



Fig. 1: JM Lee, Executive Managing Director of Osstem Europe.

Interview with JM Lee, Executive Managing Director of Osstem Europe

Osstem Europe: New European headquarters in Prague

As one of the fastest growing implant manufacturers in the world, the South Korean company Osstem Implant provides dental implants and related products to patients in more than 70 countries. Now the company opened the doors to its new headquarters in Prague. In an interview, JM Lee, Executive Managing Director of Osstem Europe, talks about the company's motivation and their plans for the European market.

Osstem Implant was founded in South Korea in 1997. Why did you choose Prague as the location of your new European headquarters?

There were several reasons for choosing the Czech capital. It is geographically in the centre of Europe, and we wanted to be able to support our 41 partners across the continent even better and use the multi-cultural environment and thus this great pool of talents for our organisation. The expansion of our infrastructure and the ability to offer a wider portfolio of products and provide a total solution was another reason for Prague. Now we have a service centre, a training centre, and a logistics service. And

of course, we wanted to be able to strengthen our presence in the German market and have the space for our direct sales in Germany.

What significance does the European market have for Osstem?

The European market has always been significant for us, but at the same time we have been recognising it as the most conservative and difficult market. Strategically, as an initial step of our globalisation, we targeted the Asian & Pacific Region, where we successfully grew into one of the market leaders. Thanks to our strong presence in those markets,



Fig. 2: Dr Mukesh Soni, Course Director of Practical Implantology, UK (second from left), JM Lee, Executive Managing Director of Osstem Europe (third from left), Ben Nahab, CEO of Dental Direct UK (third from right) and Prof. Marco Tallarico, President of AIC Italy (second from right).

we were able to achieve our market position as the fourth biggest dental implant manufacturer worldwide, accounting for 8% of the global market share.

What makes Osstem Europe special compared to other major competitors?

I would say our various solutions and unbeatable value-for-money ratio. We have a range of special surgery kits that other companies do not offer. For example, the CAS Kit for sinus surgery, the ESSET Kit for narrow ridge and the ESR Kit maintenance kit. These special kits can serve as an entry product for our new customers. Furthermore, we offer high-quality products at a reasonable price.

Since the foundation of our company, we have been continuously investing 7% of our annual sales on R&D and recently we have even increased this share up to 11%. We pursue the philosophy of our founder: "Provide the best value to the dentist and patient." Once the practitioners experience our products, they will realise what I mean.

What are your plans for the future of Osstem Europe, and what developments can your customers perhaps look forward to this year?

We have plans of launching new products such as a new implant system, new implant sur-

face treatments, GBR and of expanding our impression materials line-up. Additionally, continuous online and offline education courses will take place; for instance, Osstem OnDemand and Osstem OnSite. And finally, our annual event "The Osstem-Hiossen Meeting" in Rome will be held on 28 and 29 October 2022.

Interview
video excerpt



Contact address

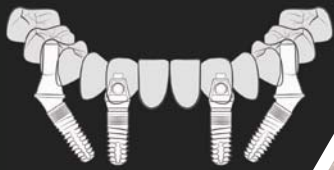
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Fig. 3: Prof. Marco Tallarico giving the first lecture in the new training centre.

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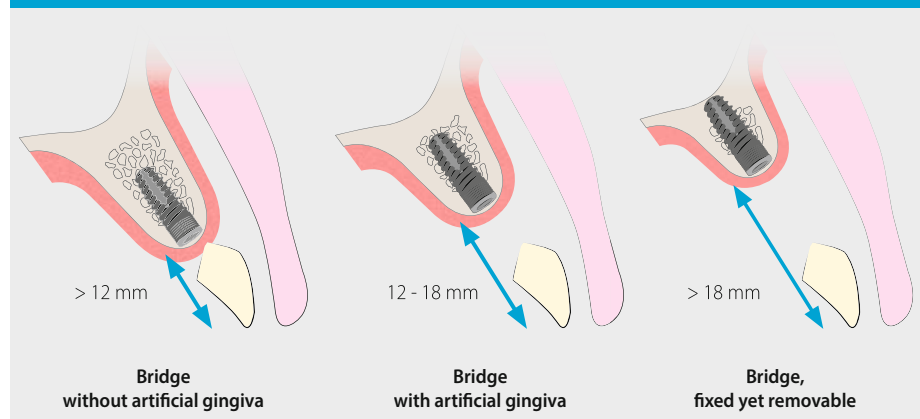
Mistake and subject to change reserved

THE SUCCESS FORMULA IN THE PRACTICE

Standardisation = Success

Standardised processes in everyday routine allows you to focus on what is essential. The SKY fast & fixed full-arch restoration makes it possible to manage approx. 80% of the cases with a standardised protocol. This enables you and your team to focus on the peculiar aspects of the each case.

Distance between incisal edge and implant platform¹



The symbiosis of routine and learning curve

Practice makes perfect. This principle can be applied to almost all areas of life and can be extended to the SKY fast & fixed therapy. The key to success is a well-coordinated team and a certain degree of routine in order to be able to grasp the complex procedures. Every single step must be perfect so that fast and atraumatic management of the patient is ensured. A standardized treatment protocol supports this. By regularly repeating the steps, the surgical assistant quickly understands what needs to be done with the right armamentarium, subsequently giving you more time to fully con-

centrate on the procedure. Our experienced medical product specialists are available to assist you with the first set of cases and boost your confidence.

Predictable and guaranteed results

Unrealistic and false promises before treatment usually lead to disappointment for the patient which could have a wide variety of consequences. Standardisation allows you to avoid this problem, as you can make precise statements and plan an appropriate restoration before treatment on the basis of the existing bone structure. Consequently, the patient knows what to expect right from the start. According to Dr. Ali Tunkiwala¹, the reference values above are helpful in this context.

Increased economic efficiency

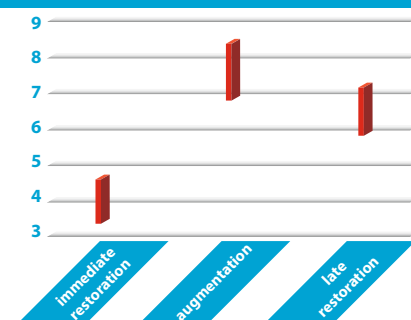
Beside guaranteeing success and securing routine processes, standardisation provides other advantages too. Preparing a cost estimate is considerably simplified, as more than 80% of the dental supplies and instruments are the same and only a few patient-specific features need to be considered. Above all, this reduces the risk of exceeding the allowable maximum cost. At the same time, you avoid undesired post-treatment cost and guarantee your patients predictable reliability on the basis of a fixed price. With growing experience and rou-

tine, you can reduce the total treatment time and your patient can immediately enjoy social life again! In addition, unplanned patient visits due to dehiscence or other complications are reduced to a minimum by the immediate fixed provisional bridge on implants. In the best case, you will only see your patient during the recalls.

Success for practice and patient

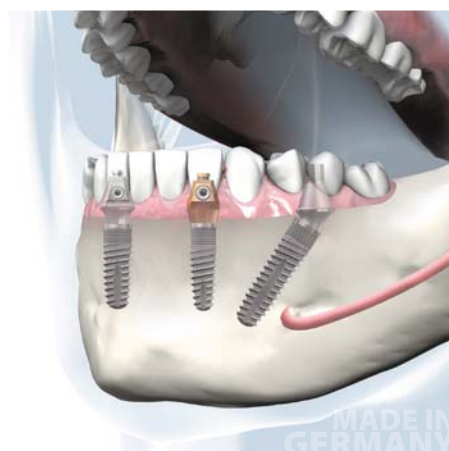
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NUMBER OF PRACTICE VISITS



Advantages of immediate restorations compared to augmentation and late restorations.

¹Tunkiwala, A., Kher, U., & Vaidya, N. H. (2020). "ABCD" Implant Classification: A Comprehensive Philosophy for Treatment Planning in Completely Edentulous Arches. *Journal of Oral Implantology*, 46(2), 93-99; 46(2), 95.



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