



Nobel Biocare **World Tour 2006** Wrap-up: Beautiful Teeth Now™ and Always!

Fifty-one days and seventeen cities later, Nobel Biocare has completed its successful, dynamic and often exhilarating World Tour 2006. The Tour began on the 9th of March in Frankfurt/Main, Germany, and wrapped up the 18th of November in Barcelona, Spain. The statistics from the tour are impressive: attendance in excess of 20,000, more than 125 live surgeries and over 250 hands-on training and focus sessions.

The idea for the World Tour came to Heliane Canepa, President and CEO of Nobel Biocare, following Nobel Biocare's highly successful World Conference 2005, 5–9 June 2005 in Las Vegas. "I was standing 10 meters up in the air, on a large stage in the MGM Grand arena at the close of our second World Conference in Las Vegas when I looked around at 6,000 attendees; then and there I decided that we should take this out to the world...a world tour—just like the Rolling Stones, I thought," stated Heliane. "Everyone should get the same opportunity as those here have had, to hear how their profession is evolving."

So it was—the dental industry's first world tour was born. Nobel Biocare's first step was to create a Global Scientific Committee tasked with bringing together the world's leaders in esthetic/prosthetic dentistry. Under the guidance of Dr. Brien Lang, a world leader within the prosthodontics field, this committee searched the globe for the best of the best. In each host city, the committee was able to build a team of extremely knowledgeable, experienced speakers to demonstrate the core concepts of Easy Esthetics™,

Soft Tissue Integration™, and Immediate Function™ from the basis of Nobel Biocare's theme of Beautiful Teeth Now™.

Brien Lang states, "The scientific faculty represents both local and global speakers with exceptional credentials. Included are researchers, dental specialists, general dentists, technicians, hygienists, dental assistants, office staff and colleagues from other areas and disciplines related to dentistry. Their scientific knowledge, experience in the management of patients, clinical skills involving implant placement and prosthetic rehabilitations, and most importantly their ability to teach are the reasons they have been assembled. Their collective knowledge is outstanding!"

Each conference was held over three days and included a General Program, Focus Group Sessions, Workshops and Hands-on Programs. Programs were offered in English, plus several other languages depending on the location and attendees of the conference.

The General Program focused on live surgeries, presentations on available and future solutions, audience interaction and lively expert panel discussions. Topics within the General Program included: the ProCera System in patient rehabilitation, Platform switching (new procedure), rhBMP-2 (new technology, see sidebar), and the long-span ProCera Implant Bridge Zirconia for missing teeth. One star performance at all conference general programs was Nobel Biocare's revolutionary NobelGuide™ treatment concept (see sidebar).