

Marco Gallina, Vice President Product Management | Bien-Air Dental

iCHIROPRO – "A REVOLUTIONARY CONCEPT"

Implantology and iPad: innovation or opportunism?

MG: Thanks to this surprising alliance, we are proud to have opened the door to some magnificent technological advances in the medtech domains! Controlling the iChiropro, the iPad is no mere gadget. It enables brand new, practical functions, as well as being even simpler than ever to use.

What is the motivation behind the development of this exceptional system?

MG: Bien-Air, a leader in the manufacture of micromotors, has been active in the field of implantology for many years. After developing several systems designed for fitting implants, we wanted to push the boundaries of innovation with a revolutionary concept. With the iChiropro, we are clearly distinguishing ourselves from the competition with our system which offers incomparable performance levels.

What are the main innovations the iChiropro offers?

MG: First of all, the interaction between the practitioner and their iChiropro is unprecedented and extremely user-friendly. In terms of its functionality, the application allows multiple users to customise and store their own sequences. The iChiropro is the only device which allows users to save, export and print all operation parameters whilst documenting these with the patient data and the implants used. It includes a database featuring the main brands of implant on the market as well as their predefined settings, making it a quick and high-performance tool.

What has particularly impressed practitioners?

MG: Users operate and adjust the settings on the iChiropro using the iPad's touchscreen display and our attractive and ergonomically-designed bespoke application. If necessary, the operation parameters can be pre-programmed outside the practice and used several times, saving a great deal of time. The option to save operation data then enables practitioners to keep a full history of each operation performed, which is vital in the event of a dispute. Bien-Air Dental will also be regularly updating the iChiropro application so it will be packed full of innovative and practical functions.

Who is the iChiropro designed for?

MG: That's very simple! The iChiropro is designed for any implantologist who is looking for greater comfort at work, who is focussed on the performance of their facilities and who is keen to save time.

Don't you worry that using an iPad in the medical field might not be well received?

MG: The iChiropro has been successfully approved as a medical device. The iPad has a user interface function, while the motor, its various peripherals and safety devices are controlled by the system's electronics. It is also possible to apply a sterile film to the touchscreen display. And to answer your question more fully, practitioners all over the world collectively expressed their interest and were very enthusiastic when the prototypes of this new implantology system were presented. Many of them described it as "indispensable"!

Finally, what does the future hold for Bien-Air Dental, in your opinion?

MG: We are going to maintain our high-end positioning and the excellent level of quality of our products, strengthen our "Swiss Made" image and continue to surprise everyone by focussing on innovative and high-tech developments, with the ultimate goal of simplifying practitioners' work.