

# Advocating for the superiority of ceramic systems

An interview with John Sheehy, President of Z-SYSTEMS USA, director of global sales of Z-SYSTEMS ceramic implants, USA

Since Z-SYSTEMS was founded in 2004, tens of thousands of its implants have been successfully placed worldwide. This attests to the company's reputation as a pioneer with technical expertise, high product quality and ongoing development. The company's newest release is the first two-piece bone level implant made of ceramic. OEMUS MEDIA's Dr Alina Ion spoke with John Sheehy, President of Z-SYSTEMS USA and director of global sales of Z-SYSTEMS ceramic implants, about how the company established itself, its recent products and the future of the company.

**Z-SYSTEMS is a world leader in metal-free zirconia implants. What path did the company follow to achieve this?**

The global team at Z-SYSTEMS is understandably very proud of our history in pioneering the use of zirconia for dental implantology. We were one of the original manufacturers of ceramic implants for commercial sale, and we achieved this independently, from sourcing the zirconia material, then engineering the design of the implants to manufacturing the products in our own factory in Switzerland. Today, we still manufacture entirely ourselves and never outsource.

We also never compromised on convenience or quality when faced with challenges that could have more quickly or cheaply been solved with metal or plastic components, as some other ceramic brands have done. Instead, we continued innovating—from our heritage one- and two-piece implants to our most recent developments, the bone level and tissue level implants. We continue to drive the industry forward by holding firm to that high standard of quality.

**The dental implant market, especially the ceramic implant market, is highly competitive. How have you maintained your position as a world leader?**

Our success has come from three focus areas. Firstly, we offer the most versatile, highest-quality products in the market, free of plastic and metal, produced using the strongest ceramic material on the market.

Secondly, our pace of innovation is set not only by our own engineering but also by responding to our custom-





ers, including many of the world's leading practitioners of ceramic implantology. Our new product lines are constantly evolving to provide the broadest range of restorative solutions. We were the first to offer a one-piece tapered implant and are the only brand to offer a conical connection.

Thirdly, we seek to provide our customers with the best training, education and ongoing practitioner support. We have full-time in-house technical assistance as well as a global network of industry leaders whom we retain to guide customers in the adoption and use of ceramic implants in their practice. We have also built up a comprehensive suite of resources, such as our online courses and continuing education modules developed with our media partner, Dentanext Media, which ensure customer success.

**What are the most recent innovations introduced by Z-SYSTEMS?**

Our newest offerings are the two-piece bone level and tissue level implants with a conical connection—the first of their kind in the world! These are truly revolutionary products that advance implantology.

**What is the focus of the company's development?**

On the product side, we are focused on expanding the adoption of the bone level and tissue level line and will soon release our next product launch, Tapered NEO. Much of our energy is focused on successful adoption of ceramic implants, expanding their use in implantology. The key to this is educating practitioners.

**Z-SYSTEMS has a new website. How does this serve the company's mission better?**

We will always be a Swiss company, and the stringent standards for quality that our heritage conveys are core to our identity and an attribute that we are always quite proud of. We also want to communicate our continued commitment to technological innovation. Our new website more fully foregrounds our dedication to educating and supporting our customers, through our live events and training, our educational modules, our technical support teams and our industry leader network. You can visit our newest landing page at [www.zsystems.com/ceramic-dental-implants](http://www.zsystems.com/ceramic-dental-implants).

**You also offer webinars. How have these been received?**

The webinar series, which was launched about five years ago with Dentanext Media, has been extremely well received, and we continue to expand these offerings as much as we can. This accelerated during the pandemic, when continuing education was still required of practitioners but travel and in-person contact was limited. While live training and in-person education are always preferable, our webinars and other online training modules offer our customers convenience and a quick, easy reference for optimum adoption of and success with our ceramic implant system.

**What does the future of Z-SYSTEMS look like?**

Every day, our global team applies itself to maintaining the momentum of our successes. We are actively seeking to refine our technology to invent useful products and to bring our customers along with us in the adoption of ceramic implant options. We have aligned our success with theirs, by not merely engaging in a sale transaction, but offering customers and their practices ample support for each case and education to maintain and improve their skills in working with ceramic implants. We continue to focus on the work of advocating for the superiority of ceramic implant systems over conventional metal implants and bringing that message to new markets.

**about the interviewee**



For over two decades, John Sheehy has been a leader in the world of biomedical sales and marketing and, in the last ten years, has been a significant ambassador for the ceramic dental implant industry, pioneering the adoption of ceramic implants in the US, Europe, the Middle East and elsewhere around the globe. He joined Z-SYSTEMS in 2014 and became President of the brand's US division in 2017. Sheehy is also the founder and President of Dentanext Media ([www.dentanextmedia.com](http://www.dentanextmedia.com)), a premier media platform for advanced dentistry education and livestreaming of events.