



# THE ADI

THEN, NOW & FUTURE

# 35 YEARS OF THE ADI

We have been ADI members for a considerable length of time, having attended several meetings and congresses. We have always been in awe of the association and the many influential and inspirational individuals who have made up this great organisation over the past 35 years.

During the planning for the 2023 Team Congress, we thought it would be a fitting tribute to recognise the Past Presidents and the DCP and Technician Representatives who have worked tirelessly to make the organisation what it is today.

This booklet is not only a recognition of who they are and what they have done for the ADI and for implant dentistry, but should also act as a historical guide for future ADI committees and Presidents to understand our history and how the organisation has evolved over the passage of time.

This year's Congress will mark the first Next Generation Group Congress, which in itself is a statement on how the organisation is developing. The focus is on the new dental implant team and the 'next generation', and this event marks an exciting move going forward for the ADI recognising and celebrating its heritage, its development and its future.

**Zubair Sacranie** ADI Regional Representative  
for West and Central England

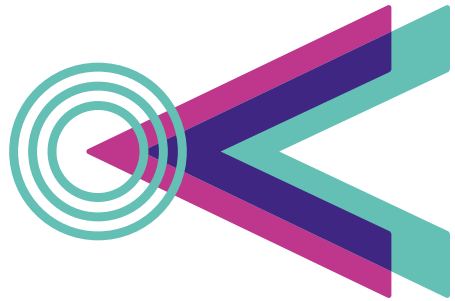
**Danny Cleary** Technical Representative

**Linzy Baker** DCP Representative

# A LOOK BACK THROUGH TIME

The Association of Dental Implantology (ADI) is the UK's independent network for implant dentistry. Our ethos centres around supporting and contributing to the field of dental implants, facilitating both professional and patient education. We advocate for evidence-based treatment and advancement of related science, ultimately enhancing access to high-quality, safe and effective dental implant treatment for more patients.

We are proud to be a progressive association that responds to changing professional and patient challenges, and keeps pace with the evolving dental landscape. This has been an intrinsic part of our heritage since the very beginning. This booklet is an opportunity to learn more about the ADI, see how it all began and hear from those involved about what it was all like ...



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# Humble but ambitious beginnings

The founding members of the ADI came together through a shared passion for dental implantology – and a desire to make the latest science and evidence-based techniques accessible to UK professionals. Several recall having to travel to Europe or the USA to undergo training or attend lectures on the subject, because it simply wasn't available in the UK. The need for a group of clinicians or organisation to change this was very apparent.

It all started with a study club in 1987 formed by Barry Edwards, Vivian Freiberger, Ashok Sethi, Eddie Scher, Norman Mills and Philip Freiberger. As word spread, the ADI was born. Clinicians from across the UK joined and demand grew for a more formal educational event. This first Congress was planned in 1988, with the founding members meeting every Sunday morning to discuss content over smoked salmon bagels. Given that Ashok Sethi was involved in setting up the first Diploma in Dental Implantology in the UK, the standard of education at this event was high right from the start.

Although the ADI has evolved significantly over the last 35 years, one thing has remained the same – its passion to support professional education and share the science behind dental implants, ultimately for the good of patients.



# A TIMELINE OF PRESIDENTS

(or Chairs, as they were known initially)

All Chairs and Presidents of the ADI, along with all our valued Trustees, have generously volunteered their time and efforts to the role. Their passion for exceptional patient care and their belief in dental implants as an excellent treatment option drove their ambitions and hard work. The ADI will be forever grateful for their dedication to their role and to the organisation.

## SPECIAL MENTION

Upon speaking about their terms at the head of the organisation over the years, many were keen to highlight the amazing work of **Cherry Wilson** and **Mark Atkinson**. They took on many of the thankless yet integral administrative and secretarial tasks that enabled the ADI to grow in those early years. Our thanks go to them for their unwavering dedication to the cause!

**Cherry Wilson's** role as sole administrator involved everything from setting up an office structure to purchasing equipment, liaising with voluntary elected officers and committee, managing membership subscriptions, communicating with the dental profession, and helping patients with queries about the treatment they were receiving from our members. She reflects on more than two decades working with the ADI:

“My introduction to the ADI came through the conference management company I worked with previously in organising the first International ADI Symposium in 1988. From 1990 I worked with the ADI full time as its sole administrator. Balancing the books was a major challenge but with creative marketing we evolved a successful financial system of implant training through educational events for the dental implant team. It was satisfying to watch the Association evolve from a small group of like-minded London dental practitioners to what it is today. Over the years we fought hard to ensure the ADI gained recognition among the academic groups and regulating bodies. It was challenging administration but thanks to the philanthropic vision of those early members committed to the development of implant education, I enjoyed a remarkable career working with a wonderful group of colleagues who became very good friends.”

## **BARRY EDWARDS** 1986–88

"I was the first president and founder of the ADI from 1986 to 1988. The ADI was my concept and in 1986 I approached the fellow members of the Implant Study Club at Ashok Sethi's practice in Ealing to create the ADI.

I personally innovated the name of Association of Dental Implantology ADI, wrote the constitution and outlined the aims to the group and asked them to join me in creating the association and a council was elected. I invited an independent practitioner to this first inaugural meeting as a witness to the event. His name is Dr Ian Brett and he was on the council of SAAD. My partner at the time Deanne Amar helped me administrate the Association in those early days and we organised a conference in 1988 at the Russell Hotel in Bloomsbury close to my practice where we were holding the ADI meetings and educational lectures.

I asked Vivian Freiburger in 1988 to help organise the conference at the Russell Hotel. I invited international speakers from around the world and Vivian invited the Branemark people to lecture at the conference. There were over 200 attendees at the conference.

We created a council in 1986 and the council decided to make the ADI a charitable organisation in 1988. Cherry Wilson was employed as a secretary for the ADI at the time.

I asked Vivian Freiburger to become the next President and the constitution dictated there would be a renewal of presidency every year. Ashok Sethi requested to be the 3rd President in 1989.

ADI council meetings were held for many years at my practice The Dental Implant Centre at 61 Harley Street W1.

The original constitution was amended to allow presidencies to last two years. The original aim of the ADI was to allow all factions of the Dental team to meet and discuss cases and to provide formal teaching and conferences. The Implant Basic Science course had been running since 1986. It was held at my practice at 71 Marchmont Street WC1N 1RE and later at 61 Harley Street and the BDA headquarters in Wimpole Street after that.

The ADI was set up as a democratic educational institution for the benefit of the Dental Team and the public.

So you can imagine the enormous pride I have as founder president in the success of the ADI and all the subsequent presidents that have worked so hard to make it the success it is today."

## **VIVIAN FREIBERGER** 1988–89

## **ASHOK SETHI** 1989–90

"Education has always been an integral part of the ADI. We wanted to educate the profession and help remove the divide in attitudes towards dental implantology – which was very much seen as something for those in hospitals and academia, not general practice. There were also commercial issues given the lack of different systems on the market at that time. Ultimately, our goal was to improve the treatment available to patients, to ensure the safety and effectiveness of dental implant procedures being offered and generally improve patients' quality of life with this treatment modality. It has always been about the patient."

## EDWIN SCHER 1990–91

“The ADI is a very special organisation. It is a charity, so educating both patients and professionals was always key. There was a lot of political pressure to overcome in establishing the association, but perseverance got us through. We wanted to support GDPs interested in getting involved and help them access the training they needed to operate safely with dental implants. We won the battle in the end – we had some strong characters, amazing entrepreneurs and passionate individuals that put us at the fore of the field. We went from being perceived as the cowboys of dentistry to setting standards in a pioneering field.”

## NORMAN MILLS 1991–92

“The initial years of the ADI will remain as one of the most exciting and clinically challenging periods of my professional life. The sense of a shared endeavour, the discovery of new possibilities for treating loss of teeth, meeting ambitious and selfless people, lifted the practice of dentistry out of the routine drudge into sparkling prospects.”

## PHILIP FREIBERGER 1992–93

“From the very beginning, ADI meetings were focused on high-quality scientific content, which attracted clinicians from teaching hospitals, universities and primary care settings. My time as Chair was one of consolidation, as we looked to build solid foundations with excellence in both education and research. Cherry Wilson and Mark Atkinson were integral to the success of the ADI during my term and up until this point. We worked very hard in the beginning as we felt an urgency to get the message out to UK dentists that dental implants could be trusted and they just needed to be exposed to the right evidence to build their confidence. This hard work was made easy and enjoyable by the friendships that were born in the organisation.”

< The aforementioned Chairs are the founding members of the ADI who put the initial ideas and ambitions into action. They, along with colleagues who shared their passion for improving patient care through dental implants, were true pioneers of the field in the UK.

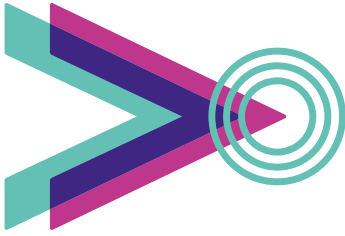


## RICHARD WILSON 1993–94

“With a Motorola cell phone, Macintosh computer and tractor-drive printer, my Presidency (then called Chairmanship) was in the dinosaur days of the Association. Cherry Wilson ran what seemed to be a very ambitious study club waiting on the ideas of a few to become an acceptable part of dentistry.”

## ROY SENNETT 1994–95

“I was privileged being the only South African dentist to date to serve as President of the ADI. Dental implantology in the 90s was still in the early stages with lots of controversy. There were heated debates on whether GDPs should be placing dental implants and one incident resulted in two speakers almost coming to blows on this subject. Times have moved on quite significantly since then and the ADI has been instrumental in leading the way with advanced education and treatment techniques. I thoroughly enjoyed my time as President and I wish the ADI all the best going forward with their good work and representing their members.”



Until this point, and even slightly beyond, controversy and uncertainty surrounded dental implantology in the UK. Though dentists in the US and Europe were already utilising techniques and products very successfully, the ADI and those involved to date were still trying to blaze a trail for the modality throughout Great Britain.

### LEWIS SIMON 1995–96

### MICHAEL TARPEY 1996–97

### KISH SONEJI 1997–98

“I got involved with the ADI after a patient insisted that I provide dental implant treatment in 1989 – with no previous experience in the field, I had the privilege to be mentored by Barry Edwards for help and the rest, as they say, is history. Being a small association at the time of my Presidency, we ran Study Club meetings in London, as well as a Masterclass and an Annual Conference, though attendance was small. The Committee decided to introduce regional Study Clubs to enhance knowledge among the profession and to get more people involved with dental implantology. I had the honour of traveling to Cardiff, Birmingham, Oxford and Belfast to help set up local representatives to host the meetings – thus was the start of local Study Clubs. It was also the beginning of a wonderful personal journey and I am honoured to be part of this august body.”

### COLIN LOGAN 1998–99

### MICHAEL NORTON

1999–2001

“Up until my time as President, the ADI was a small association, mostly populated by GDPs. My task was to make the ADI more relevant to specialists and hospital clinicians and I’d like to think I achieved that. We became an association that was more respected, even by the GDC. My first meeting was at the brand-new London Marriott at Heathrow and we were one of their very first major conferences to be held there. In 2000 we came very close to 400 attendees at our annual meeting – up from 50 or so the previous year – this feat was repeated in the next year alongside a magnificent and very memorable gala dinner at Syon House. It is heartening to know that ADI events have maintained this level of attendance ever since. Perhaps the memory that stands out most from my term is Cherry Wilson. She was the consummate professional and frankly nothing any President did was remotely possible without her!”

**This was a pivotal time in the ADI’s history, as dental implants started to become more widely accepted as a safe, effective and accessible treatment option. Membership to the association grew significantly and the meetings became an even more valuable source of the latest information, concepts and research in the field for GDPs.**

### GARETH JENKINS 2001–03

“We did a lot during my term as president. We hosted the first Congress of its size at around 1,000 delegates, involving dentists, dental technicians, dental hygienists and dental nurses too, making it a much more inclusive event. We also started writing the first ADI Constitution at the time, which Paul Stone completed. I also felt very strongly about establishing a new kind of event where members could present their own sessions to colleagues. Though the idea was met with some resistance, it was agreed to try it and I’m very proud that it is still going today in the form of the Members’ National Forum.”



## PAUL STONE 2003–05

“What a roller coaster that period of my life was! Working with the new committee was exciting and challenging, and there were many ADI members (over 1,000 by that time) looking for support and direction. My highlights include working with Cherry Wilson, who was single-handedly responsible for the association’s development in the beginning; the first ADI Members’ National Forum in October 2004 – complete with two-hour power-cut and 26 speakers who kept their cool wonderfully; and the sell-out ADI Congress 2005 in Edinburgh that welcomed over 1,300 delegates, 24 international speakers and was led by outstanding Scientific Chairman, Michael Norton!”



## PHILIP BENNETT 2005–07

“The ADI has always been an important organisation for me. When I was a fresh-faced implant newbie, I was fortunate to have guidance from then ADI member, Kevan Wong. He provided a sound scientific basis and invaluable support to start my implant career when career pathways were not available in implant dentistry. I was delighted to join the ADI committee on request of Mike Norton, representing the South West, before being honoured by the position of ADI President. The ADI allowed me to expand on my passion for teaching younger members of the profession and I set up the ADI’s first mentoring scheme. Without the support and guidance of Cherry Wilson, we would not have been able to achieve so much for our members and the public over the years. The ADI is a massively important organisation in dentistry and its independence from any other organisations is a key strength.”



### Thoughts from the Chair\*...



**W**hen I was asked to deliver the 2005 Edinburgh International Congress, it felt good to be able to address the large number of people attending the event. I covered our achievements in the last couple of years and I said: “There is a lot to be proud of. The members were very supportive during your year as our scientific chairman and the best thing about being chairman is that you don’t have to do anything in particular. The only thing is to be prepared and to listen. This is what I think the delegates during the lunch break would have been saying to me when they were sitting next to me.”

The chairing night was a good opportunity to discuss about the future, financial and stock position of the association. I think that is the best way of doing that. The speaker should bring a summary of both what we achieved over the past couple of years and what we are going to do in the next year. I think that is what the delegates would have been saying to me when they were sitting next to me. I think that is what the delegates would have been saying to me when they were sitting next to me. I think that is what the delegates would have been saying to me when they were sitting next to me.

Nurse and Hygienist programmes taking steps to ensure that they are able to continue to provide the best possible care for their patients. The ADI has always been an important organisation for me. When I was a fresh-faced implant newbie, I was fortunate to have guidance from then ADI member, Kevan Wong. He provided a sound scientific basis and invaluable support to start my implant career when career pathways were not available in implant dentistry. I was delighted to join the ADI committee on request of Mike Norton, representing the South West, before being honoured by the position of ADI President. The ADI allowed me to expand on my passion for teaching younger members of the profession and I set up the ADI’s first mentoring scheme. Without the support and guidance of Cherry Wilson, we would not have been able to achieve so much for our members and the public over the years. The ADI is a massively important organisation in dentistry and its independence from any other organisations is a key strength.”



## ANTHONY BENDKOWSKI 2007–09

## STEPHEN JACOBS 2009–11

## CEMAL UCER 2011–13

## PHILIP FRIEL 2013–15

## THE MODERN ADI

Everyone at the ADI is proud of its heritage and honoured to have such a rich history of blazing a trail for modern dental teams to deliver safe and effective dental implant treatment to so many patients. We are keen to maintain the innovative and forward-thinking philosophy that the ADI was built on and has continuously looked to advance and refine its focus in order to keep pace with the profession. The modern ADI is every bit as committed to improving patient experiences through enhanced awareness and professional education as it ever has been. Many thanks go to our latest Presidents, who have each further contributed to the growth of the organisation...

● **CRAIG PARKER** 2015–17

● **ABID FAQIR** 2017–19

● **EIMEAR O'CONNELL** 2019–21



● **AMIT PATEL** 2021–23

"It has been an absolute privilege to be the President of the ADI. I have had the honour of working with a fantastic team and board, and together we have looked to continue the great work done before us in providing education, networking and support to our members. During my term, we rebranded the ADI to reflect the modern era of dental implants and better represent the association that we have become. Our priority has been to further support existing members, and to encourage the next generation of implant dentists to get involved, giving them access to the education and mentorship they need to enter the world of dental implants with competence and confidence. We have established ADI Student Representatives at each UK university in order to engage with students early on in their careers and facilitate their development from the very beginning. They are the future of dental implantology and of the ADI, bringing innovative new ideas to the field to drive techniques and technologies forward."



# A TEAM EFFORT

The ADI owes its success not only to its Chairs and Presidents, but also to the many other individuals who have helped shape the organisation. This includes the dedication and input of those who have worked to pave the way for dental hygienists and therapists, dental nurses, practice managers, treatment coordinators, and dental technicians to become an integral part of the ADI. Thanks to their efforts, the ADI is the thriving organisation it is today.

**“Having been involved in dental implantology for 33 years now, the ADI has simply been an indispensable part of that road. It is the go-to place for learning and sharing with a bi-annual Conference, which also has the best social events for all the team. This is the key area for the long success of the ADI – an all-inclusive team approach. When I was director, we were always so aware of the need to encourage the next generation with the same vigour that we were encouraged and engaged. Now, as an Honorary Life Member, I still feel the importance of sharing and the ADI’s central role in this. The ADI is dental implantology in the UK.”**

## **Peter Fairbairn**

Past ADI Director for Education

## **DCP Representatives**

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### **JULIETTE REEVES**

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### **KAREN WALKER**

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### **JULIA WILSON**



My experience of the ADI is that it has always felt like a big family – there’s a lot of warmth there. You can see everyone is very hard-working and conscientious with patient interests

at heart. I was privileged to have worked with four Presidents during my role as DCP Rep, each with their own nuances and goals, but all with passion for what they do. Though challenging to represent DCPs in such a diverse organisation, being involved with two Team Congresses was a massive highlight of my role. I really believe the Congress has become the jewel in the crown that is ADI membership. It has been fabulous to see a greater focus on the team and I thoroughly enjoyed my time as DCP Rep in taking this further.

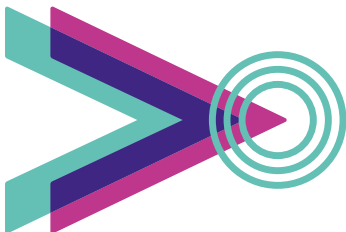
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### **LINZY BAKER**



I am proud to be the voice on the board for our dental hygienists, therapists, dental nurses and practice managers among some prestigious names in implant dentistry. I always try to push

the boundaries and make sure our voice is heard. It has been a great experience being involved in changes and sculpting the ADI and its events. My ultimate goal is to bring awareness to the DCPs on what is available to them and why the ADI is a great organisation to be a part. I would love to see the ADI continue to progress and expand horizons for the scope and utilisation of DCPs within implant dentistry.



## Technician Representatives

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### JOHN WIBBERLEY

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#### STEVE CAMPBELL



I was very fortunate to serve on the ADI Committee for several years under the Presidency of Philip Friel, Craig Parker, Abid Faqir and Eimear O'Connell. The stand-out memories

I have are how positive all of the meetings were. The ADI Committee had some very tough challenges to work around, but the energy in the room was always inspiring and inclusive of everyone's thoughts, acknowledging the value their experience could bring to the challenge. All Committee members were from different areas of the restorative dental implant team, but everyone's views and feedback were valued on the same merits. It's been one of the highlights of my career to work in such an inspiring environment, and in a team that were so passionate about ensuring we continued to deliver independent guidance and support for everyone with an interest in implant dentistry.

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#### ASHLEY BYRNE



I've been attending ADI events for at least 15 years now. It's one of the few groups that has always stood by technicians and supported them – the fact that the ADI has remained

true to itself is really important to me. I did two terms as Technical Representative which was during the height of Covid, so it was challenging for the ADI, but they remained professional and reflective throughout. The ADI gave me an amazing platform to promote the whole team aspect. I loved the role and I was really pleased with what we achieved in organising the technical event, which I believe attracted record technician numbers. The ADI not only offers the most amazing educational opportunities for the whole dental team, they also offer some of the best socials. The Congress party is always one of the highlights and I truly feel the ADI is the one group that gets this balance spot on.

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### DANNY CLEARY



I have long been encouraging colleagues and all dental technicians to attend ADI meetings and Study Clubs as this is a great way to learn

and to network – and I have always felt very welcome when attending. Plus, the speakers have been very well-known and impressive. Joining the board has been a new experience for me, but I'm really enjoying putting my ideas forward on how the ADI can improve, which includes more internationally recognised speakers that technicians can learn from to benefit their own careers and labs. We all want to see Study Clubs, Masterclasses and Congresses succeed in all aspects of the dental profession and to continue growing and getting even better – I will do my best to ensure that this can happen.



ASSOCIATION  
OF DENTAL  
IMPLANTOLOGY

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