

FROM THE PODIUM provides an opportunity for key opinion leaders and speakers in the dental profession to comment on the products, research, and technology they find most exciting.

IN THIS SPECIAL INSTALLMENT OF FROM THE PODIUM, **DENTAL PRODUCT SHOPPER SPOKE WITH DR. P-I BRÅNEMARK AT AN EVENT IN SWEDEN.**

He shared his thoughts on implants, the challenges facing dentistry, and the future of the profession.

An Interview with P-I Brånemark



Per-Ingvar Brånemark

Dr. Per-Ingvar Brånemark studied at Lund University in Sweden. While a professor of Anatomy at Gothenburg University he did his major work on osseointegration. Brånemark has received many awards and prizes for his work. He won the coveted Swedish Society of Medicine's

Soederberg Prize in 1992—often referred to as the mini-Nobel—and the Swedish Engineering Academy's medal for technical innovation. Outside Sweden, he has been honored with the Harvard School of Dental Medicine Medal for his dental implant work and holds more than 30 honorary positions throughout Europe and North America.

In October 2009, *Dental Product Shopper* attended the first ever P-I Brånemark Scientific Symposium in Gothenberg, Sweden, hosted by Nobel Biocare.

Gathered together for 3 days in Gothenberg were leaders, educators, and innovators from multiple fields of science and medicine, including implant dentistry. Speakers and guests from over a dozen countries around the globe filled scientific sessions on a myriad of health care topics.

The symposium took its name from the original pioneer and innovator in the field of implant dentistry, Professor P-I Brånemark, who served as honorary chair of the event.

During a break between sessions, *Dental Product Shopper* had the chance to visit with Dr. Brånemark for a rare interview. His comments were passionate and thought-provoking. Here is what he had to say:

DPS: How has implant dentistry changed patient care?

P-I Brånemark: I don't like the word "implant." It sounds too invasive. We should say titanium fixture.

Today, we have developed the technology to dramatically improve the quality of life for our edentulous patients. No one should have to die with their teeth in a glass beside their bed...there is no excuse for this in today's modern world.

DPS: What is dentistry's greatest challenge today?

P-I Brånemark: The challenge before us is to bring

the cost of care down so that it is available and affordable to all those in need of care. I think we need to focus on a basic minimum level of care that can improve the lives of patients.

It seems to me there is too much focus on perfect esthetics and a "Hollywood smile." Some of the most advanced technology available today is in demand by only a small percentage of patients. We need to focus more of our attention on developing and delivering a basic level of care to more people in need.

DPS: What one piece of advice would you most like to share with practicing dentists?

P-I Brånemark: I always try to remind my colleagues that we are in patient care. We must listen more closely to our patients, and when we do we will learn the kind of care they want and need. It's about patient care.

P-I BRÅNEMARK: A LIFETIME OF ACHIEVEMENTS

1965—Dental implants and instrumentation

First patient treated with dental implants, followed by continued development in clinical procedures, and instrumentation.

1977—Craniomaxillofacial implants and instrumentation

first patient treated with bone-anchored hearing aids

1978—Grafting

The first immediate graft of an edentulous maxilla was performed on June 2, 1978.

1981—Orthopedic implants for finger joints

first patient treated with finger joint implants following 5 years of research

1987—Orthopedic fixtures for amputated legs

Research and development begins, and first femur patient was treated in 1990

1990—Orthopedic fixtures for amputated thumbs

First patient treated on October 23, 1990

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