

Periointegration: New technologies from turbine construction revolutionize implantology

At IDS 2007, Clinical House presented the PerioType implant system for the first time. The system was developed in cooperation with the Fraunhofer Institute, the Academy of Periointegration and international technological partners. An interview with Dirk-Rolf Gieselmann, CEO Clinical House Europe GmbH.



Mr. Gieselmann, after five years are you once again getting involved with highly innovative products on the dental implant market? What did you do before?

After the successful introduction of the 3i implant system and the subsequent establishment of invisalign, the invisible brace, I changed to the market leader in the sectors of traumatology and orthopaedics using Synthes Implants in 2002, which is now Clinical House. Following a successful management buyout, I focussed on introducing the artificial spinal disc, Prodisc. As one of the main share-

holders, I then took a position on the company's supervisory board. Shortly afterwards the decision was made to actively invest in the research and development of dental implants. Today, Clinical House Group covers the entire spectrum of surgical implants from head to toe. We are currently the market leader in our core business area with a turnover of around 65 million Euros and have around 140 employees.

You manage the dental side Clinical House Europe. What is this sector mainly concerned with?

Clinical House Europe, whose headquarters are in Zurich, is a globally active and modern producer of medical engineering products with sites in Germany, Switzerland and South Korea. It is basically involved with the global development, production and marketing of dental implants. Our philosophy is to use it to present a genuine break-through innovation. To this end we have linked up advance technologies from Germany, Switzerland, the USA and South Korea in order to create a unique product line.

What can we expect from CHE on the dental implant market?

Our major concern is periointegration, because increasing numbers of patients and therapists are keen to keep the inserted implants in place in the long term. Every tenth dental implant of more than 500,000 a year in Germany alone is at risk of periimplantitis, at the latest 15 years after insertion. Germany's top implantologists are now setting a new goal against this disease: Periointegration—the long-term stability of hard and soft tissue around