



Academy of Prosthodontics Annual Scientific Session San Diego, California | June 1 – 4, 2022

Program Speaker – Graham Blackbeard

Title

Creation and Evolution of a Dental Implant Company During Difficult Times

Abstract

Covid has been an adverse event. With the right mindset, adversity leads to opportunity. The opportunity was to develop some technologies that will lead to better patient outcomes.

Our success is based on listening to, and being guided by Prosthodontists. I will give examples of how we discern which proposals are worth pursuing. All the innovations by which we are known have made treatments more efficient (quicker), and/or improve aesthetics, and/or are focused on longevity. Six innovations that meet these criteria will be discussed.

What sets us apart from the others, is that we focus on the top end of implant dentistry, and then disseminate products downwards. In contrast, we see that the market leaders are “bottom-feeders” that throw in a few tasty morsels, for the specialists. I will theorize why our typical customer restores or places around ten times the number of implants than the typical customer of a market leader.

Learning Objectives

1. How to turn adversity into opportunity: adjust protocols to incorporate advanced products so that you can deliver more efficient treatment.
2. By extrapolating from your experience (successes and failures) you can make choices that lead to improved longevity of your treatments.
3. Acquire an understanding of 6 innovations that reduce risk factors.

Biography

Graham has an MSc in Engineering. In 1983 and 1984 he was a Rotary Foundation Scholar at the Division of Artificial Organs at the University of Utah. He has developed and manufactured heart valves, artificial hearts, various dental implant products and orthopaedic arthroplasties. He is best known for his innovative dental implant designs, where together with Drs Andrew Ackermann, Dale Howes, Greg Boyes-Varley, Costa Nicolopoulos, Carlos Aparicio, Stephen Chu and Dennis Tarnow he has developed site-specific implants, some of which will be discussed at this forum. He has presented at the Academy of Osseointegration, the American Academy of Prosthodontics and the World Congress of Oral Implantology as well as co-authoring a number of international dental implant publications.