

Follow-up
Astra Tech
World Congress
Washington, DC

Washington, DC – taken by storm

“Science and biology first”

Dr. Olivier Henry-Savajol, France



mas Albrektsso



In his opening speech at the World Congress, the President and CEO of Astra Tech, Peter Selley, used the quote below when making a point about the importance of scientific documentation in regards to innovations and new discoveries in implant dentistry. It is not enough to design, invent and market a product, it also has to be documented and proven safe before it is placed in a patient.

“Landing a man on the Moon and returning him safely to the Earth”

John F. Kennedy

Peter Selley states, “A good example that comes to mind is the space industry. It all started with the curiosity and eagerness to explore and find out if there is life elsewhere in space. Courage, determination and innovation are certainly needed to send people into space to explore a new world, or to land a man on the Moon, but this is not good enough; the man also has to be returned safely to Earth. The latter part is very important and has a strong connection to implant dentistry. Innovation and competitiveness must never put the safety and the well-being of the patient at risk. We must always keep this in mind as we continue to push the boundaries with the ever so important question “what if?”...”

The congress in Washington, DC was the second Astra Tech World Congress. The first World Congress in New York 2006 turned out to be really inspiring according to the feedback received from the delegates. That encouraged us to hold a second World Congress, now with “Making new discoveries” added to the theme “Get inspired” from the last congress.

Why Making new discoveries?

Progress and development are dependent on new discoveries. A discovery does not necessarily have

to be revolutionary or groundbreaking, and it does not even have to be new to the world to have an impact on our personal behavior. But what drives new discoveries and innovations? There are several factors, but some of the important ones are curiosity, courage, determination and search for excellence, as well a fighting spirit and competition, just like in the space industry metaphor.

From the very beginning, the development of the Astra Tech Implant System™ was built on the above mentioned factors, in combination with a very serious approach to scientific documentation and patient safety. In fact, we are proud of the groundbreaking innovations that are the cornerstones in the Astra Tech BioManagement Complex™ – Conical Seal Design™, MicroThread™, OsseoSpeed™ and Connective Contour™.

Much has happened since the World Congress in 2006. Astra Tech has grown considerably and continues to develop in a very positive way. The company has consistently outperformed the major competitors with an impressive growth rate – more than twice the growth rate of the global implant market.



Making new discoveries

It is easy to believe that the world we live in has reached a scientific peak. That we have discovered everything we can expect to discover, and that anything we come up with in the future will only be improvements of already existing products and knowledge. But science will always have new frontiers to explore – and humanity will always make new discoveries.

When scientific research manages to answer one question, it usually uncovers new questions.

Although we know far more about ourselves and our surrounding world than we did 100 years ago, we are also aware of many more unanswered queries.

Curiosity and an inherent yearning for exploring new areas are two of the most significant characteristics of humankind. And science in its grandest sense – the attempt to comprehend the universe and our place in it – has always made us turn every stone and keep asking ourselves why, when, how and what if...? Science and technology have no limits, except our imagination. And as long as people are curious, science will progress.

The theme for the Astra Tech World Congress was “Making new discoveries.” Throughout the planning, preparation and execution of this congress, we have looked upon it as an exploration and a journey where we have gained new inspiration, perspectives, acquaintances and understandings. And with these experiences

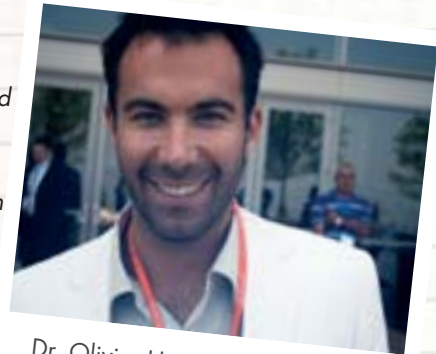
in mind, we are confident that many groundbreaking discoveries are just around the corner.

The exhibition area provided an ocean of knowledge, where it was possible to go deep beneath the surface and study all the facts, details and specifics of what Astra Tech Dental can offer. Formed as an archipelago, the delegates could map out their own route and cruise between the islands of their interests and needs: Scientific island, Training & Education island, Surgical island and Restorative island.



“Science and biology first, business second”

– I really appreciate the extensive scientific program and the open-minded approach by Astra Tech, which shows their courage to let science and biology come first and business second. They have chosen speakers and scientists who are leaders in their field, regardless of which implant system they are using. Not only did the speakers make a point of explaining that their methods work, but also why they work, from a biological and biomechanical perspective. Also, I like the island concept in the exhibition area, which makes it easy to find what you are looking for.



Dr. Olivier Henry-Savajol, France



By offering hands-on training, scientific documentation, product news and one-on-one demonstrations, all visitors were sure to make new discoveries in the scientific archipelago.





Wednesday, June 4, 2008

Astra Tech World Congress kicks off!

ON THE FIRST DAY of the World Congress, the nice weather all of a sudden turned into a spectacular thunderstorm, like inauguration fireworks!

PLANS for the much awaited 2008 World Congress in Washington, DC were set into motion with sixteen pre-congress presentations that welcomed over 500 attendees. Some even signed up early in the morning, eager to participate and learn more about implant dentistry.

WEDNESDAY AFTERNOON'S pre-congress lectures and hands-on program offered something for everyone, from those new to implant dentistry to those interested in more advanced techniques, from the restorative doctor and the surgeon to the hygienist and the dental assistant. Programs in Spanish, Italian, French and Scandinavian languages embraced diversity and demonstrated the magnitude of this international event.

POPULAR TOPICS included "Clinical Protocol," "Bone Augmenting Procedures" and "Facilitate™ – Computer Guided Implant Treatment and planning." Both courses were sold out.

"BIOMANAGEMENT COMPLEX™ – CLINICAL EVIDENCE," presented in Italian, packed the room with over 100 attendees, and "Face to Face: France-Canada" attracted as many as 75 participants.

THE DAY FINISHED with a special President's Reception for all faculty members. The Poster authors were busy posting their work – more than 138 posters participated in the Poster Competition.

WEDNESDAY marked the first day of the World Congress. All delegates, staff members and guests gathered for the remaining three days to hear 131 internationally renowned speakers and researchers speak on issues of implant dentistry today and the future.





Thursday, June 5, 2008

The Astra Tech World Congress officially starts.

ON THE FIRST official day of the congress, the international dental community assembled for the morning's Grand Opening. Performing artists started the morning in the most inspiring way. A singer, a Native American flutist, a human living tree and a beautiful ribbon dancer gave the delegates a wonderful start of the day.

THE PRESIDENT AND CEO of Astra Tech, Peter Selley, gave the opening speech and handed over to the Chairman of the Scientific Committee, Professor Jan Lindhe, who also was the moderator of the first session.

EIGHT WORLD-RENOWNED speakers presented during this morning session. It covered topics in implant dentistry ranging from the edentulous patients, and oral infection and inflammation to special needs patients, treatment planning, patient quality of life, and the future of implant dentistry.

IN PROFESSOR LINDHE'S opening presentation – The BioManagement Complex™ – he emphasized the importance of implant design for the preservation of soft tissue. For Astra Tech, soft tissue management has always been important. Conical Seal Design™ and Connective Contour™, two of the four key features of Astra Tech BioManagement Complex™, have from the beginning been part of the implant system design and are essential for healthy soft tissue over time.

ANOTHER HIGHLIGHT at the Grand Opening session was Professor Tomas Albrektsson's presentation "Implants in dentistry – history and future," in which he suggested that it is time to reconsider the 1986 standard for marginal bone levels with regards to implant success.

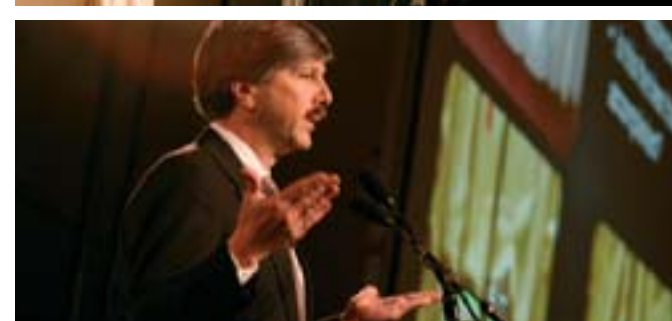
THE AFTERNOON featured three parallel sessions:

- *Surgical focus*
- *Restorative methods – techniques and solutions*
- *Unlimited possibilities in implant dentistry*

THE SURGICAL FOCUS SESSION discussed pharmacological issues in implant dentistry, treatment planning protocols, minor soft tissue procedures, sinus grafting and solutions for challenging situations. The restorative session addressed provisionals, abutment selection, cemented restorations, and screw-retained restorations. The focus of the third session, Unlimited possibilities in implant dentistry, was implant research, diagnostic technology, and CAD/CAM and restorative solutions.

AFTER A FULL-DAY of in-depth learning, the attendees moved from the serene river setting of the Potomac to bustling downtown Washington, DC, where they experienced an unforgettable evening at the Smithsonian American Art Museum and the National Portrait Gallery. The theme of the evening was "Making new discoveries through art" which gave the scientific content of the morning and afternoon the best possible ending.





Friday, June 6, 2008

A Good Morning with Astra Tech.

THE SECOND DAY of the congress started with a lively "A Good Morning with Astra Tech" program, where six speakers discussed controversies in immediate placement and load, inter-implant distance, digital implant dentistry today and tomorrow, and the psychosocial factors affecting the treatment outcomes of maxillofacial conditions. Rich with live music, news breaks and a dynamic talk show format, the morning presentations set the stage for another inspirational day.

ONE OF THE LECTURES which created a lot of emotions and reflections was the presentation held by Professor Rhonda Jacob from the Department of Neck and Head Surgery at the University of Texas M.D. Anderson Cancer Center. The title of her presentation was "Implants in the rehabilitation of head and neck cancer patients – a hope for the future." It is very easy that the expression "quality of life" becomes a worn-out cliché but it has genuine, true meaning when it comes to cancer patients and the job Professor Jacob does for this vulnerable patient group.

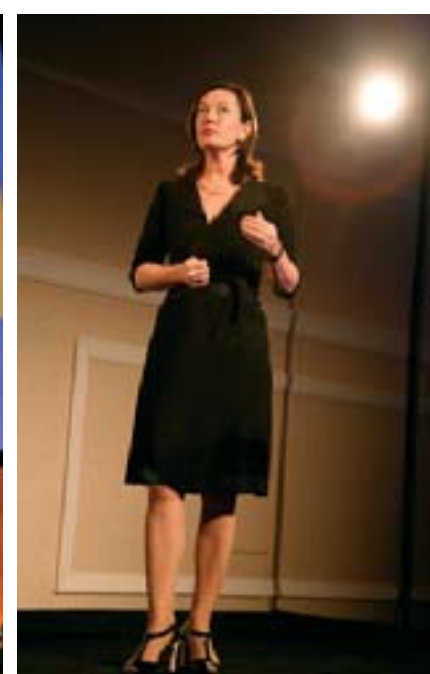
THE HIGHLIGHTS of the news breaks were the new OsseoSpeed™ implants, the launch of Atlantis™ in Europe, and that it is time to set a new standard for marginal bone level maintenance, challenging the old criteria for implant treatment success.

A GOOD MORNING WITH ASTRA TECH ended with an intense and interesting panel discussion, lead by the two moderators Dr. Michael Norton, UK, and Dr. Sverker Toreskog, Sweden.

FRIDAY AFTERNOON allowed attendees to choose from seven different parallel sessions: "Clinical facts – documentation and findings," "Advanced technology in support of implant therapy," "Biology and mechanics – merging different entities," "Implants moving towards a standard of care," "Prevention and management of complications," "Frontline research in implantology" and "Dental implantology from the perspective of the auxiliary team."

AFTER A HEARTY DAY of lectures, a three-act performance of music, song and dance accompanied by dinner followed, unifying the international audience with a montage of orchestral, musical and dance styles. The performers added a twist to popular classic songs, sprinkling rock into the sounds of string instruments and a touch of cabaret into opera. The electric performance lifted the spirits of the entire audience and left everyone yearning for more.





The Astra Tech
Scientific Award 2008



John Brunski
USA





Saturday, June 7, 2008

So long, Auf wiedersehen, Au revoir.

SATURDAY MARKED the last day of the Astra Tech World Congress 2008, which began on June 4. As the sun shone brightly on the Potomac, the World Congress concluded with a session called "Esthetics and the future" in which six speakers spoke on how biology dictates and implant components and clinical management support natural esthetic results. The session covered many different aspects of the topic, from the fresh extraction socket to the long-term success of the esthetically restored patient.

AN AWARD SESSION was interspersed among the lectures, celebrating the Scientific Award recipient and the winners in the Poster Competition.

THE WINNER of the Scientific Award was Professor John Brunski of the Rensselaer Polytechnic Institute of Troy, New York. Much of his work is focused on the properties of the bone-implant interface and reliable models for predicting implant loading and stress-strain conditions at interfaces. He has developed analytical and finite element models for predicting loads on implants and dealt with the problems of measuring loads on implants in humans and investigated the different mechanisms of implant overload.

THE POSTER COMPETITION was divided into two areas: Research and Clinical Application. The winners were:

RESEARCH

1st prize - Gustavo Mendonca, Brazil (Poster no 6)

2nd prize - Ahmad Hamdan, France (Poster no 7)

CLINICAL APPLICATION

1st prize - Jenni Rissanen, Finland (Poster no 50)

2nd prize - Hans Bystedt, Sweden (Poster no 40)

THE CLOSING REMARKS by Professor Jan Lindhe and Professor Albrektsson lead the thoughts to the BBC program "Nobel minds," a round-table discussion where the most brilliant minds meet and discuss interesting topics. These two legends closed the scientific part of the program in an inspiring and very humorous way.

THE CONGRESS was closed by the CEO and President of Astra Tech, Peter Selley, who concluded in his speech that in the era of digital communication the personal meeting becomes even more important. The interaction and discussion with other people is true inspiration and an important platform for new discoveries and innovations.

THOUGH SATURDAY brought the World Congress to a close, it did not dampen the excitement and knowledge that all attendees carried home with them. After four days of high-class presentations, discussions, hands-on demonstrations, and awe-inspiring entertainment, the attending members of the dental community were poised to increase their dental implant business confidently.



WORLD CONGRESS NEWS, FROM



Two new OsseoSpeed™ implants launched

At the congress two new implants were introduced. One is a short implant ideal for cases with limited vertical bone height, that also helps reduce the need for bone augmentation. The other new implant is one of the few two-piece implant solutions on the market today that is optimal for cases with limited horizontal space.

“With these two new implants we are satisfying customer demands. Dentists need to solve situations where there is limited access to bone tissue. The short 6 mm implant, which now is available in 4 mm diameter, is indicated where vertical bone height is limited. Our other new implant, OsseoSpeed™ 3.0 S, is indicated in situations with limited horizontal space around the implant, e.g. narrow spaces between anterior teeth or in narrow

anterior alveolar ridge situations. The narrow 3.0 implant was more tricky to design since our objective was to provide a two-piece solution with internal guiding and all our features and benefits of the Astra Tech BioManagement Complex.”

– Dr. Anders Holmén, head of Product and Therapy Management at Astra Tech Dental.

FACTS ABOUT THE WORLD CONGRESS

- 16 pre-congress courses
- 131 internationally renowned speakers and scientists in the extensive Scientific Program
- 138 exciting and inspiring posters in the Poster Competition
- 4 exhibition islands and 3 Speakers' Corner
- 5 winners presented in 2 award ceremonies
- Delegates from 37 countries





Continued success for Atlantis™

In the fall of 2007, Astra Tech acquired Atlantis™, an innovative Boston-based dental CAD/CAM company. The integration process between the companies has been very smooth and successful. Now, Europe is ready for the launch of Atlantis.



FACTS ABOUT ASTRA TECH TRAINING & EDUCATION

1467 courses per year, in **35** countries,
at **589** locations.

A year filled with education and inspiration

The Astra Tech Conference Center for Training & Education should really be called The Astra Tech Inspirational Center. During the year, a great number of courses have been held at this new facility. Professionals from all over the world have experienced in-depth hands-on training and lectures on advanced topics. The center is equipped with a complete dental laboratory, the latest audiovisual technology, and allows for live surgery.



“Time to set a new standard”

Unique data on the maintenance of marginal bone levels of Astra Tech implants challenges the current standard for implant treatment success. Maintenance of the marginal bone level is a prerequisite for long-term esthetics and the successful function of the implant.

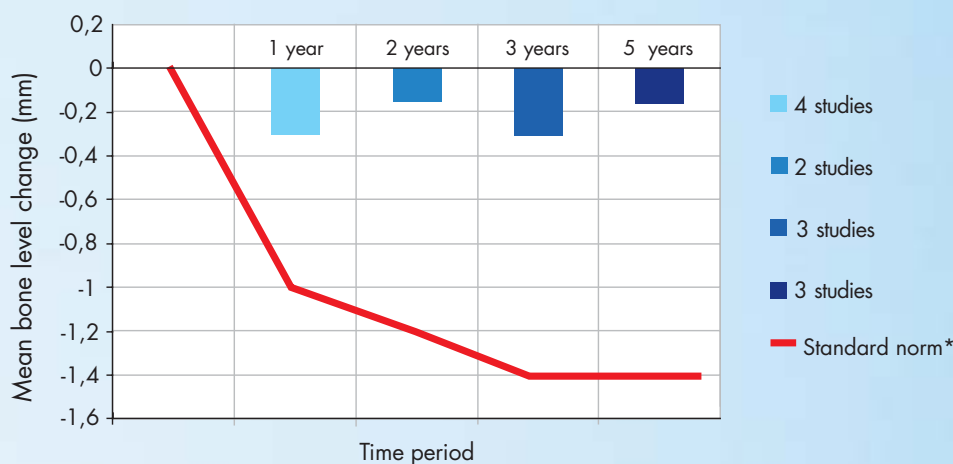
According to Lyndon Cooper, Professor of Dentistry in the Department of Prosthodontics at the University of North Carolina, the follow-up research among patients shows a marginal bone level reduction of just 0.4 mm or less for Astra Tech dental implants, a performance indicator at least three times superior to the industry norm. The findings involve hundreds of individual cases and are remarkable in their consistency, concludes Professor Cooper, who performed one of the studies.

The current industry standard, based on research on other implant systems, shows a mean bone level reduction of about 1.5 mm after five years.

One of the authors of the scientific article on standard norms from 1986, Tomas Albrektsson, Professor of Biomaterial Research at The Sahlgrenska Academy, University of Gothenburg, Sweden, says that the limited marginal bone resorption being documented on Astra Tech implants indicates that it is time to reconsider the old standard from 1986. A new standard of only 50% or less of the bone resorption currently accepted as a successful result, could perhaps be considered.

Find out more, visit
www.astratechdental.com

Marginal Bone Maintenance with Astra Tech Implant System™



Marginal bone level change reported in prospective studies on Astra Tech implants.

*Standard norm according to:

Albrektsson, T. et al. Int J Oral Maxillofac Implants 1986;1(1):11-25.

Albrektsson, T. and Zarb, G.A. Int J Prosthodont 1993;6(2):95-105.

Are you looking for the best solution for cement-retained implant prosthetics? Atlantis™ is the answer. By utilizing the unique Atlantis VAD™ (Virtual Abutment Design) software, the abutments are individually designed from the final tooth shape. The result is an abutment with outstanding function and esthetics. Atlantis is a real treasure, and we are happy to share it with you.

Discover Atlantis™

– abutments as individual as your patients



- Outstanding function and esthetics – as close to natural prepped teeth as you can get
- Simple restorative procedure with reduced chairtime – just take an impression and send it to your dental laboratory
- Eliminates the need for inventory of stock abutments
- Platform independent and available in the materials you want



Atlantis™ abutment in zirconia is perfect for challenging cases in the esthetic zone and is strong enough to be used in all positions in the mouth.



Atlantis™ abutment in titanium, for all positions in the mouth.



Atlantis GoldHue™ abutment is made of titanium with a gold-shade achieved through a thin coating of biocompatible titanium nitride (TiN), to provide a warm, esthetic tone under the gingiva for a natural result. Suitable for all positions in the mouth.



Atlantis™ abutments are not only individually designed and produced for the specific space it will fit, but also in relation to each other for optimal result when creating full jaw or multiple unit restorations.

In the fall of 2007, Astra Tech acquired Atlantis™, an innovative Boston-based dental CAD/CAM company. The integration process between the companies has been very smooth and successful. Now, Europe is ready for the launch of Atlantis.

Atlantis is market leader in the US for CAD/CAM solutions for patient-specific abutments. Since the acquisition sales has exceeded expectations on Atlantis™ abutments for all major implant systems. This strongly reflects the open-minded approach expressed as the Freedom of Unlimited Possibilities™.

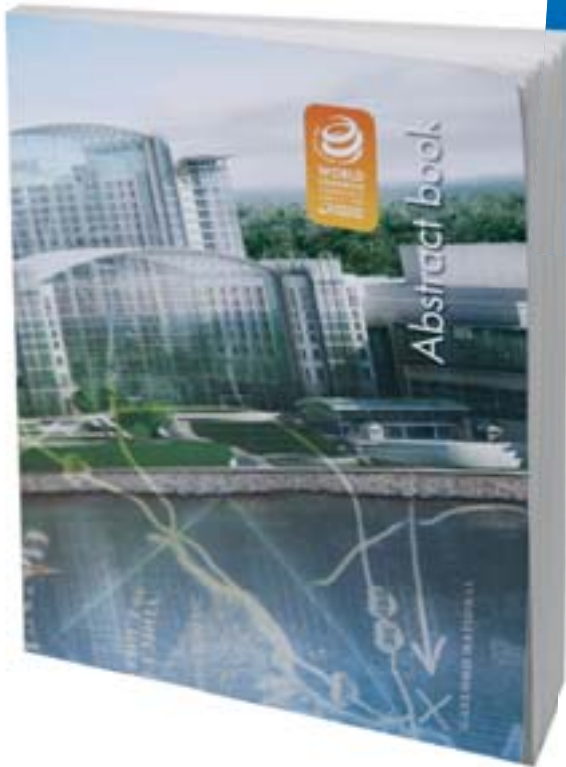
– Even though we consider our implant system to be the best and that the combination of Atlantis patient-specific abutments and Astra Tech implants with the BioManagement Complex™, is the optimal solution, we know that people will not change systems easily. However, we think it is fair to offer solutions that bring added value to all implant users, no matter which system they use. Atlantis is a very good example of this and what we mean by Freedom of Unlimited Possibilities. Other examples are Cresco™ and Facilitate™, says Anders Holmén, head of Product and Therapy Management at Astra Tech Dental.

Platform independent and available in the materials you want



Get inspired!

If you missed the congress or want to experience it all over again, the Astra Tech World Congress DVD will be available for order in September 2008. Contact your local Astra Tech representative for more information.



Contact your local Astra Tech representative to order your copy today!

Read all about it



ASTRATECH
DENTAL

ASTRA
ASTRATECH

 A company in the
AstraZeneca Group