



**Gerald Niznick DMD, MSD**  
Dental Implant Pioneer

The question I have wrestled with for almost 40 years is the misconception that high implant prices are commensurate with clinical success or even ease of use. I launched the Core-Vent implant in 1982 for \$80. In 1983, NobelBiocare (then called Bofores) launched the Branemark implant for \$225. I followed in 1986 with the Screw-Vent (first implant with an internal conical connection) for \$100. The tapered version of the Screw-Vent, which I introduced in 1999 for \$150 is still being sold today by Zimmer Biomet for \$469.

A recent posting on Facebook and my response (below) rekindled this discussion with a dentist who asked “If Straumann (\$499) or 3i (\$469) give the same results as Biohorizons (\$369) what’s the real reason why anyone chooses an expensive implant system?”

The question itself is rhetoric because \$369 is expensive compared to Implant Direct’s Legacy1 @ \$155 or Legacy4 with All-in-1 packaging @ \$235. Anyone interested in learning the reality behind many companies’ marketing claims used to justify their high prices should read the postings on the Controversies section of [www.niznick.com](http://www.niznick.com) - in particular those from the last few years at [#https://lnkd.in/gjfggSY](https://lnkd.in/gjfggSY)



Deepak Balani ▶ Implantology only  
2d · 🌐

**If Straumann or 3i give the same results as Biohorizons, what’s the real reason why anyone chooses an expensive implant system?**

**10,002 Views as of  
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51 Comments/92 Likes**



Gerald Niznick  
NobelActive \$520  
Straumann’s BLX \$499  
Zimmer Biomet’s TSV \$469  
BioHorizon \$369  
Implant Direct’s Legacy2 with All-in-1 packaging \$190

The answer is that many dentists will shop for the least expensive 2x2 gauze at 3 different suppliers but allow peer pressure, a good implant rep, a discount that makes them feel special or marketing BS (like benefits of BH’s laser lines) to influence their decision as to which implant design, material and surface is best for their patients and practice.

The answers are all found in the Controversies section of [www.niznick.com](http://www.niznick.com) for any dentist who wants to learn the real story behind what differentiates dental implants.



**Paul O'Keefe** • 1st

Senior Sales Executive at Tuuthfairy Inc.

Having worked for Nobel and Zimmer and Implant Direct I found that when selling a more expensive Implant the territory was usually smaller. I was (on average) able to give more comprehensive customer service to doctors when working at Nobel because I had one county. To me the products all worked fine. Success rates were somewhere in the high 90's. Some doctors need lots of support and some need none. All the people I know who work for Nobel and ID currently.....none are.



**Henry R Garcia Jr** • 2nd

Vice President of Sales at DrDDS Innovations - Software S...

**Paul O'Keefe** we had a larger platform, more sizes, more prosthetic choices, less cost for custom abutments (UCLA), less lab costs overall, and the clinicians didn't need to change surgical or prosthetic kits.

Add a lifetime warranty that included restorative costs - it was an easy switch. Same with the transmucosal implant from Straumann. The Nobel and Straumann guys didn't even know their doctors were buying from us. Good times pre-2010.



**Ruumi Daruwalla** • 1st

Managing Director at Synahealth Singapore Pte. Ltd.

**Henry R Garcia Jr** it is not always the same. There are machine tolerances, quality of Titanium, prosthetic connection tolerances and much more. Usually the top companies products are better for sure. I sell my own design made in Korea and it is excellent quality for a value price, however as an Engineer who has been selling implants for 31 years and have seen quality of all, I can safely say all implants and prosthetic connections are NOT the same. One must be careful and one must check quality.



**Michael Glogauer** • 2nd

Head of Dental Oncology at Princess Margaret Cancer Cen...

I would ask what car do you drive. All cars get you from a to b. But how they do it, the longevity of the car, the reliability in tough weather conditions, the safety features are not all the same. Same goes for implants. Not all patients and not all clinical situations are equal. Some implants systems are better than others for certain indications and patient profiles. Gerald if you tell me you drive a Ford Focus and not a car over 45,000 I will say you practice what you preach.



**David Goldberg** • 1st

Founding Partner 42 North Dental

**Michael Glogauer** that's an age old comparison, and it doesn't make sense. A car is not analogous to a screw. I'm willing to bet that the screws that hold the Ford Focus-together are made of the same material and probably made from the same manufacturer as the Mercedes Benz. Really the price of an implant reflects the support teams that surround the implant brand and the marketing of that implant.



**Scott D. Ganz, DMD** • 1st

Clinician, Surgical Prosthodontist, Educator, Lecturer, Mentor, Con...

It is an indisputable fact that Jerry Niznick changed the face of implant dentistry starting with CoreVent... and perhaps Jerry can better explain that it was never only about price. The history of innovation and patents developed over these 40 years has been outstanding.... I'm sure Jerry can point those who maybe unaware to links that will illustrate his contributions... Clearly the internal hex, friction fit, and the Tapered Screw-Vent can not be underestimated... nothing to do with price... solid design, engineering, and manufacturing.... All areas that Jerry excelled in. While we often disagreed over these many years, you just can't take away the enormous contributions ... next we can discuss marketing strategies and the famous "Volvo" ad. Cheers, Jerry! 🙌🙌🙌



**Gerald Niznick DMD, MSD** Author

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This post is in response to Scott's reference to a web link that chronically the span from 1982 when I filed my first (Core-Vent) patent through 2017 when I received my 33rd patent. This link is on [www.niznick.com](http://www.niznick.com) and traces the history of implant evolution through the start of Implant Direct in 2004

[https://www.niznick.com/implant Evolution.html](https://www.niznick.com/implant%20Evolution.html)

At the end of that narrative are links to the evolution of Implant Direct's products.