

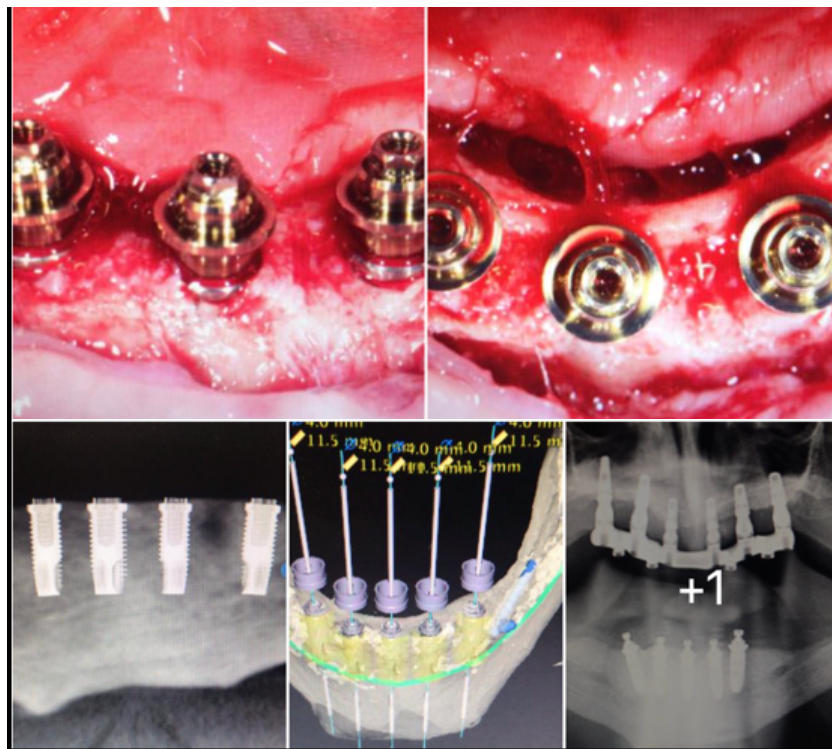
**EXCHANGE ON LINKEDIN RE: NOBEL PARALLEL CONICAL 2-PIECE IMPLANT VS IMPLANT DIRECT'S SCREWINDIRECT 1-PIECE IMPLANT FOR TREATMENT OF LOWER EDENTULOUS JAW**



**PEDRO PEÑA** Author

Medical Advisor en Implant Direct Iberia

New surfaces, dental implants & abutments TiUltra with Xeal abutments



**Gerald Niznick DMD, MSD • You**

Dental Implant Pioneer

Nice implant placement. You have the professional credibility to remind Nobel system users on how Branemark treated edentulous lower jaws before Nobel popularized tipped distal implants. Do you think the gold anodized surface will contribute to esthetics? If not, other than justifying Nobel's high prices, what purpose does it serve? Color coding is defeated by anodizing all the various implant diameters gold.

To remind you what "Simply Smarter" implant selection looks like here is a case of yours using Implant Direct's 1-piece ScrewIndirect implants in symphysis and Legacy implants in maxilla.



**PEDRO PEÑA • 1st**

Medical Advisor en Implant Direct Iberia

1h • 🌐

10 years mandible postoperative evaluation  
SCREWINDIRECT tissue level implants.





**PEDRO PEÑA** Author

Medical Advisor en Implant Direct Iberia

Well I know it is not an All on Four ( call me classic ) but gold over red looks gorgeous!!!!!!  
Just planing with DTX and executing free hand, I love this job!!!!!!  
Xeal surface, anodized nanostructured, high hydrophilic.  
One abutment one time concept.



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Dental Implant Pioneer

**PEDRO PEÑA**

Hydrophilic surface - same with any textured surface -it's called capillary action  
"Not just the color" - sure it is

[https://www.niznick.com/contro\\_2014/MucoIntegration.pdf](https://www.niznick.com/contro_2014/MucoIntegration.pdf)



**David Bernardo Rojas •1st**

Senior Technical Sales Representative en Nobel Biocare

As Always.... Simply spectacular Dr. Pena

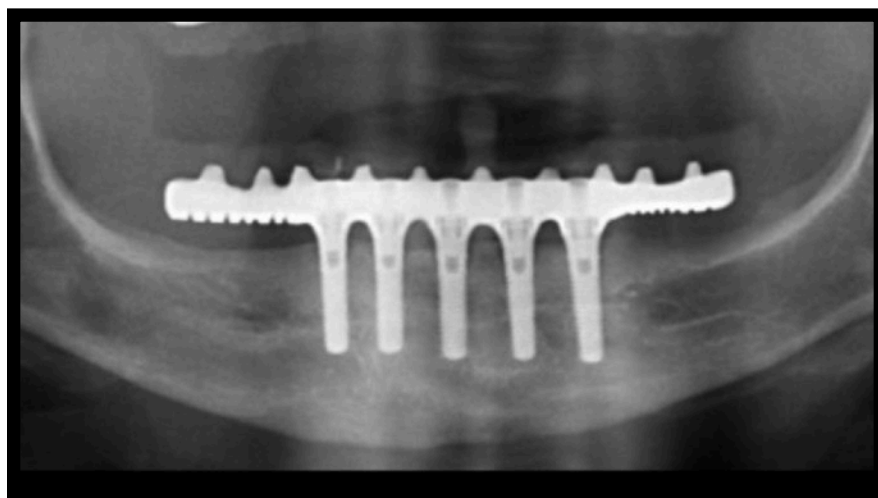


**Gerald Niznick DMD, MSD •You**

Dental Implant Pioneer

David:

When you say "Simply Spectacular" are you referring to Pedro's case with five 1-piece Implant Direct ScrewIndirect implants (see picture below) or his case with 5 Parallel walled, conical connection implants with gold anodized abutments that cost about 3x as much for the hardware?





**David Bernardo Rojas •1st**  
Senior Technical Sales Representative en Nobel Biocare

Hello Dr Niznick !!  
First happy to greet you!!

Obviously, with my comment I refer to the case of Dr PEDRO Peña with Parallel Ti-Ultra implants and Xeal pillars from Nobel Biocare.

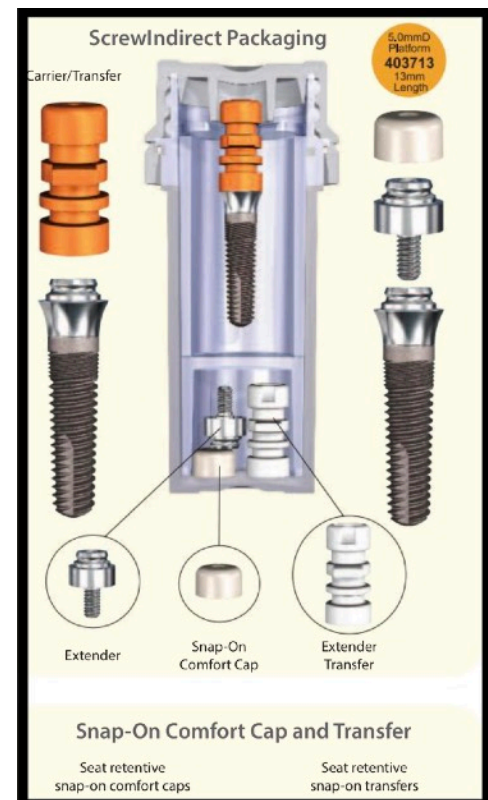
The case that you show me of 5 implants of ScrewIndirect from Implant Direct, is a classic of Dr PEDRO Peña, which I have also had the opportunity and the great luck to see and learn many cases made by him., and as a conclusion I have to tell you that these cases also look like "JUST SPECTACULAR."



**Gerald Niznick DMD, MSD •You**  
Dental Implant Pioneer

### David Bernardo Rojas

Implant Direct's implants offer a number of patented features. Its 1-piece ScrewIndirect implant with a multi-unit platform (Pedro's case) that you acknowledge was "Spectacular," is packaged with a snap-on comfort cap, snap-on transfer and a 2mm implant extender to accommodate for thick tissue or sub-crestal placement. For a 5 ScrewIndirect case the hardware cost from Implant Direct in the US is \$875 (5x\$175) compared to about \$4,000 for 5 Nobel Parallel conical implants and prosthetic components. The cost difference to the dentist and patient is "Simply Spectacular". Straumann promotes its value brand implant system (Neodent) along with its premium priced implants, giving the dentist the option whereas Nobel has taken Implant off the market in EU and restricts Implant Direct's marketing. For example, Implant Direct is not allowed to exhibit at the Academy of Osseointegration meeting with 2500 dentists attending, many of whom are Implant Direct's customers. Straumann reported 17% increase in global sales for 2019 whereas EnVista, which now owns Nobel, Implant Direct and Alpha Bio reported a 5% drop in sales in 2019. Nobel could again grow sales if it offered better products with real clinical advantages.





**PEDRO PEÑA** Author

Medical Advisor en Implant Direct Iberia

### Gerald Niznick DMD, MSD

Dear all.

My clinical cases are the average of any dentist with more than 30 years in implant dentistry. Selecting the right implant for the case, and executing the right treatment plan is what is important, not the price. A Škoda Superb can bring you from A to B safely, fast and comfy, but some people like more to travel in an Audi or a Rolls Royce....



**Gerald Niznick DMD, MSD •You**  
Dental Implant Pioneer

### PEDRO PEÑA

I agree that "selecting the right implant for the case, and executing the right treatment plan is what is important, not the price." I disagree that a Škoda Superb can get you from A to B as safely, as fast or as comfortable as a Rolls Royce. Price of an implant matters to the patient and to the doctor who can not negotiate a large discount because he or she is neither a paid opinion leader or large volume user. With regard to implant prices, paying 4X as much to get substantially less features and benefits makes little sense. The tapered 1-piece ScrewIndirect implant from Implant Direct, compared to the 2-piece Brånemark straight implant from Nobel, will achieve higher initial stability, higher implant/abutment stability, higher strength and will save significant chair time as the abutment is already part of the implant. Coloring the neck and abutment gold or putting a high price on the Brånemark implant will not overcome these shortcomings.



**Gerald Niznick DMD, MSD •You**  
Dental Implant Pioneer

### PEDRO PEÑA

Let's do the car comparison calculation. Assuming a 20% discount on Nobel implants and abutments, in the US it would still cost a dentist \$635 for an implant, multi-unit abutment, transfer and comfort cap. By comparison, Implant Direct's ScrewIndirect 1-piece implant with a multi-unit abutment platform, transfer and comfort cap included would cost around \$185. If a dentist treated only 20 lower edentulous jaws in a year with 5 implants each, that amounts to 100 implants. With a difference in cost of \$450 per implant, that would amount to \$45,000 in savings annually by using the ScrewIndirect, which is about the difference in cost between a Škoda Superb and the more luxurious Audi you referred to.