

Implant Direct: Pros and Cons?



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 Reviewed By: [OsseoNews Team](#)

 37 Comments

Dr. K asks:

Dr. Gerald Niznick has developed an implant line via his new company, Implant Direct. Does anybody have any experience with their implants? What are the pros and cons? Successes and failures? Are these true clones? They seem to have lost a battle with Nobel and now require you to purchase their Replace surgical drills. Interested in any comments. Thanks



sasan bayat 11 years ago

dr. s

i have used and still use implant direct and honestly don't see any difference with other implants. you just save a lot of money for your self or i would hope for your patient. the surgeon hands, the bone, the planning, the thickness of the tissue, these are the real factors. the type implant is really a minor factor. we all use different implants and we all succeed pretty well. the economics are there. in these days and age do you honestly believe that the implant companies want anything else than your money, they want to take as much as possible. do you think it's not outrageous to pay 80.00 for a transfer 30.00 for a screw 300.00 for an implant 200.00 for an abutment ect... these companies are not any different crooks they are run by people that their only thought is to make as much money as possible (sounds familiar with wall street). they have no concern on affordability, patient power purchase. don't be stupid understand the economics of dentistry, when an implant company provides you the transfer and the abutment with the implant that is an excellent promotion. everybody wants money (so do i) but we should not destroy our patient base, i mean it has to stay reasonable. greed is the evil that brought us here and i don't believe implant direct is that greedy. don't be naive and try it. i have no interest in the company. my interest is for the other company to reduce their prices so there is less on us and the patient. at implant direct you get the implant, the transfer and the abutment for 150.00



Dr. P 11 years ago

I use the Replant with the Nobel drills and have had no major problems. Some times in the 5.0 & 6.0 size implants the prep is tight and may have to be slightly over prepared in type I bone or heavy cortical bone. I have had this problem with Nobel implants as well. I am not crazy about the delivery system. The implant is hard to remove from the delivery vial and the fixture mount transfer is too wide for narrow spaces. The fixture can be removed and the regular Nobel delivery tools can be used. Somewhat awkward, but it works. I use these for all implant treatment and have had equal success to the Nobel implants. I have some side by side and I can not tell the difference. The Implant Direct implants appear to be harder i.e. seem to withstand a greater torque when placed with a hand tool, at least in 3.5 diameter. As far as abutments and healing collars I interchange them all the time.



Russell 11 years ago

I have bought nearly 20K of their products over the past two years. I use mostly the Zimmer clone (Legacy) and the Screwplant. For \$175 I can get a screwplant implant that is HA coated, comes with a healing cuff, impression post and abutment. After healing I use my cerec machine and make the crown (cost about \$30). I can provide treatment to my patients while investing less heavily in supplies.

They also have a very nice selection of countoured abutments and castable abutments when needed. My experience is that these implants compare very nicely with BioHorizons, Zimmer and others that I have used in the past. Quality and effectiveness have not suffered in my experience.

Additionally, I love being able to order at the office or at home at any hour of the day and night online and not have to deal with a customer rep.

Give them a try. Your only regret will be that you had not done it sooner.



John 11 years ago

I was a Zimmer user for years, the surface and screw shape of most Implant Direct implants is exactly the same as was used by ScrewVents since the 90's.

The delivery indeed can be a little better, but you learn to work with it.. My treatment plans are more extensive and way more fun to do since I can offer a lot more for the same price.



Gerald Rudick 11 years ago

Dr. Gerald Niznick and I have at least three things in common:- we are both Canadian, share the same birth day, and are both always searching for a more practical approach to get the job done well.

I think we have to take off our hats to Dr. Niznick for his bold approach to market implants directly to the dental public at a more reasonable price.

It is shocking to see implant manufacturers getting away with the prices they are charging...totally outrageous. Titanium is not a precious metal, it is readily available and is very inexpensive.

Next time you are at a dental convention, look at the size of the booths the "big name" manufacturers take.....just realize that you are personally paying for all of it!

The manufacturing process is done almost entirely by machines, that spin these things out like popcorn. The packaging and sterilizing are not that expensive, but cost as much as the implant itself.

It is true that a good part of the income generated goes to a company's research, but a larger part goes to profit.

If the prices of implants and their associated parts would come down drastically, more people would be able to afford them..... the dentists would be busier, and the manufacturers would still be making lots of money.

I know Dr. Niznick personally, and am not a customer, because I can buy the same products he manufactures and sells, at a fraction of the cost.....but good luck to Gerry, and keep him in business...he is a revolutionary and what he supplies you has his personal reputation built into it. Trust him, you will not go wrong.

Gerald Rudick Montreal



Dr O 11 years ago

Thank goodness the free market system is taking hold in implantology. In reality, we are dealing with nothing more than dental hardware (nuts, bolts, screws, bars and plastic) albeit sterile and medically approved. Parts that would cost pennies in a hardware store have been going for hundreds of dollars. This great profitability has attracted many players and now the price competition has begun. The cost of implants is coming down and those companies that don't compete on price will lose market share as the market matures. They will either drop their prices or go away. Thank you Dr. Niznick for opening Pandora's box!



R. Hughes 11 years ago

You have to remember, that Dr. Niznick established Implant Direct for the "EXPERIENCED IMPLANTOLOGIST". Not the Doc that needs hand holding. I do not use Implant Direct, but I like to concept and to me Reps are ok, but I do not need my hand held. I can read and understand a concept.

[↩ Reply](#) ...



Marshall Snodgrass 11 years ago

I have used Implant direct for two years and have had excellent success with them. It does take more effort to use the fixture transfer system included. After placing a few, I learned to work with/around it. The cost savings is great for the doctor and the patient. I have the success rate I did with Paragon/Sulzer/Centerpulse/Zimmer, Lifecore, and Biohorizon. I agree that I don't need a rep calling on my office or holding my hand.

Using proper protocol will allow these and other clone implants to work.



Dr. Capes 11 years ago

We should all feel very fortunate that a company has taken a bold stand for the doctor as well as the patient. It is a simple concept keep overhead down and create a better price point withOUT compromising care. I place over 800 implants a year and have used them all and worked with all the companies. I now use only implantdirect and have had no issue with placement and my referrals are very pleased. Many of you talk about support and implant reps. In my ten years of practice I have had at least 6 or more different reps for all the implant companies. I added it up the number is 28 reps in ten years. So somebody tell me if they think that is customer service or helpful. Many times we have had no rep and other times we get reps that just finished their weekend worrie training camp and my receptionist knows more about implants than they do. I have also found that the reps don't always convey the message that you want to send to your referrals.

Yes, I do believe that experience is an advantage with thias system. I practice in an area where we foster the team approach to treating patients which has allowed me to develop a relationship with my referrals so when they have a question they call my implant coordinator. This is what you want it allows you to always be in the loop.

I am very pleased with my experience with implantdirect and I am thankful we have choices.



Dr. RO 11 years ago

I am a general dentist who has been placing and restoring dental implants for nearly 20 years. I can appreciate the roll of a company rep to those new in this field, but I have not needed a rep for ages. Like others, I see a constant stream each year of new reps replacing old reps who have not met their sales quotas.

While it is true that some companies sponsor training programs, education is best received from one of a multitude of practitioners who have not been bought by some sponsor.

Therefore, Implant Direct as you can imagine, is made to order for me and others who have some experience and know what they want.

I have placed and restored about 100 Implant direct implants in the last year or so and see no difference in the integration or success rate.

If you are experienced, then this is the company for you. No need to support large corporations with extensive sales forces and marketing budgets whose products are no better nor more succesful than the products found in this company.



Dr. Gerald Niznick 11 years ago

First of all, I want to thank those doctors who came forward with positive comments about Implant Direct's products. My goal in returning to the implant industry after selling Paragon to Sulzer/Zimmer was to offer a variety of implant options with all-in-one packaging through internet marketing, sales and technical support. If the savings per tooth restoration was just \$100, there would be little to discuss because the major companies have enough fat in their pricing to come down that and much more. In fact, the savings, list price to list price is \$400-\$550 when you consider all the components that we provide in one package compared to purchasing them individually from any of the 6 top companies. Of course very few dentists pay list price because of the volume discounts, end-of quarter discounts, trade-in discounts etc. but the low volume users are at a disadvantage in negotiating, and given the economic situation today, why have to tie up your capital just to get a volume discount?

I would like to clear up three issues raised in the comments:

(1) Implant Direct offers as good or better customer support as any of the major companies. We have 35 inside technical support representatives and a toll free phone number 888-NIZ-NICK to reach these people any time between 6am-5pm PST. I spend about 3 hours a week lecturing to this group and we have two CDTs on staff and two technical support managers with 10 and 20 years in the industry. Implant Direct has embraced the technology revolution by creating 3D graphic animations to cover every surgical and prosthetic procedure with our systems. These are created by our in-house marketing and IT departments. We have a section on our website where most frequently asked questions are answered in detail with graphics and animations. We have a large library of Technical Bulletins. Check out the section on our web called Technical Support to see the depth of our online customer support.

(2) Technical support often relates to a company's ability to communicate what part goes with what and what are the prosthetic abutment and component options. Here, Implant Direct has a distinct advantage over our competition because of our All-in-one Packaging - we give you the cover screw, 2mm healing collar, transfer and final abutment with many of our implant options.

Furthermore, we have the industry's most intuitive online shopping cart system that leads you to the right parts for every implant platform and prosthetic option.

(3) We have 20 outside reps and are in an expansion mode to end up with 40 reps outside, each partnered with an inside technical sales representative. Our outside and inside sales reps, even the new ones, are very knowledgeable about our products because our online technical support material and ordering system teach them all about our systems and keep them updated. As for a Rep helping to build a referral practice, this is a two-edged sword as reps move from one company to another, they can take your referral doctors with them to doctors using their new system. I suggest you check out our Team Approach section of our website where we have downloadable, standardized "Thank You" letters with links to Team Videos, explaining the use of the fixture-mount as a transfer and final abutment. The fixture mount on the Legacy is aluminum but the Legacy+ system available in a few months will also have a titanium fixture-mount

(4) For the doctor that mentioned the jump with the largest diameter drill that is due to the drill being a step-drill with a change to a wider diameter 3mm above the tip. We have changed the angle of this transition and solved this problem so the drill you have is probably over a year old. Contact your rep and ask for a replacement one at half price of \$30. Our drills are \$60 vs \$160 from Nobel with both being made at the same factory in Switzerland.

As shown in our February Newsletter, Implant Direct continues to expand its product line and has now launched an innovative concept for every doctor to help grow his or her practice by becoming a RealChoice Implant Center providing Teeth-in-1Day using Implant Direct's one-piece ScrewIndirect implants.

Your continued support allows Implant Direct to expand its services and products without raising its prices since we first launched our sales in Oct. 2006.

Jerry Niznick DMD MSD



Dr. P.P. 11 years ago

Hi everybody.

I just want to share with you that I have placed over two years more than 1000 ID Replant implants without any unsuspected failure and a better success rate that I use to have with Replace.

Better quality, better performance, better price.....

What else?

Thanks Dr Niznick for wide open our eyes to real world!