



Decade-high debut: 1,000+ pre-orders

Case story

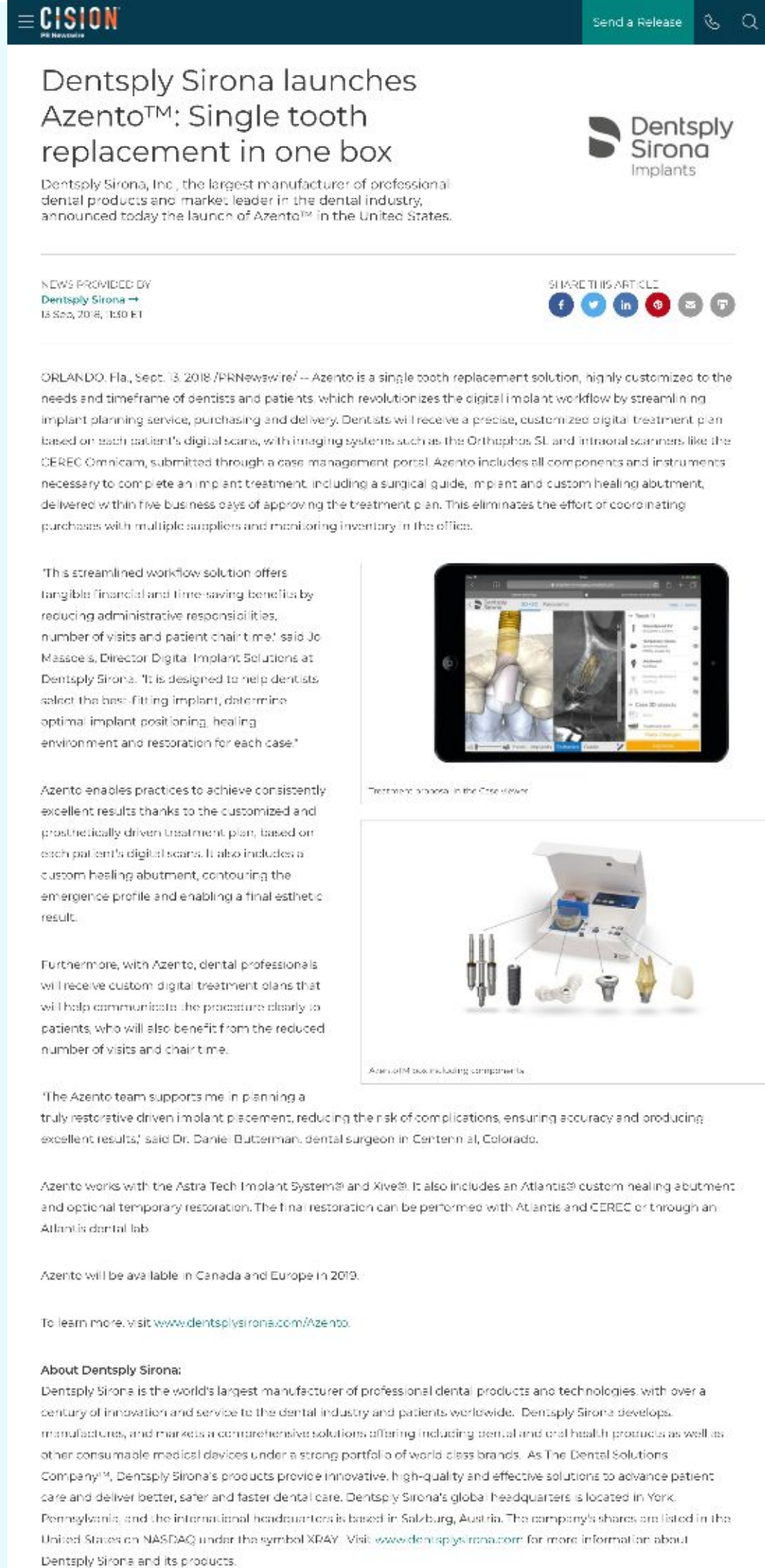
Moving minds in healthcare for over



Dentsply Sirona Azeno launch

- A press release announcing the launch of Azeno
- Distribution was timed to Dr. Butterman's TED talk-style speech at DS World
- Featured on **232 websites**, including Markets Insider, MarketWatch and The Street picked up the news
- Reached a total potential audience of **10.7 million readers**

10.7M readers



Dentsply Sirona launches Azeno™: Single tooth replacement in one box

Dentsply Sirona, Inc., the largest manufacturer of professional dental products and market leader in the dental industry, announced today the launch of Azeno™ in the United States.

NEWS PROVIDED BY Dentsply Sirona → 13 Sep, 2018, 11:50 ET

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ORLANDO, Fla., Sept. 13, 2018 /PRNewswire/ -- Azeno is a single tooth replacement solution, highly customized to the needs and timeframe of dentists and patients, which revolutionizes the digital implant workflow by streamlining implant planning service, purchasing and delivery. Dentists will receive a precise, customized digital treatment plan based on each patient's digital scans, with imaging systems such as the Orthophos SL and intraoral scanners like the CEREC Omnicam, submitted through a case management portal. Azeno includes all components and instruments necessary to complete an implant treatment, including a surgical guide, implant and custom healing abutment, delivered within five business days of approving the treatment plan. This eliminates the effort of coordinating purchases with multiple suppliers and monitoring inventory in the office.

'This streamlined workflow solution offers tangible financial and time-saving benefits by reducing administrative responsibilities, number of visits and patient chair time,' said Jo Massoie, Director Digital Implant Solutions at Dentsply Sirona. 'It is designed to help dentists select the best-fitting implant, determine optimal implant positioning, healing environment and restoration for each case.'



Treatment process in the Case viewer

Azeno enables practices to achieve consistently excellent results thanks to the customized and prosthodontically driven treatment plan, based on each patient's digital scans. It also includes a custom healing abutment, contouring the emergence profile and enabling a final esthetic result.



Azeno kit including components

Furthermore, with Azeno, dental professionals will receive custom digital treatment plans that will help communicate the procedure clearly to patients, who will also benefit from the reduced number of visits and chair time.

'The Azeno team supports me in planning a truly restorative driven implant placement, reducing the risk of complications, ensuring accuracy and producing excellent results,' said Dr. Daniel Butterman, dental surgeon in Centennial, Colorado.

Azeno works with the Astra Tech Implant System® and Xive®. It also includes an Atlantis® custom healing abutment and optional temporary restoration. The final restoration can be performed with Atlantis and CEREC or through an Atlantis dental lab.

Azeno will be available in Canada and Europe in 2019.

To learn more, visit www.dentsplysirona.com/Azeno.

About Dentsply Sirona:
Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies, with over a century of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world-class brands. As The Dental Solutions Company™, Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better, safer and faster dental care. Dentsply Sirona's global headquarters is located in York, Pennsylvania, and the international headquarters is based in Salzburg, Austria. The company's shares are listed in the United States on NASDAQ under the symbol XRAY. Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.

Dentsply Sirona Azeno launch

Experiential booth draw

- Bev-topped customized coffee
- Hit home the **key differentiator**: customized single implants
- 8k people in attendance; **served 6k cups of coffee**
- **Most successful launch** of any product in their recent history
- **1k pre-orders** at conference





Contact information

290 Harbor Drive,
Workpoint Suite
Stamford, CT 06902
203.504.8230
hello@knbcomm.com
www.knbcomm.com

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