

Training and Education for Customers

Thorough training and continuous professional development for users are the key to successful treatment in the still young discipline of implant dentistry. Our courses and congresses are well attended, which shows that we are meeting a genuine customer need.

Comprehensive course offering

In the past year, Straumann held more than 2,100 training and education events worldwide, which were attended by 50,000 participants. The modular course curriculum allows Straumann to tailor the contents for all customer segments and experience levels. We offer courses for everyone involved in dental implant treatment: dentists, specialists in oral surgery and prosthetics, dental technicians, dental hygienists, and dental practice assistants. To guarantee high-quality training, Straumann works with members of the ITI, its scientific partner organization, and experienced speakers from leading clinics and practices. Attendees see the scientific basis of the course contents as one of the key strengths of Straumann's training and professional development program.

Practice-oriented training

All Straumann's sales companies and subsidiaries offer courses locally. In Germany alone, more than 750 courses are held every year in six training centers. In all centers, we do our best to offer our customers a modern, efficient, and attractive infrastructure and a competent organization. The training material is developed and produced specifically for Straumann and includes, for example, product exercise sets, demonstration models, plastic jaws for hands-on exercises, and multimedia presentations. In the past three years alone, Straumann has distributed more than 15,000 videos and CD ROMs worldwide for training purposes. The didactically optimized mix of scientific lectures and practical training aims to ensure optimum success for every participant.

We have also substantially reinforced our training organization in North America in line with our increasing activities in this important market. In March 2003, Straumann USA opened a high-performance training center on the West Coast in Newport Beach, California. The center offers an auditorium, simulation lab, and conference rooms equipped with cutting-edge communications technology.

Among all the international courses held, the Education Week in Berne, Switzerland, which has been a success for some years now, is worth a special mention. With over 40 participants from all continents, this is one of the most important training events for the Straumann Dental Implant System and one of the most renowned professional development courses for experienced specialists. Straumann ran this course twice in Berne in 2003 to meet increasing demand. Additionally, Straumann will be running the first education week to be held in Germany at the University of Freiburg in 2004.



New Straumann training facility in Newport Beach/California

Impressions of a course participant

"I was looking for a comprehensive and extensive course and found the Education Week on the Straumann website. It is my first time here and I can't think of a better place to learn and get experience with dental implants. Your training center exceeded my expectations. I like the set-up of the course, where we have lectures in one room and then move on to the simulation lab. This combination of lectures and practical hands-on exercises offers a great learning experience. I will definitely recommend courses in this facility to my colleagues. And besides that: the view is great!"

Dr. R. M. Mullen, Canada

Congresses – an important platform for customer contacts

Straumann uses key international congresses to present its products and services to a wide audience of experts and to maintain professional and social contacts with its customers. Our strong sales and customer service team represented the Company at all important national and international fairs and congresses, including the AO in Boston (4,100 visitors), the IDS in Cologne (63,000 visitors) and the EAO in Vienna (2,000 visitors). At these events, our customers take the opportunity to exchange experiences and catch up with the latest scientific findings in the field of implant dentistry and dental tissue regeneration.

Straumann's own congresses are also very successful. The 6th Iberian ITI Congress in Lisbon, organized by our Spanish subsidiary, attracted 1,200 visitors – making it the largest-ever dental congress in the region. We attribute this extraordinary success to the choice of topical subjects and leading speakers – proof of just how important the relationship between research and practice really is. Equally, the 800 people who took part in the 5th German ITI Congress in Cologne reflect the attractiveness of the scientific program offered.

Customer satisfaction and loyalty are key criteria for our training activities and congresses. In the future, Straumann will continue to strengthen its leading position in education and professional development in implant dentistry.