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Your Perception Is Your Reality.

What is your perception of Implants and what is the reality?

Many of you who are reading this article may not have heard of me while others may have been to a course or read an article I have written in the past. One thing I can declare is that Implants are my passion and more specifically sharing how to successfully and predictably place and restore implants is my professional purpose. I also want to acknowledge that I realize implants are not a passion for every dentist. I realize to be successful you must decide how you want to run your practice and how you want to spend your time. More times than not, implants get overlooked or are referred out. And believe me I get it! As a matter of fact, I would have done the same thing 15 years ago, but many things have changed. So before you outsource your implants, let's take a look at a few things that have changed.

The Market... Look at some of these stats from
AAID & Millennium Research Group (MRG)

- 15 million people in the US have C&B replacing missing teeth.
- 3 million people in US have implants placed annually and that is growing by 500,000 a year.
- Only 10% of all US dentists place implants.
- US Dental Implant market will be worth \$4.2 Billion in 2015 and will grow at 10% per year.
- Everyday 10,000 people reach the age of 65.

In summary the Implant market is growing significantly. In addition, people are now more educated than ever with the Internet and the 100's of millions of dollars spent on implant advertising. Simply put, patients are demanding implants more than ever before. But I want to talk specifically about the market now in a micro manner, specifically your patients. I hear these two comments at least 5 -10 times a month when I talk to general dentists when discussing dental implants: 1) I only see a couple of implant cases a month and 2) My specialist does great and I don't need/want to do implants. Do you find yourself saying either one of these two things? If you are like 90% of the general dental providers you probably are. I would like to take a moment and dive into these self-perceptions in a bit more detail.

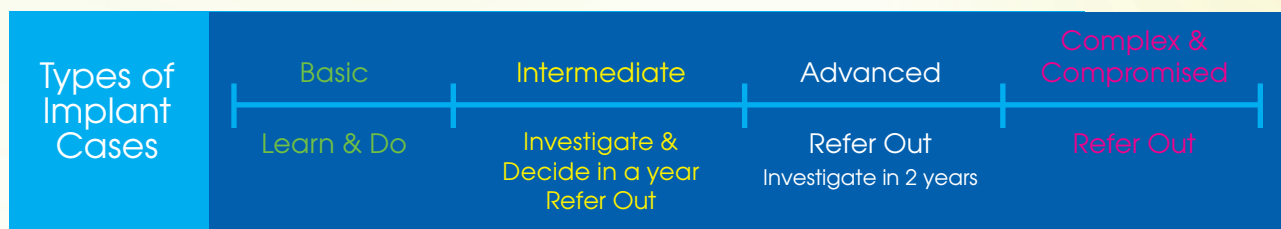
Part of the human condition is to more clearly recognize things we are familiar with. You notice this when you buy something new or buy a certain brand. You now start to notice that brand more frequently in the general population. The same applies with a new learned skill we have acquired and have CONFIDENCE in. You all can reflect back on a newly acquired skill you obtained and were confident with. I can assure you this is what happens with Implantology. Sure you see some of the obvious cases, but with the new technologies and training protocols, I can assure you the average practice will see 10-15 potential implant cases per month. It seems impossible, but asks the general dentists that have started training on implants and have developed clinical CONFIDENCE, and you will discover they see that many cases!

I have a great relationship with some specialists and a not so great relationship with others. Why is that? The one who likes me and what I am doing does not see me as a threat. As a matter of fact they encourage me to do implants and are willing to share and help educate me. They understand that the more I do, the more I will refer to them. I will open my eyes to more cases. I will learn to understand that of all the implant cases out there, I will be CONFIDENT doing 40%-60% of those cases and refer out the rest to them (as well as all those difficult 3rd molar extractions). They have an abundance mentality in the dental marketplace and encourage education and growth. On the other hand, the specialists that don't care for me, see me as a threat and "Playing is his/her sandbox" or taking away business. Actually, I find these are the people that go out and lecture and show the absolute most difficult cases, show screw ups with implants and all the potential legal nightmares that can result. They show how hard implant cases are and how much trouble you can get into by starting to place implants. I have actually had doctors approach me that fear talking

to their specialist about starting implant therapy in their practice. Many times we hear that "My implants are 99% successful" after you watch them show how difficult Implants are to place. What does that mean? What is the definition of success? The implant does not fall out in a year, two years or ten years? Does it take esthetics into account, success restoring the implant or tissue health for that matter?

There is no question we need these specialists! I think many times people feel I am a cowboy and teaching dentists to do things they should not be doing when they are simply looking from afar. This could not be any further from the truth. Things have changed from our dental school days when we spent a few hours or a few days learning about implants in a book and then told to just refer them out. From a high level, let's just look at all the varying types of implant clinical cases. With today's technology and processes there is definitely a place for the dentist to be involved with implants. The facts are, today's technology can make certain cases VERY easy. These cases are predictable and profitable. Sure there will always be complex and compromised cases and everything in between, but the key is to know what to do, what to refer out and understand what you want to develop your implant practice into in the future. (See graphic at bottom of page)

Again, I want to reiterate that implants and teaching implants are my passion and implants may not be your passion. However, during your tenure in dentistry you may not have loved something, but when you learned more about the proper tools and protocols, that procedure was actually not that bad, but actually enjoyable once you had the CONFIDENCE with the afore mentioned. Implants can be that for you too when you have the proper training, tools and knowledge of what to accept and refer out, the cases you do accept will be very straight forward, profitable and your patients will appreciate the service you gave them. Even with just doing the basic implant cases, it can make a sizable contribution to your practice cash flow. And remember, your patients chose you and if possible entrust you with their care, they do not generally like to be referred out unless absolutely necessary. The Implant market is growing and is a great way to grow your practice. Come along for the journey and see why implants are my passion, and for many of you likely would be too if some of the confusion and misinformation was cleared up. I can only encourage you to grant yourself some practice freedom and get involved in the benefits of implant dentistry for you, your patients and your clinical practice.



Upcoming Implant Course Dates

Surgery Session 1

January 7-9, 2015

May 6-8, 2015

August 12-14, 2015

November 4-6, 2015

Surgery Session 2

October 6-8, 2014

April 15-17, 2015

October 15-17, 2015

Surgery Session 3

October 9-11, 2014

April 18-20, 2015

October 18-20, 2015

Restorations

February 22-24, 2015

July 24-26, 2015



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