



## Media release

### **Straumann USA and Patterson Dental team up to bring a new standard of care to implant placement in general practice**

- *Straumann® One implant package to be distributed to dentists in the US*

**Andover, MA and St. Paul, MN, 28 October 2014:** Straumann, a world leader in tooth replacement solutions, and Patterson Companies (Nasdaq: PDCO), one of the largest distributors of dental capital equipment and supplies to general practitioners in North America, announced today that they will work together to further increase the standard of patient care in dental implant placement in general dental practice.

#### **Dental implants placed by general practitioners – a growing trend in the US**

In the past, Straumann and its academic partner, the International Team for Implantology (ITI), focused almost exclusively on dental specialists – Straumann as a manufacturer and provider of tooth replacement solutions and the ITI as the leading network in research and education in implantology. However, current market research<sup>1</sup> points to a growing trend of general practitioners (GPs) becoming active in the surgical placement of implants. At the same time, a recent article in the Journal of the American Dental Association reported on a US study showing that 18.7% of dental implants placed by GPs failed<sup>2</sup>.

#### **Straumann and Patterson respond responsibly**

“As responsible corporation, Straumann cannot ignore these developments. We have taken a leadership position in the North American implant market in collaboration with our surgical specialists, education partners and our new distribution partner, Patterson Dental, to improve the quality of education to GPs who are placing or considering placing implants. Patterson Dental shares our views and values, and enables us to reach a very large number of general dentists in North America”, said Andy Molnar, Executive Vice President and Head of Straumann North America.

“Straumann’s implant system is among the best in the world in terms of innovative design, precision and quality. Furthermore, its clinical track record is extensive and unparalleled. These factors, and the company’s responsible approach towards GPs through education and support, give us full assurance that we are offering customers reliable, predictable and convenient solutions for tooth replacement. We are very excited to work with Straumann to benefit dentists and their patients”, said Paul Guggenheim, President, Patterson Dental.

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<sup>1</sup> iData Research 2011

<sup>2</sup> Da Silva JD et al, JADA 2014;145(7):704-713



The partnership will foster the interdisciplinary relationship between specialists, GPs and dental laboratories to improve collaboration in referring patients to specialists and in coordinating treatment plans. This approach will increase implant opportunities for all professionals by better identifying patient cases that are currently not considered for implant therapy, thus raising the standard of care and enabling better patient outcomes.

For the GP choosing to place implants, comprehensive education will be provided by education partner Spear Education through an interdisciplinary implant curriculum developed and taught by specialists. GPs may only participate with the supportive presence of a surgical specialist during and after the curriculum. This specialist-led approach will ensure ongoing educational support for the GP. Straumann's academic partner, the ITI will continue to provide evidence-based implant education through a variety of channels, such as the ITI Online Academy – which has just been launched, publications, research and membership.

**Straumann® One – specifically designed to help general practitioners**

To address the current market place trends – and to reach GPs outside the Straumann surgical referral network, Straumann and Patterson Dental will distribute the Straumann® One implant package to GPs in the US in 2015 through a phased approach. Straumann® One is a convenient, all-in-one package, applicable for straightforward indications only. It simplifies the component choice for the GP – both surgically and restoratively – and gives the labs flexibility to choose which crown to use for the Straumann Variobase™ abutment supplied in the package.

Straumann® One will be available exclusively through Patterson Dental together with the Spear Interdisciplinary Implant Curriculum.

Andy Molnar added: “We believe that, with our surgical specialists, Spear Education and Patterson Dental, we have developed a comprehensive, unique and responsible leadership position to address the changing trends in implant dentistry. This inclusive approach will enhance the quality of patient care and further advance dental implantology in North America”.

**About Straumann**

Headquartered in Basel, Switzerland, Straumann (SIX: STMN) is a global leader in implant, restorative and regenerative dentistry. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently employs approximately 2320 people worldwide and its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners.

**About Patterson**

Patterson Companies, Inc. is a value-added distributor serving the dental, companion-pet veterinarian and rehabilitation supply markets.



#### *Dental market*

As Patterson's largest business, Patterson Dental provides a virtually complete range of consumable dental products, equipment and software, turn-key digital solutions and the most-needed services to dentists and dental laboratories throughout North America.

#### *Veterinary market*

Patterson Veterinary is a leading distributor in the US and the UK supplier of consumable veterinary supplies, equipment and software, diagnostic products, vaccines and pharmaceuticals predominantly to companion-pet veterinary clinics.

#### *Rehabilitation market*

Patterson Medical is the world's leading distributor of rehabilitation supplies, and non- wheelchair assistive patient products to the physical and occupational therapy markets. The unit's global customer base includes hospitals, long-term care facilities, clinics and dealers.

#### **About Spear**

Spear Education serves dentists dedicated to the pursuit of clinical excellence that transforms their practices and the lives of their patients. From seminars and workshops to study clubs, to the comprehensive Digital Suite online education platform, every Spear experience is carefully designed to guide dentists to a higher level of skill and experience. The Spear faculty is comprised of some of the greatest minds in dentistry. Our world-class Scottsdale campus and extensive learning curriculum are helping dentists reach and maintain the highest standards in clinical dental care and practice acumen.

#### **About the ITI**

The ITI's mission is to promote and disseminate knowledge on all aspects of implant dentistry and related tissue regeneration through education and research to the benefit of the patient. The International Team for Implantology (ITI) is a unique network that unites professionals around the world from every field of implant dentistry and related tissue regeneration. As an independent academic association, it actively promotes networking and exchange among its membership.

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