

“Implant dentistry shouldn’t just be for high income earners”

Since 2007 the company Champions® Implants has been a successful player in the German implantology market with its systems. Periodontology News’ editorial team spoke with developer and CEO Dr. Armin Nedjat about the company’s success.

What is your assessment after just one and a half years of Champions Implants - are you satisfied with how things are currently developing?



Yes, what I am most pleased with is giving back to so many of my colleagues a

positive vision of our great profession and their skills. They are broadening their dental replacement horizons and now have opportunities again to offer and implement with certain success high-quality dental replacement at their practice quickly and - for their patients - affordably. I also view the development of greater self-confidence on the part of “regular” dentists toward the industry as very positive.

How and where are you currently positioning yourself in the dentistry market? How would you assess the growth of your business thus far?

I do not think about the company’s position and the growth of the business, but about us dentists. The question is: How will private practice dentists position themselves in the future? The dentist/ fees/ materials/ laboratory relationship needs to be rebalanced, otherwise it is practically not worth it to offer implants as part of the dental practice. A manager at a major two-piece implants competitor recently said

to me that Champions Implants is the greatest, positive surprise of the last decade.”

Another competitor called us the ‘Little Revolution’ in the implantology market.” How were you able to achieve such a great success? Will you share your recipe for success with us?

Quite simply because we do not produce our products while “turning a blind eye to the market” but offer precisely what we dentists want: Honesty, excellent technical support and genuinely fair prices and conditions with a high-quality “Made in Germany” Product. But Champions® are more than just artificial titanium roots, it is a method, an ethically positive professional attitude: MIMI® (minimally invasive method of implantation) including the immediate accommodation or immediate load capacity of the implants was developed and perfected for our patients. Another reason for our success is that we “march resolutely down our own path” in the interest of both patients as well as dentistry and do not allow ourselves to be led to believe by the industry that something has to be done “in a particular way” and that I “have to use this and that.” Champions® have also learned a great deal from other fields of orthopedic surgery. A bone is a bone whether it is, for example, a hip or upper or lower jaw. I am a general dentist, carry out my profession with enthusiasm and stand by my work as well. In the past 15 years, we have postulated the following theses and questions: 1) Why is

MIMI® the ultimate revolution in dental implantology? 2) The best abutment is not an implant abutment. 3) An implant is a “radix anchor” in the bone. 4) Bone requires a certain “bone training” and immediate loading. 5) Implants must be ready-to-use at a moment’s notice in everyday practice. 6) Two-piece systems, their complicated procedure and handling are usually superfluous and unnecessary from a medical and physiological standpoint. 7) Affordable, implant-supported dental replacement must be available for our patients. 8) Most implant failures occur in the planning and in the prosthetic phases, not the implant phase. 9) Why is the laboratory work also so easy and cost-effective with Champions®? 10) Why are patients so excited? I talk on a daily basis in detail with my two only Champions® assistants and my partner in the group practice, Luka Klimaschewski. Apart from that, there is an independent network of Champions® users, from which I get great input - on a daily basis as well. The fact that we now have more than 450 practices that are main users of Champions® in Germany and Austria alone is sensational for the first year and something nobody expected.

What can customers look forward to in the future in terms of products and promotions? What will be your focus as you develop future products?

Of course, the development of the cementable “Prep-Caps” for compensating divergences and for ideal handling was

a major milestone for the “normal” dentist: The dream was after all to insert an implant and immediately obtain a fittable abutment that is handled like a successfully endodontically-provided permanent tooth, including the immediately loadable crown. The focus in the second year of Champions® in terms of marketing lies with our patients: In addition to the technical film and the popular weekend courses for dentists, there is a major marketing campaign. With regard to MIMI®, there is a patient book and MIMI® Patients DVD. The knowledge and information that a MIMI® and Champion® actually do exist is becoming widely known in the public sphere and is giving “regular” dental implantology another boost: Implantology shouldn’t just be a therapy available only to patients who earn high incomes, but implant-supported dental replacement must be affordable for “regular” social insurance recipients as well. It should remain - in the truest sense of the word - “in the hands” of as many private practitioners as possible. After all, implantology has always been developed by us “practitioners” and “scientists” in private practices and universities. And that’s how it should stay.

Dr. Nedjat, thank you for this informative interview.