Straumann® Smart
Immerse to succeed.
DISCOVER THE WORLD OF IMPLANT DENTISTRY WITH US.
Straumann® Smart provides an excellent combination of clinical education, product training, e-learning and the opportunity to benefit from one-to-one supervision by an experienced mentor to help you successfully establish yourself in the world of implant dentistry.

CLASSROOM TRAINING
An onsite curriculum combining clinical education and practical product training tailored to the needs of starters.

ONLINE TRAINING
A unique online education platform allowing dentists to update their knowledge 24/7.

MENTORING
One-on-one supervision by experienced implantologists to build confidence and provide peace of mind.
Immerse yourself in the world of implantology with Straumann® Smart.

Straumann® Smart is a holistic solution specifically developed to enable dentists to successfully start and continue placing and/or restoring dental implants in straightforward patient cases. Smart is designed to help dental professionals grow their implant business quickly and with confidence.

SIMPLE PRODUCT PORTFOLIO
Helps reduce complexity by initially introducing only a limited number of key products.

LAB COMMUNICATION
Guidelines on when and what to communicate to the dental technician.

PRACTICE AND PATIENT MARKETING
Training and demo materials for patient consultation and tools for online and offline practice marketing.
The Smart curriculum allows you to benefit from:

• A modular, clinical and product training following the structure of the dental implant treatment workflow
• Training content tailored to the treatment of straightforward indications
• A broad variety of practical hands-on sessions
• Experienced speakers
• Networking with peers

Clinical skills and an in-depth product knowledge are the foundation of long-term success in implant dentistry. Our modular Smart training program is an ideal starting point to discover the world of implant dentistry.

The training content was developed in collaboration with renowned clinicians from the University of Zürich.

**STRUCTURE OF THE SMART CURRICULUM**

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**Prof. Dr. Christoph Hämerle**

**Prof. Dr. Ronald Jung**

**Dr. Francine Brandenberg-Lustenberger**

**Dr. Alain Fontolliet**
Online training.
At your fingertips 24/7.

It is not uncommon that several months pass by between the completion of an implant training program and the treatment of the first real implant patient. To allow you to refresh or deepen your training knowledge anytime, we have created a new and unique self-learning platform.

Smart Online Education provides you with:

• A unique 24/7 self-study opportunity
• Exclusive access to an optimal mix of practice-oriented training materials such as:
  – Interactive PDFs comprising implant-related clinical theory and information on the step-by-step use of Straumann® key products
  – Clinical videos
  – Checklists, editable forms, patient information, and more
  – Technical product information
  – Self-assessment tests
  – Access to selected ITI* Online Academy learning modules

* The International Team for Implantology (ITI) is one of the largest independent academic organizations in implant dentistry and the related field of tissue regeneration. For more than 30 years, Straumann has enjoyed a unique partnership with the ITI. This partnership has contributed significantly to Straumann’s reputation as the evidence-based partner of choice for dental professionals.
Our Straumann® Smart eLearning materials are 100% in line with the content covered during the classroom training. They are accessible 24/7, and they allow you to dive deeper into specific implant-related aspects at your own pace.
The Straumann® Smart program gave me the confidence to offer implant treatments to my patients. It helped me a lot to have an experienced expert by my side who supported me when I treated my first patient cases.
Support from a personal mentor is critical to ensure that dental professionals feel enabled and confident to begin and continue to place implants successfully. Therefore, mentoring is a key pillar of the Smart solution.

Mentoring.
Giving you peace of mind.

The Smart mentoring program facilitates the transfer of knowledge:

- One-on-one supervision by an experienced implantologist
- Practice-based mentoring for the treatment of your first implant patients
- Support with patient selection, treatment planning, implant surgery, and the related restorative work in the clinical environment
- Expert assessments and feedback
- Gain confidence to acquire suitable implant patients, increase treatment acceptance in your practice and grow your implant volume
Simple product portfolio. Getting you off to a quick start.
Dentists who step into implantology are confronted with a huge number of implant systems and components from different manufacturers to choose from. Selecting a reliable implant partner and optimal products for the treatment of a specific clinical indication is therefore not as easy as it might seem.

Straumann® Smart helps reduce complexity by introducing only a limited number of key products.

Keep things simple with the streamlined Smart portfolio:

- Products aligned with renowned implantologists
- Suitable for the treatment of straightforward implant indications
  - Posterior single tooth cases
  - Small posterior bridges
  - Simple removable overdentures for the mandible
- Two implant lines
- Most commonly used healing components
- Open- and closed-tray impression parts
- Reduced abutment portfolio
Straumann® Smart enables you to optimize the communication with your dental technician, which leads to a closer relationship and more efficient treatment results.
In implant dentistry, a close interaction and effective communication between the implantologist and dental technician is crucial for a successful treatment outcome.

Straumann® Smart is designed to help you understand which information you should share with your lab partner, and how to best communicate at specific milestones throughout the treatment process to achieve the best possible results efficiently.

**Straumann® Smart lab communication:**

- **Provides guidance** on how to communicate with your lab partner on the specific requirements to fabricate a surgical drill template
- **Helps you** understand which information is required by your dental technician to obtain the desired final prosthesis
Practice and patient marketing. Supporting you on your journey.

Becoming a successful implantologist involves more than just placing implants. Dental professionals need to market the implant services they provide, educate their patients on different treatment options and be able to convince them to decide for an implant treatment.

With Straumann® Smart you will have full access to:

Training materials that explain
• How to structure a successful patient consultation
• How to discuss the optimal treatment plan with your patient along with risks, benefits and alternatives
• How to obtain your patient’s informed consent

Patient information and marketing tools that you can use on the internet and social media channels as well as in your dental practice such as:
• Patient literature
• Ready-made templates for patient communication
• 3:1 models
Smart’s practice and patient marketing tools are designed to help you gain new implant patients and facilitate the patient consultation.