



A Dental Monitoring scan takes less than two minutes and is done according to a schedule determined by the orthodontist, usually weekly.

PUSHING BOUNDARIES: **Artificial intelligence**

In April, we invested in Dental Monitoring (DM), a highly innovative company specialized in remote dental monitoring systems. DM's technology enables dentists to monitor orthodontic treatment progress without the patient having to visit the practice. Using a smart phone, the patient uploads pictures into DM's system, which uses artificial intelligence to detect even minor changes in tooth alignment. It then notifies the dentist, allowing for timely intervention and efficient treatment adjustments. In addition to avoiding unnecessary check-up visits, it can accelerate orthodontic treatments by identifying

the point at which the patient is ready to progress to the next corrective step.

The system is being developed further to detect tooth decay and to monitor oral health in general. Artificial intelligence could support the full spectrum of our activities including corrective, preventive, restorative and replacement dentistry, which is why DM is such a valuable partner.



Anthogyr's state-of-the-art production facility manufactures attractively-priced implant systems, which the Group sells in emerging markets like China and Russia.

PUSHING BOUNDARIES: **Segment expansion**

While the premium implant segment continues to offer significant growth potential, it accounts for just about one half of all dental implants sold today. To open further growth opportunities, we began investing in non-premium brands in 2012 and have built an international portfolio that includes the Neodent, Medentika, equinox, and Zinedent brands.

In 2018, we extended our portfolio by broadening our collaboration with Anthogyr in France and gaining control of T-Plus in Taiwan. The former strengthens our position in the upper value price range in

Europe and in emerging markets like Russia and China. The latter gives us access to the fast-growing lower value segment in China and Taiwan.

Both companies are well positioned for international growth, supported by the Group's global network and expertise. They complement our implant portfolio, which covers a broader price range in more countries than any other implant company.

PUSHING BOUNDARIES: **Minimal invasiveness**

Very small diameter monotype implants offer a cost-effective, immediate and minimally invasive solution for edentulous patients who have reduced horizontal bone. More than a million such implants were placed in 2017 and they are rapidly gaining popularity – not least because they can avoid bone grafting procedures which would be necessary with wider implants.

In October, we launched a premium mini implant system that pushes several boundaries. Unlike other implants in this category, it is made of our high-strength Roxolid and is just 2.4 millimeters in a diameter. It has an SLA surface to enhance osseointegration and is designed for immediate placement protocols with reduced drilling.

It also features a built-in Optiloc prosthetic retention system, which is made of special wear-resistant materials for exceptional long-term performance and low maintenance. With all of these features, it sets a new standard for mini implants.



Restoring smiles and confidence – especially in older edentulous patients.



Safeguarding beautiful healthy smiles – the goal of preventive dentistry.

PUSHING BOUNDARIES: **Our scope**

With a view to expanding into the field of prevention, we have obtained rights to distribute a number of innovative treatments for diseases that lead to dental decay, tooth loss or implant failure. They include digital diagnostics for early caries detection and two non-invasive products that reduce the need for drilling and filling in order to treat caries and to remove the decay it causes. The portfolio also features biomaterials to diagnose, treat or prevent periodontitis and peri-implantitis.

All these products focus on the needs of general practitioners (GPs). We have begun to pilot approaches in the UK, Germany, and Italy for selling them through the same channel as our clear aligners, tooth-borne CAD/CAM prosthetics, digital equipment and other GP products.



The promotional campaign for BLX features a young girl who has the confidence to calm a mighty lion, symbolizing the powerful confidence that users experience with Straumann's new implant.

PUSHING BOUNDARIES: **Creating confidence**

Four years ago, we launched our successful Straumann BLT implant in response to patient requirements for shorter implant treatment times. BLT has been a key growth driver and still has significant potential but, being apically-tapered, it does not address the entire range of indications in the immediacy segment, which accounts for one in every four implants placed. In 2015, we therefore began working with the world's top experts to develop an entirely new fully-tapered implant that would deliver a new level of confidence not just in immediacy but also in a broad range of other indications.

The result is the Straumann BLX, which is designed for optimum primary stability in all bone classes and predictable outcomes, even in complex cases. To make life simpler, its entire prosthetic range uses the same connection, while its unique advanced design, combined with our Roxolid and SLActive technology, creates a new generation implant system which is integrated in a complete range of digital and prosthetic solutions for all indications.

PUSHING BOUNDARIES: **Charitable care**

Since the outbreak of civil war in Syria in 2011, an estimated 1.5 million Syrians fled carnage and devastation in their home country and took refuge in neighboring Jordan. Living without resources in make-shift conditions, they don't have the luxury of a balanced diet and neglect oral hygiene. The prevalence of tooth decay is high and, even if they had access to dental treatment, most people could not afford it.

Andi Herzog, a Swiss airline pilot, saw this urgent need while working voluntarily with the NOIVA foundation. He approached Straumann with a visionary idea of buying a transport container and equipping it as a mobile dental clinic that would be staffed by local dentists and would provide treatment for refugees on the Syrian border. Straumann agreed to support the project which became a reality some months later. A decommissioned military field hospital was acquired, refurbished by volunteers and fitted with dental chairs and equipment. On arrival in the Middle East it was saddled onto a truck and went into operation in northern Jordan with a sponsored team of local dentists shortly before Christmas. It is our privilege to support them, NOIVA and all our charitable partners in pushing the boundaries of human kindness.



This young Syrian refugee was helped by the NOIVA foundation; his portrait adorns the mobile clinic alongside the Straumann Group logo (see p. 72).