

On remaining vigilant

An interview with Julien Benhamou, TBR, France

Johannes Liebsch, Germany



The Toulouse-based implant manufacturer TBR Dental has created quite a stir with its Z1 dental implant system with a titanium base and a zirconia collar. In this interview with *implants*, TBR Dental CEO Julien Benhamou discusses how the company has managed to weather the effects of the COVID-19 pandemic, in what productive ways it has utilised this most unusual time and what customers can expect from TBR Dental in the near future.

Despite the last year being filled with significant challenges due to the COVID-19 pandemic, many companies have taken the opportunity to reflect and develop new concepts. In what productive ways has TBR Dental used this unprecedented time?

The coronavirus crisis has undoubtedly made significant adaptations necessary on part of all TBR teams. All of our team members have shown strong responsiveness and a great team spirit that allowed us to maintain our business activities and to remain very close to our users. Already before the pandemic, our strategy was geared towards making our products and services available online. We therefore took advantage of this time to accelerate our current projects by promoting the creation of dematerialised media. Now, an entire range of products is available online: downloadable support material, prod-

uct demonstrations and training videos, and a new online ordering tool through which to order implants, prosthetic components and instruments. TBR has also made the decision to support practitioners and labs even more actively by launching the #GetReadyWithTBR initiative. We selected and proposed a range of anti-coronavirus products dedicated to the protection and safety of dental practices around the world. This range is, of course, also available on our website.

With a view to growing vaccination rates and increasingly easing travel restrictions, further training is likely to become a reality again soon. How are you planning to introduce clinicians to working with your systems, such as Z1, in the near future?

Despite easing of COVID-19-related restrictions, we are well advised to remain collectively vigilant. This pandemic has taught us many lessons and has given us the opportunity to adapt and renew ourselves. In this light, I can proudly say that—even during the midst of the pandemic—we have never stopped offering content dedicated to informing and training clinicians through new channels, mainly online. Today, with the ongoing lifting



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of restrictions, we are happy to offer in-person meetings, training sessions and study clubs with clinicians. However, we are looking to combine two approaches: on the one hand, we are organising online meetings, webinars, training and interviews, for instance, and on the other hand, we are carrying out in-person meetings and training and coaching sessions both in our dedicated centre as well as directly in the dental offices of our users. In this way, we hope to create a great deal of exchange with our users on our various TBR product lines and especially our Z1 implant.

Digitalisation is still one of the key trends in implant dentistry. What measures have you taken regarding digitising implantological workflows?

As a result of the development of our Z1, the tissue-level implant with a zirconia collar, TBR has acquired MSD [Multi Service Dentaire], which marks a new stage in its development. Founded in 2005, MSD supports dental laboratories in their digital transformation and in their quest for achieving technical excellence and the highest productivity. The company combines a comprehensive and innovative product portfolio with great knowledge of the daily needs of dental laboratories. Also, it has know-how that is second to none in the field. In 2020, TBR and MSD launched InDex Dental, a complete digital chairside and labside workflow involving the scanning phase, with intra-oral scanners and CBCT devices, and the milling phase, with machines adapted to the dentists' and labs' needs, including suitable CAD/CAM software, as well as associated materials and consumables. With the new InDex Dental product line, TBR offers customers the ability to use a complete, open and easy-to-use digital workflow.

Will you be participating in this year's trade shows and congresses? If so, what can customers look forward to?

This year, which I hope will be the year of recovery from the recent global crisis, we are looking forward to reconnecting with our users around the world. To allow our customers and friends to discover—or rediscover—our unique Z1 tissue-level implant with a zirconia collar and our InDex digital workflow, we are planning to organise at least 30 training sessions in France, Belgium, Spain and Italy and to participate in congresses like the French Dental Association's 2021 annual dental meeting in Paris in France.

What are your plans especially for the dental market in Germany? Do you still intend to establish a German branch to provide all of your products and systems to German clinicians?

We consider the German dental market to be quite forward-thinking, and we believe without a doubt that Germany-based users will fall in love with our unique and innovative product lines. Indeed, we are planning to create our own local infrastructure in Germany to support the development of our unique Z1 implant on the market there. Apart from that, we are currently evaluating acquisitions in Europe, in Germany especially, in order to accelerate our growth and consolidate our unique status in the dental implant segment on the European market.

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