

Straumann Alumni. Partner with us.

Support and education for the next generation of implant clinicians

As market leaders in implant, restorative, regenerative and digital solutions, Straumann are ideally positioned to deliver a unique and meaningful pathway for those who want to partner and grow their implant business.

Straumann Alumni is Straumann's unique partnership programme designed to provide you with exclusive benefits and bespoke business opportunities as you embark upon your journey into implant dentistry. Alumni gives you access to a comprehensive range of tools specifically developed to help you find new patients, convert and communicate with existing patients, and enhance your clinical skills.

Straumann Alumni offers a range of ongoing support services for those looking to grow their implant practice, including:

- **Clinical support:** Empowering clinicians' technical skills and development through one-to-one clinical mentoring via experienced Straumann Mentors and a comprehensive implant education programme
- **Business and marketing support:** Helping clinicians define and reach their business goals for long-term growth with access to dedicated online and social media resources and regular tips and advice via email
- **Practice support:** Recognising the importance of others in the practice team including treatment co-ordinators, dental nurses and practice managers, supporting the whole team in converting and communicating with new and existing patients
- **Premium products:** Bringing innovation, precision, reliability and simplicity to the modern practice and laboratory with premium products from the Straumann product portfolio.

Top tips from industry experts

As well as empowering clinicians within the practice setting, Straumann have recently

hosted two exclusive one-day Straumann Alumni regional events in Manchester and at Straumann UK's Education Centre in Crawley.

At the free-to-attend events, with the support of Straumann, members were able to learn how to identify suitable implant cases, increase treatment acceptance and attract new patients and referrals, offering business and marketing insights ready to implement straight into practice.



With the opportunity to meet and network with fellow Alumni members, this was an occasion to discover more about implant education and the ITI (International Team for Implantology), and gain a comprehensive overview of the real benefits of clinical mentoring from both a mentor and mentee's perspective.

Members heard from leading industry experts, not just sharing their skills in implant dentistry, but also looking at the important role of the treatment co-ordinator in practice and the major advances taking place in digital implant dentistry. Practice marketing, the role of social media in business, and how this can get your implant practice noticed also featured strongly.

Motivational speaker

As part of Straumann's ethos of encouraging clinicians to 'think outside the box', delegates were particularly inspired by a session from guest speaker Mark Robb. Specialising in increasing human and organisational performance, Mark has had a commercially measurable impact on some of the UK's largest brands including Coca Cola Enterprises, Sony, Hewlett Packard and many other household names. The session was a fascinating blend of demonstrations, stories, cutting-edge research, case studies and practical hands-on applications, giving the audience a wealth of new tools

and ideas to immediately apply to their own business.

A delegate's perspective

Dr Sarjoo Patel, Practice Principal and Dental Surgeon at Forest House Dental Surgery in Leicester, was one of many who attended the Straumann Alumni event in Crawley. Running a busy family practice, Dr Patel rarely has time to travel to many events, but he believed that this was one not to be missed. He commented: 'The Alumni event was attended by dentists of all ages, as well as treatment co-ordinators and practice managers. The Straumann representatives were so enthusiastic in helping to promote your practice and steer it in the right direction for the provision of dental implants. The event highlighted areas I was previously unaware of, such as the Straumann mentoring programme and the great support that Straumann offers its customers and Alumni members. There was ample opportunity to talk to experienced professionals about both clinical and non-clinical aspects of implant provision and the session from motivational speaker Mark Robb was excellent and very entertaining. Highly recommended.'

Events such as these are just a small part of what Straumann Alumni has to offer clinicians who have a vision to further their skills, increase the profitability of their practice, and benefit from all the expertise that Straumann has to offer, including practice marketing, clinical development and ongoing social and digital support. Having access to this network of support will allow you to build confidence in your own ability and give you access to the tools that can aid you on your implant journey.

To find out more about the benefits of partnering with Straumann, call +44 (0)1293 651230 or visit therevu.co.uk/alumni/

Wherever you are in your dental implant career, Straumann have a course and the support to meet your needs. To find out more visit one of our sites:

therevu.co.uk
straumann.co.uk