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Anthogyr's International Corporate Magazine



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PRIME MOVER IN IMPLANTOLOGY

Letter from
the MD



PARTNERING UP FOR NEW OPPORTUNITIES."

2016 marks an important step for Anthogyr. More than ever, the group is pursuing its Prime Mover in Implantology strategy, which focuses on making premium products accessible to as many people as possible.

As a result, our partnership with Straumann, the world leader in implant solutions, is a testament to our expertise. We have entrusted Straumann with distributing our implantology products in China, allowing us to benefit from its powerful, multi-brand sales platform, Instrandent. There can be no doubt that the partnership will accelerate Anthogyr's growth.

At the same time, as you will discover in this issue of Inside, we are adding resources to our subsidiaries, such as Anthogyr Italy. Both distributors and subsidiaries attend international training courses taught by the Anthogyr Campus team, which is also featured in this issue. Whether you are a practitioner, prosthetist or assistant, the purpose of this key service is to help you. Our experts share our enthusiasm for continually venturing further to open up new opportunities in your profession.

I wish all of you a happy start to the autumn season and look forward to speaking to you again before the end of the year to introduce a major innovation by Anthogyr.

Sincerely,

Éric GENÈVE, President and Managing Director

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Medical devices for dentistry professionals - Classes I, IIa, IIb, LNE/G-MED - Manufacturer Anthogyr SAS.
Carefully read the instructions contained in the manuals.

NEWPRODUCTS: A LOOK AT OUR LATEST INNOVATIVE SOLUTIONS"

news

Exo Safe: THE new automatic approach to tooth extractions

For a minimally invasive dental extraction that is less traumatic for the patient, there is Exo Safe, the latest Anthogyr innovation.

This cutting-edge automatic extractor consists of a Safe impactor and a set of 6 periostomes. Designed for the anterior and posterior sectors, Exo Safe is made for both general practitioners and implantologists.

Its constant, precise impaction preserves the bone integrity of the patient, prevents the need for reconstruction and/or grafts, and facilitates the placement of a post-extraction implant.

Exo Safe makes it easier to mobilise the tooth, since the periostome allows you to easily locate the point of root support for elevation and subsequent extraction. The device is designed for single-hand use, and its ergonomic shape makes it easy to control in the mouth and improves the practitioner's field of view. Its steady, regular impact gradually widens the desmodontal space, causing less trauma than a conventional manual technique.

With Exo Safe, the practitioner can control operations tightly, realising treatment and thus patient satisfaction.



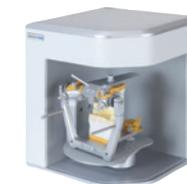
A look back at the 2016 Dental Forum trade show



For the 2016 Dental Forum trade show, Anthogyr invited two specialists in all-ceramic restorations—Hervé Maréchal, founder and head of the De Bucca Solis Laboratory (76), and Dr Taïs Munhoz, dental surgeon and doctor of biomaterial engineering—to discuss their opinions of zirconia:

At the conference, they presented the latest advances surrounding the miracle material. In particular, the specialists emphasised the control required to obtain the best aesthetic result without compromising mechanical reliability. At the Anthogyr booth, teams presented the new Medit Identica Hybrid scanner, the latest Smeda Scan solution.

The Medit Identica Hybrid scanner: A new tool for optimising your productivity!!



The Medit Identica Hybrid scanner takes only 16 seconds to scan a complete arch, with accuracy up to 7 µm! Designed for dental prosthetists looking for an accurate, ultra-fast scanner, the Medit Identica Hybrid helps you optimise your laboratory's digital processes.

The Benefits

For your convenience, Smeda specialists will install the Medit Identica Hybrid scanner for you in your surgery and provide personalised assistance for the first few months.

inSide

Anthogyr's International Corporate Magazine

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ANTHOGYR GETS A BOOST!

Sharing experiences at Le Cercle #2



By Anthogyr

Le Cercle by Anthogyr offers dental surgeons an opportunity to meet with peers to share their experiences in implantology.

At the second ever Le Cercle conference, more than 60 practitioners met amidst a friendly and constructive atmosphere at Sallanches and Megève on 17 and 18 March. "[There were] tips, advice, and good discussions aimed at making progress" commented one participant. That is the spirit of Le Cercle: building relationships between colleagues and sharing experiences to improve implantology practices. The conference's small-group format facilitated discussions and interactions between attendees and speakers. The highly sought-after speakers generously passed on their clinical tips and tricks. On Thursday evening, Le Cercle members met at a well-known restaurant in the Megève heights, an opportunity for a friendly dinner that paved the way for discussions between speakers and attendees. Speakers included Dr Jean-Baptiste Verdino, Dr Guillaume Becker, Dr Serge Verdier, Dr Hervé Richard (Anthogyr's R&D engineer), and Dr Damien Carrotte, the event's moderator. The next day was devoted to a visit to the production



site and, more importantly, to clinical discussions on *dental extraction, treating people with no teeth, the standard fatigue test for implants, and crestal approach sinus lifts.*

Le Cercle is also an opportunity to learn about more than just medicine. To wrap up the event, prosthetist Philippe Cavelius talked about his love of motorcycle rallies and the human adventure that he experiences at events such as the Dakar Rally. 🏍️

Anthogyr, an MB Race sponsor, launches the Anthogyr Award!

For the sixth year running, Anthogyr sponsored the MB Culture Bike Race, a mountain bike event organised on 1, 2, and 3 July 2016 at the Portes du Mont-Blanc domain (in Combloux and Megève).

Considered the most difficult race in the world, the MB Race is made up of eight events, including the MB Ultra, which this year was included in the Marathon World

Cup by the International Cycling Union (UCI). Eleven hundred participants began the race, but fewer than 10% completed the 140 km course (which features a 7,000-metre elevation change!). As an affirmation of its sponsorship, Anthogyr awarded the very first Anthogyr Finisher prize for the most inspirational story of human resilience and courage in the MB Ultra. 🏆

www.mb-race.com



TOP STORIES

Anthogyr in the press

Anthogyr solutions in the media.

For the launch of Exo Safe, the monthly journal *Indépendentaire* devoted a two-page spread to our automatic extractor, presenting its benefits and examining the origins of its design.

Indépendentaire (Coming soon – Exo Safe: The new automatic approach to dental extraction – April 2016) •1

Clinical article Dr Gilles CHAUMANET demonstrates the benefits of Osteo Safe®, which include a better view of the site, flapless operation, more accurate positioning, and smooth, even progress compared to struck osteotomes.

Dental Asia (Minimally Invasive Implant Placement without the Use of Biomaterials – Dr Gilles Chaumanet – March 2016) •2

Clinical article In this article by Implants International, Drs Georges Khoury and Marc Revise explain how Osteo Safe® offers better control of impacts in crestal sinus lift indications.

Implants USA (Automatic crestal sinus lift procedure by motorised handpiece – Dr Georges Khoury & Dr Marc Revise – January 2016) - January 2016) •3



Sur Un Lit de Couleurs:
Supporting sick children through artistic creation

Anthogyr cares about children and the fight against disease. That is why it has been a staunch supporter of Sur Un Lit de Couleurs for the past two years.

Founded in 2010 by art teacher Christine Géricot, Sur Un Lit de Couleurs is a non-profit organisation whose mission is to revive and support the desire in sick children and adults to create, learn, and dream, through artistic expression in a hospital environment.



Anthogyr's commitment to the organisation's work began in 2015 with its participation in the launch of a creative workshop in the paediatrics department at the Centre Hospitalier Alps Leman in Contamine-sur-Arve. During last year's festive season, our greeting cards were designed and created by children who drew their own versions of the Anthogyr logo. It was a joyful, communal experience for the thirteen young patients who contributed to the cards. Such was their creativity that Anthogyr decided to make a patchwork design out of all the cards and display it at company headquarters. 🏠

www.surunlitdecouleurs.com

UPCOMING EVENTS

25-28 SEPTEMBER
China Dental Show
Shanghai (China)

06-08 OCTOBER
Dentex
Brussels (Belgium)

21-22 OCTOBER
SICOI
Milan (Italy)

29 SEPT - 1^{ER} OCTOBER
EAO Paris (France)

13-15 OCTOBER
ABROSS 2016
Sao Paulo (Brazil)

22-26 NOVEMBER
ADF
Paris (France)



25-26 NOVEMBER
Implant Expo
Hamburg (Germany)

“ APPRENTICESHIPS: A DRIVER OF SUCCESS! ”

Viewpoints



**Bastien Frankowski,
Qualified for the future**

20, in 2nd year of his BTS IPM training (industrialisation of mechanical products), Lycée du Mont-Blanc – Passy (74)

After two weeks of classes followed by a two-week immersion in the production unit, the future digital machine operator and adjuster says, “You learn much more quickly working on the job. Over the past few months, my assignments have become more complex, and the progress I’ve made is really motivating and rewarding.” With just a few weeks to go before final exams, Bastien feels happy. “I’m convinced that apprenticeships are the best way to get a job. Recruiters know that I can hit the ground running, and my work experience at Anthogyr looks great on my CV, proof of quality and high standards. My hope today is that I can stay with the company.”

Anthogyr invests in the future by hosting a dozen apprentices each year (13 in 2016), who divide their time between classes and internships. The objective? To build the talent that will become the added value of the future and to re-energise all of our teams. We interviewed four of these motivated young people.



**Delphine Philippe,
The benefits of passing on
knowledge**

22, BTS IPM qualification gained through her apprenticeship at Anthogyr, Lycée du Mont-Blanc – Passy (74), now a full-time employee.

As the only woman in a class of sixteen men, Delphine has both a strong personality and a well-defined career plan. “An apprenticeship was the perfect thing for me. The transfer of knowledge has been very important in the workshop. Everyone is involved in my training, and the more senior people have given me invaluable advice.” After graduation, Delphine was offered a position as an assistant adjuster. “I knew I would never find another company with Anthogyr’s strict standards, clean workshop, and friendly co-workers. So I immediately said yes. And though my schooling is finished, I am still learning and improving. It’s a very important aspect of my personal development.”



**Valentin Garda,
The hands-on side of projects**

20, 1st year engineering student, Institut des Techniques d’Ingénieur en Industrie (ITII) – Annecy (74)

As the first R&D engineer enrolled in a vocational sandwich degree programme, Valentin has followed a non-traditional path. The stellar notes he received in his IPM BTS apprenticeship at Anthogyr allowed him to pursue his studies further. His outstanding job application led to his hiring at the Engineering Office, and he now designs the parts that he previously manufactured. “My knowledge of machines is a valuable asset, but I also apply information from other departments, like marketing and production planning. I have to think like a dentist to understand the problems of the profession and create suitable solutions. The challenge is exciting.” This hands-on aspect is what convinced the young man to pursue the educational path that he did. “Getting involved in projects in the field is key. For example, right now I’m working on a new and very innovative product. I start with relatively little data and have to develop prototypes, conduct mechanical tests, and contribute to mass-production processes. Theoretical learning alone cannot offer all these opportunities.”

After one year at Anthogyr as a temporary worker on the production side, Souha decided to resume her studies. “I wanted to continue working at the company and follow a career path in a field that better suited me, while remaining financially independent and professionally active. The apprenticeship scheme turned out to be the ideal solution.” For Souha, the apprenticeship’s success relies on mutual commitment. “I receive guidance and am held accountable. It’s up to me to demonstrate my motivation and dedication to completing my assignments. . . . This year, I learnt certain skills and also gained self-confidence. People placed their trust in me and I have become more confident. That’s better than any A!”



**Souha Ben Romdhan,
gaining confidence**

22, 1st year student in a BTS management assistant programme Sup-Sallanches (74)

“ THE ANTHOGRYR TRAINING CAMPUS ”

Anthogyr Campus: objective excellence

The constant search for excellence is part of a practitioner's core values. To assist them in their development, the Anthogyr Campus offers a wide range of courses throughout France. Keep reading for an overview of the department tailor-made for professionals and an interview with director Anne Bernard and implantology instructor Dr Bernard Lazaroo.

Tell us about the Anthogyr Campus.

Anne Bernard: The Anthogyr Campus offers a wide range of courses for all dental assistants and prosthetists, whether or not they are Anthogyr customers. The topics offered cover all areas of expertise but focus on three objectives.

“The first, “Organise and Develop”, offers management and strategic organisation tools to grow your surgery and to communicate effectively with patients. It also addresses the training of implantology dental assistants.

“ All courses are led by a team of specialists eager to share their knowledge ”.

The second objective, “Improve”, is aimed at improving practitioners' knowledge of and practices in specific subjects (e.g., first sinus lifts, managing soft tissue). Finally, “Confirm” is directed at implantologists seeking to learn about more advanced surgeries like all-on-6 or all-on-4, immediate placement, and anatomy. All courses are led by a team of specialists eager to share their knowledge.

Dr Lazaroo: In our profession, continuing education throughout our career is still essential in order to keep up with advances, understand the challenges of new procedures, and discover alternative techniques, as well as to develop critical reasoning when it comes to others and to ourselves. More than the technical tools or the equipment we use, it is the dentist who affects whether implant surgery succeeds or fails. Hands-on experience is required to control movements accurately and to advance towards



DR BERNARD LAZAROO

- > UNIVERSITY DIPLOMA IN CRANIAL-CERVICAL-FACIAL ANATOMY
- > UNIVERSITY DIPLOMA IN PAIN TREATMENT
- > INTER-UNIVERSITY DIPLOMA IN AURICULOTHERAPY
- > R. DESCARTES ANATOMY ATTACHÉ

Anne Bernard, Anthogyr Campus Manager

650
PARTICIPANTS
FROM
32 COUNTRIES

MORE THAN 40
FRENCH AND INTERNATIONAL
IMPLANTOLOGY INSTRUCTORS

A DEDICATED
250M² CENTRE AT
SALLANCHES

greater specialisation and success. This occurs naturally through peer-to-peer learning. Personally, I have been improving continually for twenty-five years. The result? Today, out of the 400 implants I've placed, I lose less than 1% per year.

Does the programme include professional aspects?

"The Anthogyr Campus offers exceptional equipment and training".

Anne Bernard: The objective is for each participant to be able to implement the techniques they have learnt as soon as they finish the training course. And it works! At the end of our training courses, participants tell us that they have made changes to their processes and revitalised their surgeries.

Dr Lazaroo: These courses are unique in terms of the clinical teaching provided. They typically consist of alternating sequences of demonstrations and hands-on sessions. Discussions are frequent in both sequences. I answer questions, suggest techniques, and don't hesitate to critique. Students progress as the level of difficulty gradually increases and I lead participants to a higher level of theoretical and applied knowledge.

How are the courses organised in France?

Anne Bernard: Each year, we publish our programme of courses. The 2017 edition will be available in September, with one new feature: a training course for prosthetists. Practitioners who wish to attend one or more modules can enrol via our website or through our sales representatives. To offer more flexibility to practitioners, half of our courses are held across France in offices of partner implantologists, and the other half are held in Sallanches. The company is fortunate to have the Anthogyr Campus, with 250 m² of state-of-the-art infrastructure, at its headquarters.



A key aspect of my duties, which I share with my whole department, is to devote attention to each and every dentist. More than just training courses, we strive to provide dentists with a comprehensive premium service, from orientation to lodging.

Dr Lazaroo: The course length—two days on average—and the deliberately limited number of participants ensures genuinely high-quality teaching. The atmosphere is also very friendly, which facilitates discussions between colleagues. And when the course is held in Sallanches, we take advantage of the very beautiful and handy location. The Anthogyr Campus offers exceptional equipment and training.

What can international practitioners expect?

Anne Bernard: For practitioners from around the world who are just starting to work with Anthogyr, we have designed a seminar held in Sallanches. The growth is such that, this year, we are conducting three seminars in English and about fifteen in the languages of our subsidiaries. Each one starts with a one-day introduction to the company and includes a visit to the production site, followed by hands-on work using our products. The course continues with a clinic day under the guidance of an implantologist. 🌍



*Aurélie Ducroz,
Training
Assistant*

*Audrey Robache,
Training
Coordinator*

*Anne Bernard,
Anthogyr Campus
Manager*

*Philippe Iwachow,
Training
Manager*

*Aurore Bossoney,
Training
Assistant*

FOCUS on 1,2,3 Posez!

For dentists who wish to add implantology to their general practice surgery, Anthogyr has designed 1, 2, 3 Posez!, a brand-new, innovative training course taught by Dr Antoine Monin.

3 QUESTIONS FOR DR ANTOINE MONIN



What is involved in the 1, 2, 3 Posez! training course?

Dr Monin: The primary aim of this course is to train practitioners and their assistants in simple implantology. Instructors assist them with the theoretical aspect of placing their first implants in the surgery. 1,2,3 Posez! is directed at practitioners seeking to boost their practice and meet patients' increasing demand for implants.

How did the idea of this course come about?

Dr Monin: I realised that I remembered relatively little of the theory I learned in school. The core of our know-how is composed of our exchanges with influential peers who inspire us to improve. Today, I want to return the favour in some way, and Anthogyr gave me the means to do so for my peers.

What are the benefits of the 1, 2, 3, Posez! course?

Dr Monin: Too many beginner courses are restricted to teaching theory without teaching the clinical aspects. With 1, 2, 3, Posez!, the heart of the programme is personalised guidance. Practitioners and their assistants receive three instruction courses: Diagnosis in Sallanches, Treatment at the instructor's office, and the Placement of First Implants at the surgery. Proximity to the instructor is one of the strengths of this course—both in terms of geographical proximity, since there are about twenty tutors across all of France, and in terms of their close working relationship with practitioners and their assistants throughout the course. 🌍

“ DR DIEGO LONGHIN, IMPLANTOLOGYSURGEONSPECIALISED IN PERIODONTOLOGY ”

As a practising implantologist since 2009 at his surgery in Venice, Italy, Dr Diego Longhin has extensive experience in endodontics, implantology, and periodontology. He is constantly seeking innovative treatments and has been working proactively with Anthogyr for several years.

From product to partnership

Having started a business relationship six years ago, the collaboration between Dr Diego Longhin and Anthogyr developed rapidly. “Initially, I was interested in the Axiom® implant because it had all the qualities I was looking for: a conical connection, no bacterial infiltration between the implant and the abutment, and a platform that ensures biological

space and reduces the risk of peri-implantitis,” recounts Dr Longhin. “Our relationship continued to grow stronger, reflecting our mutual development. Unique, it relies on an ongoing exchange of information that includes various technical and clinical assessments, offering a constant flow of new opportunities.” The close ties between professional practice and industry is central to Anthogyr’s strategy.

A relationship built on transparency and dedication

Dr Longhin has visited the Anthogyr’s headquarters in Sallanches on many occasions. “Each time, I am impressed by the precision with which each component is manufactured.

“ Close ties between professional practice and industry ”

For us practitioners, it is essential to know all the steps—from design to production right up to quality control—of the products we use daily.” As a privileged partner of the company, Dr Longhin attends professional meetings in Italy and overseas. “As a lecturer and a practitioner who is always looking to



DR LONGHIN'S SURGERY

in figures

13 EMPLOYEES

INCLUDING DR DIEGO LONGHIN, IMPLANTOLOGIST, PROSTHETIST, AND PERIODONTOLOGIST

4 DENTISTS SPECIALISED IN ENDODONTICS, RESTORATIVE WORK, AND ORTHODONTICS

2 DENTAL HYGIENISTS

2 SECRETARIES

AND **4** ASSISTANTS

learn more, I seek to share my passion for the profession.” It was this state of mind that led him to collaborate on a multi-centric study on Axiom® to be published soon.

Imagining the solutions of tomorrow together

Resolutely turned towards the future, Dr Longhin collaborates with Anthogyr to implement new processes.

“Implantology appears to be a discipline that is well understood, but I am sure there are many discoveries still to be

made,” he confides. The future forecasts many developments, particularly in biological implants. In my opinion, this is a key factor in improving implant aesthetics and preventing peri-implantitis.” Dr Longhin is adamant about the importance of combining clinical and technical specialist skills to achieve excellence. 🌟





ANTHOGYR ITALY:
A SUCCESSFUL BLEND
OF HUMAN SKILL
AND TECHNOLOGY "

Anthogyr
around
the world



IN FIGURES

FOUNDED IN 2011

4 PEOPLE IN MILAN

12 SALES PEOPLE
IN THE FIELD



Thanks to a well-developed network of distributors, Anthogyr has been present in Italy since 2007. Today, the company is taking a new step to conquer the Italian market.

Forming a subsidiary, a major move

The creation of a subsidiary in Milan in 2011 has activated new growth drivers. "Distributors are a good way to break into a new region, but a key factor in achieving business growth in a market with long-term growth expectations is having a fully-owned subsidiary in the region," insists Raffaele Cattaneo, Managing Director of Anthogyr Italy.

"Naturally, our customers have chosen Anthogyr not only for the quality of its products but for the quality of its discussions.."

Cutting out the middle man means that we can better understand the needs of our end customers and be more aware of what they require, in order to provide them with exactly the right products and services. It is also the reason why we opted for a mature team that is highly experienced in implantology and in the CFAO sector. The Italian subsidiary manages every aspect of its marketing and logistics. It now deals directly with 100% of its orders and delivers products anywhere in the country within 24 hours, an exceptional response time.

Building closer ties with the customer

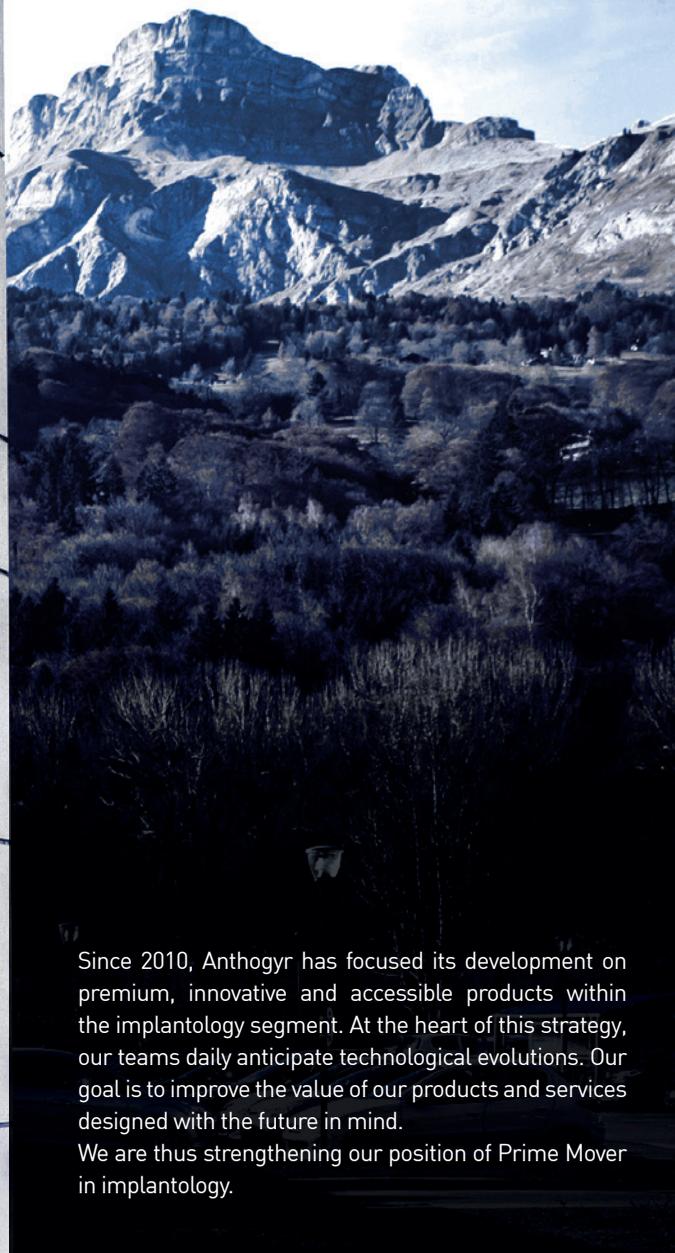
"In addition to ensuring reliable delivery times and high-quality manufactured parts, we have formed relationships with Italian practitioners that go beyond mere sales. Naturally, that our customers have chosen Anthogyr over other brands – some local – is due not only to the quality of our products but also to the quality of our discussions. We have built genuine partnerships, trusting relationships, and even friendships, which will only be strengthened by the presence of our new subsidiary." Anthogyr's sharp growth has not harmed the customer relationship. "We invite practitioners to attend various training courses and events at our parent company's headquarters in Sallanches. This blend of know-how, best practices, high-tech expertise, and strong relationships creates a transparency that is highly appreciated."

Innovation: an engine of growth

"To capture customers, we want to develop the Simedra® CAD-CAM solution for personalised prostheses using digital technology. Italian practitioners are just waiting for this premium product, which showcases the company's expertise." The subsidiary has also partnered with two universities to develop educational programmes. "A key issue for our future growth is the ability to bring innovation to both long-standing practitioners and future professionals." 🌱



Towards new heights



Since 2010, Anthogyr has focused its development on premium, innovative and accessible products within the implantology segment. At the heart of this strategy, our teams daily anticipate technological evolutions. Our goal is to improve the value of our products and services designed with the future in mind. We are thus strengthening our position of Prime Mover in implantology.

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