

inside

Anthogyr's International Corporate Magazine



FOCUS ON THE SALES DEVELOPMENT DEPARTMENT

PAGE 8

INTERVIEW

DR ANTOINE MONIN,
THE FIELD TEST OF
INNOVATION

PAGE 12

AROUND THE WORLD

CHINA, THE PROMISING
FUTURE OF A HISTORICAL
MARKET

PAGE 14

Anthogyr
PRIME MOVER IN IMPLANTOLOGY

Letter
from the
editor



Fully engaged in the industrial model 4.0, our aim is to process a series of innovative and ergonomic digital services for our customers.

“ INCREASE OUR PROXIMITY THANKS TO DIGITAL TECHNOLOGY ”

Today, Anthogyr is a recognised player in the design and manufacturing of premium dental implants on a global level.

Our success relies on strong values: industrial expertise, the ability to innovate and the importance we place on human relations. Valuable links that our teams create every day and unique relations we share with our customers.

Fully engaged in the industrial model 4.0, our aim is to process a series of innovative and ergonomic digital services for our customers. Through a closer connection to our implantology and prosthetics partners, we enter the realm of customised digital guidance.

In keeping with our strategy, this service platform with a strong added value will allow us to mutually develop our performance, thereby improving the flow of our exchanges, accelerating the process, freeing valuable time to dedicate to patients...

We also pursue our commitment to innovate products by proposing for the end of this year AxIN®, the Axiom® Multi Level® customised single screw-retained prosthesis solution.

Meet us at IDS: we'll show you our new products.

Éric GENÈVE,
President and Managing Director

inSide

The International Corporate Magazine of Anthogyr

Publishing Manager :
Eric GENÈVE

Communication Manager :
Laetitia MARTIN-BERNE

Editors :
Raphaëlle BROZ, Raphaël CASTERA,
Laetitia MARTIN-BERNE

Photo credits :
David VUILLERMOZ (Atelier du Cyclope),
Bertrand PRUDHON, Godefroy DE MAUPEOU

Print run :
7355 copies

Design :
Anthogyr / Charlotte Le Bacon

Printed by :
Imprimerie Plancher

www.anthogyr.com



“ANTHOGYR IN ACTION”

AxIN® innovation: the customised single unit solution

With AxIN®, the innovation continues. By creating a screw-retained zirconia tooth with Angulated Access on a specific titanium base, Anthogyr offers an innovative Simeda® single unit solution with no glue, cement or adhesive. Easy to use and suitable for all sectors, it stands out for its biosafety and aesthetic results. In keeping with Axiom® Multi Level® philosophy, AxIN® allows practitioners to eliminate all screw handling. For more aesthetic single restorations, AxIN® reduces the risk of chipping and allows easy and rapid screw tightening in the mouth with both Axiom® Bone Level and Axiom® Tissue Level implants. This is achieved with the ball wrench, compatible with all Simeda® and Connect+® Angulated Access prostheses.

For inLink® in multiple restorations, AxIN® allows to optimise tooth

design by customising the emergence profile thanks to a totally free 0° to 25° angulation and a Ø 2 mm channel. AxIN® offers practitioners and technicians the opportunity to choose a new single unit restoration model, ensuring aesthetic results and biological safety.

The Benefits

- Single screw-retained solution **with no glue, cement or adhesive**
- **No screw handling**
- **Angulated Access** with a 0° to 25° narrow channel
- Available in **3 zirconias**



©Dr-Philippe Colin



©Dr-Philippe Colin



**Christophe Antoine,
Head of Digital
Transformation**

Anthogyr group's Christophe Antoine has been Head of Digital Transformation since January 2018. After over 15 years spent in IT project management in multicultural environments, the 46 year-old engineer, a graduate of the École Centrale de Lyon (Central School of Lyon), was ready for a new challenge. Recently IT Director within the Bayer HealthCare group, Christophe Antoine has also worked in the energy and car manufacturing industries. Highly engaged in industry 4.0, the Anthogyr group now wishes to explore new

fields of application for its customers. "I was attracted by the group's strong innovation culture," he explains. "What drives me is the idea of helping introduce something totally different in the implantology market by placing the digital revolution at the customer's service." A new way of making a premium offer accessible to the wider public.

“ANTHOGYR SPARKS ENERGY”

LE CERCLE #4

Le Cercle #4 joins the large Anthogyr family

On 22 and 23 March this year, the users of Anthogyr implant solutions met in Sallanches on the occasion of the 4th edition of Le Cercle. The meeting brought together practitioners to share their experiences on the Axiom® Multi Level® solution through conferences and round tables led by Drs Claude Authelain, Guillaume Becker, Roch De Valbray, Nicolas Fousson, David Norré and Jean-Baptiste Verdino. Dr Charles Durif and his Wake Up band ended this beautiful day with music at the Refuge des Aiglons, Chamonix.

Come join Cercle #5 on 5 July 2019!



Axiom® Multi Level® Tour 2018

Roll out in France and abroad!

With more than 2,000 people, the 2017 Tour was a great success! The Axiom® Multi Level® Tour continues its French tour. The first stop, in Biarritz on 1 June 2018, saw nearly 100 participants. After Dijon, its next destination in early October, Axiom® Multi Level® Tour resumed its itinerary. **The next stop will be Strasbourg, on 6 December.**

Bilbao, Barcelona, Malaga, Madrid, Lisbon and Porto ; this year, Spain and Portugal have launched their own edition of the Axiom® Multi Level® Tour. Overall, 6 dates, 8 speakers and nearly 200 participants have participated in the presentation conferences focused on the Axiom® Multi Level® implant solution.



“TOP STORIES”

Anthogyr in the presse



Securing excellent primary stability in soft bone

By creating a three-unit bridge, Dr Wasseem Noordin MSC describes how he obtained the passivity of the prosthesis and fast screwing of the screw-retained bridge with the Axiom® Multi Level® solution and inLink® connection.

Dr Wasseem Noordin MSC, Implant Dentistry Today, July 2018 Vol 12 Issue 4.

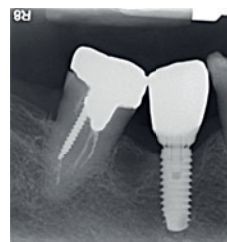
www.anthogyr.com



Aesthetic case on CAD manufactured implants (parts 1 & 2)

The prosthodontist Jean-Marc Faudi presents a case in which the restoration on Axiom® BL REG and Axiom® BL PX implants requires a Simeda® customised abutment, which should integrate 2D and 3D imaging, in order to confirm the aesthetic aspect with the patient.

Jean-Marc Faudi, Technologie Dentaire N° 377 May 2018, N° 378 June 2018.



Single crown on an Axiom® TL implant

For a 65 year-old patient with teeth 36 and 46 missing for many years, Dr Philippe Colin explains the interest in a screw-retained crown on the Axiom® TL implant with flat connection, notably in the posterior regions.

Dr Philippe Colin, Single crown on an Axiom® Tissue Level implant with flat connection, Dentaespace, 5 June 2018.

www.dentalespace.com/praticiens/formation-continue/

ECO-ACTIONS

Anthogyr is committed to air quality

Sensitive to maintain air quality in the Arve Valley, **Anthogyr has joined GREEN**, an association created by about forty companies in the sector.

The first step involves carpooling, for which GREEN has developed a partnership with Klaxit, a work from home application. The aim is simple: promoting carpooling to reduce commuting and limit CO₂ emission levels in the Arve Valley. Informative breakfasts, department meetings and even a game contest have been organised by Anthogyr to present the tool to its 320 collaborators at the Sallanches site.



“UPCOMING EVENTS”



12-16 MARCH 2019
I.D.S
Cologne
(Germany)



25-27 AVR 2019
Osteology
Barcelona
(Spain)



26-28 SEP 2019
E.A.O
Lisbon
(Portugal)



3-5 OCT 2019
ARIA
Lyon
(France)



2-4 MAY 2019
ADI Team Congress
Edinburgh
(Scotland)

“ CLEAN ROOM: VISITING A KEY LOCATION ”

Going from the production site to the dental practice, from the machine that shapes the material to the hand of the practitioner and the patient's mouth: the packaging of each implant in the clean room symbolically links the industrial and the medical worlds. Discover this key location.



**Marc Lavail,
Manager,
Implant Department**

Hired as an assembler in 1984, Marc Lavail climbed the ranks. Today he is Manager of the Implant Department and is responsible for a team of 40 people.

From quality control to storage, going through the key step of packaging in the clean room, Marc and his colleagues ensure the conformity of each implant with Anthogyr's requirements.

An aseptic space with controlled atmosphere, the clean room has the particularity of controlling particle concentration. Within Anthogyr, it consists in two areas that meet ISO 7 and ISO 5 standards. "Strictly regulated, access to the clean room is allowed only to authorised operators who wear cleanroom coveralls. Each operator has been trained internally and follows specific procedures in order to prevent biocontamination. The room is obviously subjected to a particularly thorough cleaning and monitoring protocol."



**A highly monitored
room**

Technical characteristics of the clean room

It's the air quality classification in the environment, hence the Clean Room.
ISO 7 standard, i.e. 352,000 0.5 μ particles/m³ of air in the blister packaging area.
ISO 5 standard, i.e. 3,520 0.5 μ particles/m³ of air in the decontamination exit area for implant tube packaging.



An accurate arrival

The implants' "inlet", the decontamination machine ensures their transfer between the quality control chain and the clean room, where they are packaged.

"Processed in the ISO 5 area, the "cleanest" area, the first operation consists in placing each implant in an individual pack comprising of 7 pieces. This manual assembly demands extreme accuracy and precision. This step is checked by an operator."



Primary packaging, between accuracy and precision

The patented packaging device is an exclusive Anthogyr design, developed by its R&D team. It consists of a system of titanium clamps that hold the implant while the cap is closed and allows, if necessary, its repositioning inside its tube during the procedure.



The implant pack, detail of an innovation

Moving to the ISO 7 area. "The seal and blister of each individual packaging are heat sealed simultaneously. Slid into its own plastic receptacle then hermetically sealed, it will thus be perfectly protected until it's opened by the dental surgeon during the procedure."



Secondary packaging, extra protection



Ready for delivery

"From assembling individual packs to blister packaging, the implant packaging in the clean room is a fast process. The blisters, produced in 9-count strips to facilitate handling, are ejected through a secured outlet. Outside, they are cut by unit, gamma-ray sterilised, inserted in a cardboard packaging, stored, then shipped."



*Philippe Neimark,
Director of Development, Anthogyr group*

A TEAM
OF **80** PEOPLE
FRANCE /
INTERNATIONAL

46 M€ TURNOVER IN 2017

210%
GROWTH IN 10 YEARS

COMMERCIAL
PRESENCE IN
80 COUNTRIES

“COMMERCIAL DEVELOPMENT: HISTORY OF A SUCCESS”

Philippe Neimark joined Anthogyr in 2004 and took part in the implementation of the new strategy focused on implantology. In less than 15 years, his team went from 2 to 80 people and multiplied sales by 25. “Return on success”.

Tell us about Anthogyr’s “strategic revolution”.

Historically, the company manages a very large portfolio of dental products, handled the same way in terms of marketing, customer approach, etc. But in 2006 we came to a turning point. The strategic vision tends to focus the group’s resources on one area, that of implantology, in view of its potential for global growth. As a result, our ambitious targets demanded a shift from being a brand known in France for its dental equipment to becoming a visible and recognised player in implantology. The challenge was met. Within 10 years, Anthogyr transformed its business as the implantology division rose from 20% to 80% of its turnover. We don’t plan to stop there and we aim at reaching a much higher growth on all our markets.

How is the commercial development structured?

We had to take on an enormous commercial challenge. We started from close to zero direct implantology sales. In 2006, we had less than 100 customers in France and, to give you an idea of how little we were known, when we approached a dental practice, most dental surgeons did not know that Anthogyr had been manufacturing its own brand of implants since 1995!

From 2006 to 2009, the teams did an amazing foundation work. Knowing our customers and especially identifying implantologists, understanding their challenges, the way they work and use products has been our priority.

“Getting to know our customers and understanding their issues has been our priority.”

This knowledge allowed us to provide them with perfectly adapted solutions, such as Axiom®. Launched in 2009, the Axiom® range has sparked a fast commercial success. A success that falls within a strong innovation dynamics led by flagship products, like Simeda® customised prostheses in 2012 or the Axiom® Multi Level® solution in 2017.

Which sales arguments set you apart from the competition then and still do today?

Our Prime Mover in Implantology strategy centres around premium products that are accessible to most. From the start, we have sought to develop innovative solutions with a very strong added value that are easy to use and enable to meet all surgical and prosthetic indications for practitioners and their practice, whether they perform 10 or 1,000 implants a year.

What about the “made in France” aspect?

We offer implant solutions manufactured in France to world-class standards. From the start, we have always invited our customers to visit our manufacturing plant in Sallanches to see for themselves our level of performance and accuracy. These visits offer the opportunity to meet the teams of the entire company and feel everyone’s pride in being part of the Anthogyr project. We uphold these values

of working closely and remain humble, despite having become an important French player in the implantology market.

More than a commercial relation, you aim at establishing a lasting collaboration with each practitioner?

We supply not only a product but also advice, service and guidance. We make sure we understand, meet and anticipate their everyday requirements. To this end, each practitioner establishes specific relationships with their sales representatives, prosthesis expert and customer service assistant. Commercial offers are also developed in view of this win/win collaboration, which ensures a long-term relationship. Again, within this guidance approach, we offer practitioners opportunities to improve their skills through training programmes delivered by Campus Anthogyr and encourage exchanges between colleagues by organising symbolic events in France and abroad, such as Le Cercle by Anthogyr.

And how would you define the role of sales representatives?

They bring the company product to the practitioner and the lab. I like to remind others of the fact that one can have the best product in the world, but if no one promotes it, presents its advantages and eventually sells it, everything stops, especially in an industry as competitive

“Sales representatives are the first ambassadors of Anthogyr.”

and demanding as that of implantology. I would like to use this opportunity to congratulate the sales teams for their strong contribution to the success of Anthogyr, and I'd like everyone to realise the challenges of the profession and

the value of their work. Getting a dental practice to change their established implant system, which involves a structured and engaging choice requires commitment, persistence but also very specific knowledge.

Is their training essential?

The notion of “advising” itself is essential. Today, 50% of our training department is focused on internal training. My team must be able to guide practitioners during surgery and advise them on our products during the placement of an implant or the manufacturing of a prosthesis in the lab. We evolve in the medical sector, faced with patients who will be wearing our devices for the rest of their lives. It is our responsibility to fully master our products and protocols. This requires several months of training for each new hire and continues throughout their career. I would add that Anthogyr has always made the choice of hiring people for their values and qualities, both human and professional, which imply thus a strong investment on training rather than on “driving out” the competition.

Is internal advancement a strong value?

It's a source of pride as a manager to help colleagues grow and thus contribute to their development and professional fulfilment. For example, all our France regional managers have been sales representatives and the France sales manager has worked his way up through the ranks. I myself reflect this company culture. Director of Commercial Export then of French Sales, I joined the Management Committee in 2011 for the French market and then the Group Sales department in 2017! Anthogyr reflects this managerial dynamics by offering the opportunity to advance internally.



Actually, how are your teams deployed in France?

On the field, we have a Sales Director in France, four regional directors, twenty-five sales representatives in implantology and four prosthesis experts.

In fact, we have always been the first to send on the field a professional prosthodontist to provide guidance on customised prosthesis to practitioners, their assistants or lab. A few months ago, the role of "business developer" was created. This professional figure provides support to the sales teams particularly in the key stage of winning new customers.

"I wish to congratulate all sales teams for their invaluable contribution to the success of Anthogyr."

And abroad?

Our international growth centres around three axes: our five branches (Italy, Benelux, Spain, Great Britain and Portugal, which we have just opened), our collaboration with the Straumann Group in China and Russia, as well as a network of international distributors marketing the brand in implantology in about thirty countries and dental equipment in about fifty countries.

The entire operation is supported by the Business Area Managers, whose challenge is important as, unlike in France where we have become a recognised player, we still have to impose our presence on the global market, on markets that are sometimes mature or in which the competition is even stronger. The results are good, but it's only the beginning. The potential for growth is high and we stake a lot on our next innovations in Europe in order to conquer the market. The marketing of AxIN®, an innovation in single unit restorations, is the next stage.



FOCUS

Internal advancement represents a strong value.



3 QUESTIONS TO DIDIER SAMITIER

Sales Manager France

What is your background within Anthogyr?

My collaboration with Anthogyr started in 2009 as Implant Sales Representative around a motivating and ambitious challenge: to quickly make of Anthogyr a brand recognised in the highly competitive world of dental implantology. At Anthogyr, we manage our divisions as company managers. It's highly gratifying, especially when coming from the pharmaceutical industry, a highly codified world where initiative has very little place. Very soon, I was entrusted with the responsibility of a team with its own culture and history. I truly grew in this capacity. I soon understood that performance was the result of a committed and knowledgeable team in good spirits.

How do you approach your new role?

Constantly. Philippe has created a high-performance sales structure in France. The teams have greatly improved their skills, we have innovative products and organise events that are recognised in the profession. First we consolidate these sound foundations, then we move on from performance to excellence. Everything is brought together to make of Anthogyr THE true alternative to Premium brands.

What are your main goals?

The main goal is to make Anthogyr France No. 1 brand in the industry. To achieve this goal, it is important to provide direction and vision to our teams and customers. We do it with simplicity and confidence by following our strategy. This is reflected in our recent innovations. InLink® and AxIN® are groundbreaking products thanks to their biological and mechanical approaches.

They contribute to a different practice in implantology based on simplicity and feasibility.

“DR ANTOINE MONIN, IMPLANTOLOGY SURGEON INNOVATION ON THE FIELD”

When he doesn't work at his practice in Vienne (Isère), or in private clinics, Dr Monin dedicates his time to training his colleagues by introducing them to implantology. Between requirement and commitment, the aspect of a vocation that helps advance the entire profession.

From convinced user to persuasive trainer

Intrigued by the ease of use of Anthogyr products, Dr Monin soon wished to go further. His exchanges with the company quickly increased. "Concept Axiom® was launched in 2009, a time in which I was

looking for a new implant system," he recalls. "I was persuaded not only by the product, but also by the customer relationship. Very soon we designed the "1, 2, 3 Posez!" training course in collaboration with Campus Anthogyr. A version of a course I offer at my practice, the initiative aims at providing basic

implantology training to the practitioner-assistant pair by relying on a network of tutors available all over France."

At the heart of the practice

Interested in the industrial process, Dr Monin was offered the opportunity to participate in the product testing stages. A nice opportunity to travel with the development teams and share his impressions with them. This testing period in real-life conditions and the improvements made as a result represent a true strength for the brand.

"A valuable opportunity to interact with the development teams."

"To develop a long-term innovation strategy, it is essential to be as close to the evolution of practices as possible. Being close to and listening to the customer are key elements."

Practitioner, laboratory and manufacturer: a win/win collaboration

During this testing phase, Anthogyr advised Dr Monin to visit the Ciaffoloni Lab, which handles Tissue Level implant restorations. "Our collaboration started with these cases and never stopped! Recently, we organised a training day dedicated to the immediate loading of a dental arch. We also work with digital technologies, with the Simeda® and Connect+® products. I'd also like to add



*Dr Antoine MONIN,
Surgeon, Implantologist*



*Dr Antoine MONIN,
Surgeon, Implantologist and his team*

this digital aspect to my surgical training and opt for a guided surgery product whose use would be simplified."

Customer relationship and networks performance factors

The clinic is pervaded by a real team spirit and each Surgeon-Dentist associate practices one speciality. Smile aesthetics for Dr Stéphanie Gauciere-Bolze, Periodontology for Dr Benoit Barioz and implantology for Dr Antoine Monin. The latter highlights the privileged relationship established with Anthogyr and his Sales Representative: "I consider him an associate in my practice. He knows my assistants, my issues, participates in some of our meetings... He ensures constant guidance."

The practitioner also insists on the dynamism of the network built among brand users: "Even yesterday I was

on a conference call with the design office and six colleagues. This collaborative work stimulates me, it makes me question myself, add new processes and advance constantly." 🍋

THE ENJOY CLINIC PRACTICE:

DR ANTOINE MONIN

3 ASSOCIATED DENTAL SURGEONS GENERAL ORTHODONTISTS SPECIALISED IN PERIODONTOLOGY AND SMILE AESTHETICS

3 ASSISTANTS

2 RECEPTIONISTS

THE LABORATORY

6 MEMBERS OF THE CIAFFOLONI FAMILY

30 EXPERIENCED PROSTHETISTS

40 YEARS' EXPERIENCE



*Romain CIAFFOLONI,
Ciaffoloni Practice*

“ THE PROMISING FUTURE OF A HISTORICAL MARKET ”

Anthogyr
around
the world



Liam Zhao,
Product Manager, Anthogyr China,
Straumann group in Beijing

A booming market filled with potential, China plays a key role in growing Anthogyr's international sales.

200 PEOPLE:
THE SIZE OF THE
ANTHOGYR-STRAUMANN
TEAM, WHICH INCLUDES

**20 MARKETING
AND CONVENTION
SPECIALISTS**

22 TRAINERS



FOCUS ON

THE CHINESE IMPLANTOLOGY MARKET

A population of nearly 1.4 billion. A potential of 2 million implants. The stage is set for China: the undisputed market of the future. An observation backed up by the pace of its growth: compared to the French market of 5 years ago, it will be the world's most important market by 2025. This change is evident on the ground: public hospitals used to be the primary provider of implantology care, but many private groups and clinics are now opening up. As a result, exporting to China represents a key move, though also a challenging one due to some extremely strict regulations. But Anthogyr can take pride in being the only French company in the industry.

20 years of success

Anthogyr first started selling instruments in China in 2003. The success of Anthofit, then Axiom® REG in 2010, led to the opening of a branch in 2012. Growth is strong, and to accelerate sales in 2016 Anthogyr signed an innovative collaboration with Straumann, the world leading company, entrusting it with the distribution of its products for implantology in China.

Training: The ticket to success

"Training is a vital component of what we sell," says Liam Zhao. "We target future practitioners by working with public universities, as well as professionals, who are invited to the Anthogyr training centre located at a government hospital in Chongqing or to the Anthogyr Campus in Sallanches." Conventions and trade shows are another way to boost growth. "We are expanding our presence at leading conventions such as Sino Dental, Dental South China, and the DenTech China Show. We also organise seminars given by world renowned implantologists".

New prospects from the Axiom® PX

Unveiled in October in Shanghai, the Axiom® PX has piqued the interest of dental surgeons. "We are confident in its potential and are specifically targeting opinion leaders, including young practitioners but also patients, via charity events and public relations."

Exponential growth

"Our marketing mix appeals to practitioners, who are also drawn in by Anthogyr's values and the chance to explore France and its industry excellence," said Liam Zhao.

These claims are supported by the numbers, with an estimated 30% more sales in 2018. And the trend should be strengthened with the release of several new products.

Éric Genève, President and Managing Director of Anthogyr during the Straumann Innovation Summit for the launch of Axiom® PX in Shanghai (China)



LES SECRETS...



Dr Jean-Pierre BRUN - Dr Mathieu FILLION - Dr Patrice MARGOSSIAN

LES SECRETS DE LA ZONE TRANSGINGIVALE

*Découvrez de vraies innovations
dans la recherche du sourire implantaire.*

Plus d'information : www.anthogyr.fr

BIENVENUE !



SYMPOSIUM ANTHOGR

RDV jeudi 29 novembre - 18H



anthogyr.fr

Anthogyr
PRIME MOVER IN IMPLANTOLOGY