



**Jürgen Isbaner**  
**Editor-in-chief of the magazine ZWP**  
**Zahnarzt Wirtschaft Praxis, Germany**

## IDS 2007— Focus on Implantology

The year 2007 is off to a fresh start and will be an extraordinarily exciting one from an implantological point of view. From March 20<sup>th</sup> to the 24<sup>th</sup>, Cologne, Germany, will host the 32<sup>nd</sup> International Dental Show, the world's largest trade fair for products in the fields of dental technology and dentistry. About 1,600 exhibitors from 50 different countries will present the most innovative products to the fair's approximately 70,000 visitors. And this year, even more than in the past, implantology will be one of the central themes of the IDS. With its double-digit growth rates and uninterrupted rapid innovation, there is no doubt that implantology has been one of the main engines driving dentistry in recent years.

Whether in the media, at trade fairs or at conferences, the central topic is implantology. Far more than 50 providers of implant systems currently vie for customers' favor in Germany alone—a trend that will continue in 2007 as well, and will be marked by another high point at the International Dental Show in Cologne. The industry is intensifying its efforts and assumes that growth rates will continue to be in the double digits. In its longstanding efforts it continues to focus on innovations in two main directions of development.

The first of these developments is the continued advancement of hard and soft tissue integration of implant-based dental prostheses through improved implant designs and surfaces. The second is the idea of conceptually bringing together surgery and prosthetics with aspects of production technology—in other words, single-source CAD/CAM-based implantology solutions.

Yet with all this progress, there will still not be one "optimum solution" for all situations, even in the future. And there will not really be a "gold standard" in implantology. Implantology is not static, and like other disciplines, a good thing will always have to compete with a better one. The more implants are placed and the greater the amount of experience we have had with them, the more we will know about unsolved problems in dental implantology.

Nonetheless, we must acknowledge that implantology, with its success rate of over 90 percent, already represents one of the most successful, safest dental therapies available. The patient's desire for a dental prosthesis that is optimal from a functional and aesthetic point of view can currently be fulfilled with outstanding clinical results based on implants.

This means that implantology as an offered therapy truly does belong in every practice, and it does not matter whether dentists decide to do the implantological work themselves or work together with specialists. Being successful with implantology depends on having the necessary specialized expertise in every case, and in view of the rapid developments taking place, that means ongoing specialized training. To sum it all up ... *If you don't do implants yet, start now!*

Sincerely,  
 Jürgen Isbaner