The time has come

Interview by Jürgen Isbaner

Fig. 1

Fig. 1_Jürgen Isbaner, Chief Editor ZWP Zahnarzt Wirtschaft Praxis, the leading German dental magazine, in a conversation with Dr Nina Chuchracky, Product Marketing Manager BEGO Implant Systems, and Walter Esinger, CEO BEGO Implant Systems.

Fig. 2_The three-month advertising campaign by BEGO, "Expecting" reaches its peek with the "birth" of the twins.

_By the end of last year, BEGO Implant Systems GmbH & Co. KG introduced their long-awaited new implant system. With regard to the—especially in Germany—highly competitive implant market, where numerous providers of implantological products compete with each other for the same target group, innovations are of particular importance. Our editors interviewed Dr Nina Chuchracky, head of product marketing BEGO Implant Systems, and Mr Walter Esinger, CEO of BEGO Implant System. Among others, they talked about current trends in implantology and the latest implant systems.

_Dr Chuchracky, Mr Esinger, how do you assess the potential of the German implantology market with respect to your company's strategic orientation?

Dr Chuchracky: In advance to our development project, we have observed and assessed some trends, which have established themselves on the global implantology market in recent years. According to our observations, between 40 and 70 per cent of the users prefer tapered, self-tapping implants. Our products were only partially suited to accommodate these customer demands. Those products, which were introduced at the DGI Congress, fully correspond to the market development, helping us to gain access to a new range of customers with whom we will meet our high growth expectations.

Fig. 2

_BEGO has been "expecting" the new addition to their product portfolio for nine months. This unprecedented advertising campaign has caused a stir. Are the proud parents happy with the result?

Mr Esinger: Yes, we are very pleased with the result. Our expectations have even been exceeded. We had made the conscious decision to "abandon" our well-known corporate design especially for this campaign in order to enhance both print and online media attention by the special colouring.

_Of course we are eager to learn the name of your "offspring".

Mr Esinger: They are twins. Our new implant systems are named BEGO Semados ®RS and RSX.

_What is special about this "offspring" in comparison to its older "siblings"?

Mr Esinger: The twins are entirely new developments. However, we have made sure not to abandon the positive properties of our well-known BEGO Semados®S and RI implants. The new implants therefore have the same surface as S and RI implants, the TiPure^{Plus} surface. The tapered connection has remained unchanged as well. Therefore, all known prosthetic components are compatible with each other. New additions are the bionic design of the thread and especially the micro threads at the implant neck (patent pending).

Dr Chuchracky: In addition to a version with a machined implant shoulder, there will be another version with a fully structured neck. This way, users can choose according to patient-specific demands and their own preferences. Both of the two systems also feature an integrated platform switch. The cutting flutes have been designed to create an optimum length of the bone graft. Bone grafts are transported crestally via the cutting flutes, thus ensuring an especially high primary stability, which contributes to a fast osseointegration after implantation.

_What is the target group of the new system?

Mr Esinger: We address users who want to implant fast, with only a few drilling steps, and achieve a predictable and secure treatment result. To be more precise, these are users who are looking for a cost-efficient alternative to available premium providers without having to make compromises in quality. We also address the large number of international users who have been missing a self-tapping, tapered implant with platform switch in the BEGO implant system.

_With the new system, you promise implantologists fast and easy handling. How do you achieve this?

Dr Chuchracky: The surgical protocol was completely redeveloped and is accompanied by high-performance drilling tools. With the help of the previously-described thread geometry and the especially effective processing of the drill channel, a two- or three-step strategy is sufficient in more than 90 per cent of the cases. In addition, the tapered design of the implant reduces the implantation effort significantly.

_What is the significance of micro threads in the implant neck of the new system?

Dr Chuchracky: The micro threads in the implant neck have been designed bionically in order to reduce the application of force in the crestal bone significantly by the geometry of the threads. This effect was illustrated in the simulation by Prof. Dr-Ing M. Flach's team at the University of Koblenz, Germany. This design, which has been registered for patent approval, will reduce bone resorption caused by an application of high forces.

Mr Esinger: At the moment, the University of Koblenz and other selected European universities are conducting further investigations in this field. We will keep you updated! All previous investigations have been showing that we are on the right track.

_With an implant diameter of 3.0 mm up to 5.5 mm and a length of 7 to 15 mm, you cover a relatively broad spectrum. What is the idea behind?

Mr Esinger: That's right. At BEGO Implant System, we see our task in providing users with products which can be expected by a company perceiving itself as a system provider. Therefore, we value having a "real" 3.0 mm implant among our products by mid-2014, which is applicable in borderline indications such as narrow gaps.

Dr Chuchracky: Another borderline indication is covered by the short 7 mm implants. These implants are applied when the vertical bone dimension is limited and extensive augmentations must be avoided. The availability of shorter and thicker (< 6 mm) implants is demanded by only a few customers. Therefore, 7 mm implants are seen as an adequate and predictable solution, completing our system.

_Some will prophesy that this is more like taking the bull by the horns than a deliberate decision. How do you respond to these critics?

Mr Esinger: Markets change constantly. It is our task to observe those changes and to assess its implications for the future strategy of BEGO Implant Systems. To be honest, we don't have any objections to our users thinking we "take the bull by the horns". We actually like it. Seriously, we neither have the resources nor are we willing to undertake or finance any ill-considered steps. You know that developing an implant system is only the beginning. We operate internationally and have to cover the high costs for worldwide certifications and research.

Fig. 3a

Fig. 3b

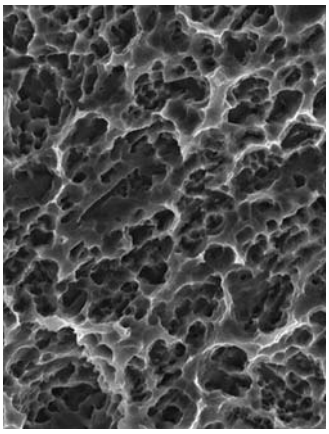

Fig. 4

Fig. 5

Figs. 3a and b_The new BEGO Semados® RS und RSX implant lines with micro thread structure at the implant neck.
Fig. 4_High-purity, homogenous, blasted and etched TiPure[Plus] surface; the same surface as in the S and RI implants.
Fig. 5_The tried and tested internal tapered connection with its 45° medium taper angle, internal hex anti-rotation protection and platform switching.

_Will you keep us updated on the developments of your „offspring"?

Mr Esinger: Of course we will.

_What can we expect from BEGO in the upcoming months?

Mr Esinger: You will be surprised! We continue to work on many innovative products which will enhance the implant market in 2014.

Thank you for this interview.

_contact implants

BEGO Implant Systems GmbH & Co. KG
Technologiepark Universität,
Wilhelm-Herbst-Straße 1
28359 Bremen, Germany

Tel.: +49 421 2028-246

info@bego-implantology.com
www.bego-implantology.com