS management identified three markets offering opportunities for considerable growth, namely Germany, the US and China, where MIS only recently opened a new subsidiary.

He further explained: “Today, the dental implant market is divided into the premium, the value and the discount segment.

We predict that about five years from now this will no longer be the case. The main reason is that dentists will no longer accept low-value discount implants. MIS is currently leading the value segment and will continue to do so.”

Peretz also disclosed that the company is planning to bring a number of new products to market over the next three years, including the next generation of the V3 Implant System, which will be launched at the upcoming International Dental Show in March 2017. With some of these innovations, MIS is aiming to offer its customers products in the premium range. “In order to really grow, we have to participate in the premium segment, which currently accounts for about 70 per cent of the global implant market. We have to develop solutions and services that can compete against other products and bring added value in this segment,” he said.

MIS CEO Idan Kleinfeld added: “Today, it is crucial to offer complete solutions and in line with our philosophy ‘Make it Simple’, our primary principle is to simplify every stage of the implantology process. The combination of mechanical design of the V3’s biological properties of the new B+ implant surface, and digital technology with the MGUIDE, allows us to provide clinicians with highly effective solutions that produce safe and predictable results.”

“We want to become the most innovative company in implant dentistry and we are now close to fulfilling this aim with our latest developments,” Kleinfeld concluded.
Clinical Masters™ Program in Specialist for Regeneration - Dental Implantology and Periodontology

A total of 14 days on location

Internationally acknowledged and leading experts from universities and private clinics will teach the participants in all aspects of dental bone and tissue regeneration.

Registration information:
www.TribuneCME.com
Curriculum fee: €11,950 + VAT (if applicable)
tel.: +49 341 84 74134 | email: request@tribunecme.com

Sponsors:

84 C.E. CREDITS
Certificates will be awarded upon completion

Tribune Group GmbH is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing dental education programs of this program provider are accepted by AGD for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or province board of dentistry or AGD endorsement. The current term of approval extends from 7/1/2014 to 6/30/2016. Provider ID# 355051.