

DENTAL TRIBUNE today



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Henry Schein looks to Latin America.
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Your new and improved NYC guide

Put on your walking shoes to climb the Vessel or check out what's new at the Empire State Building.

»page 30

95 years and counting

By Robert Selleck, *today* Staff

■ Celebrating its 95th year, the Greater New York Dental Meeting is looking pretty chipper, continuing to deliver a forward-focused program that secures its status as the biggest dental meeting and exposition in the United States and among the most popular dental meetings in the world.

The international flavor of the event is inescapable, with the flags of various represented countries providing a commanding presence in the Crystal Palace – the soaring, 15-story glass atrium welcoming attendees to the Jacob K. Javits Convention Center.

»see *COUNTING*, page 3



• Attendees head off to courses and the exhibit hall during the 2018 Greater New York Dental Meeting. Today is the first day of exhibits for the 2019 meeting. (Photo/*today* Staff file photo)

‘GNYDM is the greatest dental meeting in the world’

An interview with General Chairman-Elect James Doundoulakis

By Javier de Pison, Editor In Chief, Dental Tribune Latin America

■ The new general chairman-elect of the Greater New York Dental Meeting encouraged dentists from all over the world to attend the largest dental show in the United States, taking place this week here at the Jacob K. Javits Convention Center.

Dr. James Doundoulakis, a prosthodontist and cosmetic dentistry specialist with private practices in New York City and Greenwich, Conn., will take over the reins of GNYDM in January 2020, replacing Dr. Lauro Medrano-Saldaña, the first Latino dentist elected president of this dental organization.

A pioneer in new dental technologies, Doundoulakis is a former president of the Academy of Osseointegration and the American Society for Laser Medicine and Dentistry. He

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• Dr. James Doundoulakis, general chairman-elect of the Greater New York Dental Meeting. (Photo/Javier de Pison, Dental Tribune Latin America)

Walk the Digital Workflow with Henry Schein

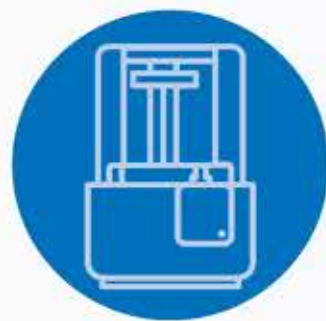
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Published by Tribune America
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today Greater New York Dental Meeting Show Dailies Vol. 14 appear during the Greater New York Dental Meeting in New York City, Dec. 1 to Dec. 4, 2019.

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COUNTING "from page 1

It's a fittingly big welcome by a meeting that continues to post its own soaring numbers: Last year the meeting welcomed 52,320 registrants, among which 20,187 were dentists, 3,949 were hygienists, 5,206 were dental assistants and 2,319 were office administrators, according to meeting organizers. The numbers confirm the meeting's reputation as a source of education and insight for the entire dental team — including those in the lab, with the Dental Laboratory Technician four-day conference returning for its third year.

Other sector conferences running parallel with the overall meeting include the 3-D Printing & Digital Dentistry Conference; the World Implant Expo; Global Orthodontic Conference; the New York State Academy of Gen-

eral Dentistry Public Health Conference; the second Pediatric Dentistry Summit; the Sleep Apnea Symposium; and the International Oral Cancer Symposium.

Consolidating all of these sectors in the meeting's expansive exhibit hall are 1,700 booths staffed by top talent from the world's most renowned dental companies and organizations. Regardless of specialization or special interest, attendees can experience the industry's most up-to-date and innovative technologies, methods, products and procedures.

Also among the exhibit hall's many highlights is the 425-seat Live Dentistry arena, featuring top clinicians performing real-time procedures with patient volunteers. Sessions are scheduled throughout the four days, including today's three sessions on "Simplifying Posterior

Composites," "Successful Options for In-Office Whitening" and "Today's Digital Implant Workflow."

Also on today's agenda are sessions associated with the "All-Day Botox and Facial Fillers Seminar/Workshop," the "Women Dentists Leadership Conference: Roadmap for Success" and the "Hispanic Dental Association Program."

From 10 a.m. to 2 p.m. today is the "Scientific Poster Session" by residents, post-graduate dentists, dental students, dental hygienists students and international presenters. One C.E. credit can be earned through attendance at the poster sessions, which are located outside of the special events hall on Lower Level 1.

With the opening of the exhibit hall, Sunday is always a big day at the GNYDM, but it's also just a hint, with three more big days yet to come.

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GREATEST *from page 1*

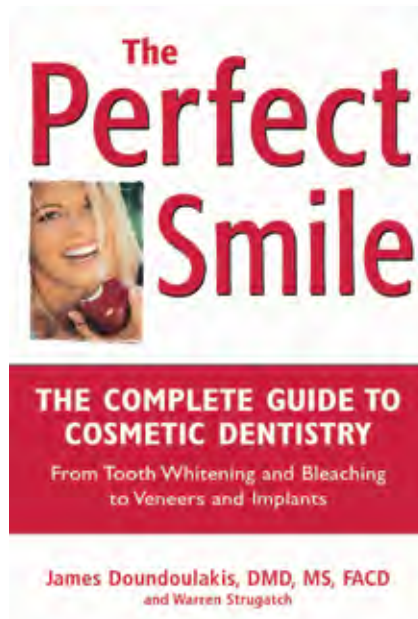
helped organize the world's first Consensus Conference on State of the Science on Implant Dentistry and is the co-author of the consumer reference book "The Perfect Smile: The Complete Guide to Cosmetic Dentistry."

Asked about what changes he would implement as GNYDM general chairman, Doundoulakis said, "First and foremost, if it's not broke, don't fix it."

"GNDYM is the greatest dental meeting in the world. We have a winning formula," he said. "We want to continue that formula, and on top of that, we want to expand to new horizons. And, of course, every year we want to promote the latest, the greatest, the fastest and the most successful and predictable techniques and equipment for the dental professionals and dental specialists."

Doundoulakis added, "We are going to expand next year our dental implant program, our esthetic program and start new programs, including a special needs program for patients who require advanced care, above and beyond their dental needs."

Regarding international attendees, who are a growing part of par-



A cover of one of the books authored by Dr. James Doundoulakis

ticipants, Doundoulakis said large numbers come from Latin America.

The general chairman-elect said: "My vision is to make the Greater New York Dental Meeting even more accessible to the international dental community. Latin American dentists have been attending, but we would like to expand our opportunities to dentists

who practice in Europe, Africa and Asia. But, as I said, we have many predictable and successful programs that GNYDM has had for multiple years, and we are going to continue those programs and continue to make them a success. We hope everyone will strongly consider attending the meeting, not only this year but in 2020 and 2021, when I will be general chairman of the GNDYM."

Regarding opportunities for European, African and Asian dentists to attend GNYDM, the implant dentistry specialist said: "We have many events throughout the week that we offer our attendees at the Jacob Javits, which is one of the largest convention centers in the country. One of the reasons we don't have as many tours as some of the other meetings around the country have is that we are in one of the most exciting cities in the world. We have great shows, great theater, great museums, great restaurants — we offer New York as our backdrop. Our attendees come to the best meeting in the U.S., maybe one of the best in the world, and you also have New York City to visit."

Costs, however, can be a barrier for dentists from developing countries, because New York is an expensive city.

Doundoulakis said that GNYDM

has "38 affiliated hotels, and half of them give us prices that are well under the average New York hotel room rate, and they can accommodate two-to-three individuals per room, so the cost per night is manageable for a visit to New York."

Regarding his plans to expand the World Dental Implant Congress, which is part of GNYDM, the chairman elect said that having been past president of the Academy of Osseointegration, he has collaborated with all dental implant associations.

"We offer courses with lectures by very well-known educators, the costs at our meeting are less per program than at other venues, and we offer a huge exhibit space for all the dental community, not only for dental implant specialists," he said.

Doundoulakis concluded by saying: "We are looking forward to greeting everybody who comes to enjoy New York City, to enjoy the education and the exhibit space at GNYDM. You won't be disappointed. As one of the largest meetings in the U.S., I can assure you, not just personally, but like all the attendees who have been to this meeting will stand behind me and say, that it is one of the best experiences for the dental community in the world."

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By DentalEZ Staff

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Henry Schein Dental Business Institute to offer new office manager operations curriculum

Two-day course explores and defines the skills needed to succeed in the dental industry

By Henry Schein Staff

■ Henry Schein Inc. will be offering new Dental Business Institute™ (DBI) Office Manager Operations Courses, developed in collaboration with the American Association of Dental Office Management (AADOM) and Henry Schein 360 Practice Development®.

The core curriculum is centered on developing excellence in practice operations and focuses on the many aspects of a dental business. Each course in the two-day curriculum is designed to teach office managers the

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skills necessary to implement key management functions throughout the business lifecycle of a practice. These include effective communication, creating and leading teams, monitoring benchmarks, keeping records, case acceptance and insurance management, among others.

Office Manager Operations Courses are hosted at Henry Schein's offices in West Allis, Wis., and participants can attend all four courses or choose to select individual sessions.

"Office managers play a significant role in a dental business, and these courses will give attendees the opportunity to develop management skills while also exploring business fundamentals," said A.J. Caffentzis, president, U.S. Dental Distribution. "Henry Schein is excited to join with AADOM for this unique offering, which office managers can rely on to learn, implement and grow so they can help lead their teams to success."

Upcoming courses for 2020 include:

- *OPS Course 1:* Feb. 6 and 7, "Building Your Office Foundations; Leading a Culture of Success"

- *OPS Course 2:* April 2 and 3, "Maximizing and Staying Compliant with Insurance – the Ins and Outs"

- *OPS Course 3:* June 11 and 12, "Communicating with Patients; Case Acceptance; and The Patient Experience"

- *OPS Course 4:* Aug. 13 and 14, "Creating a Profitable and Productive

Hygiene Department"

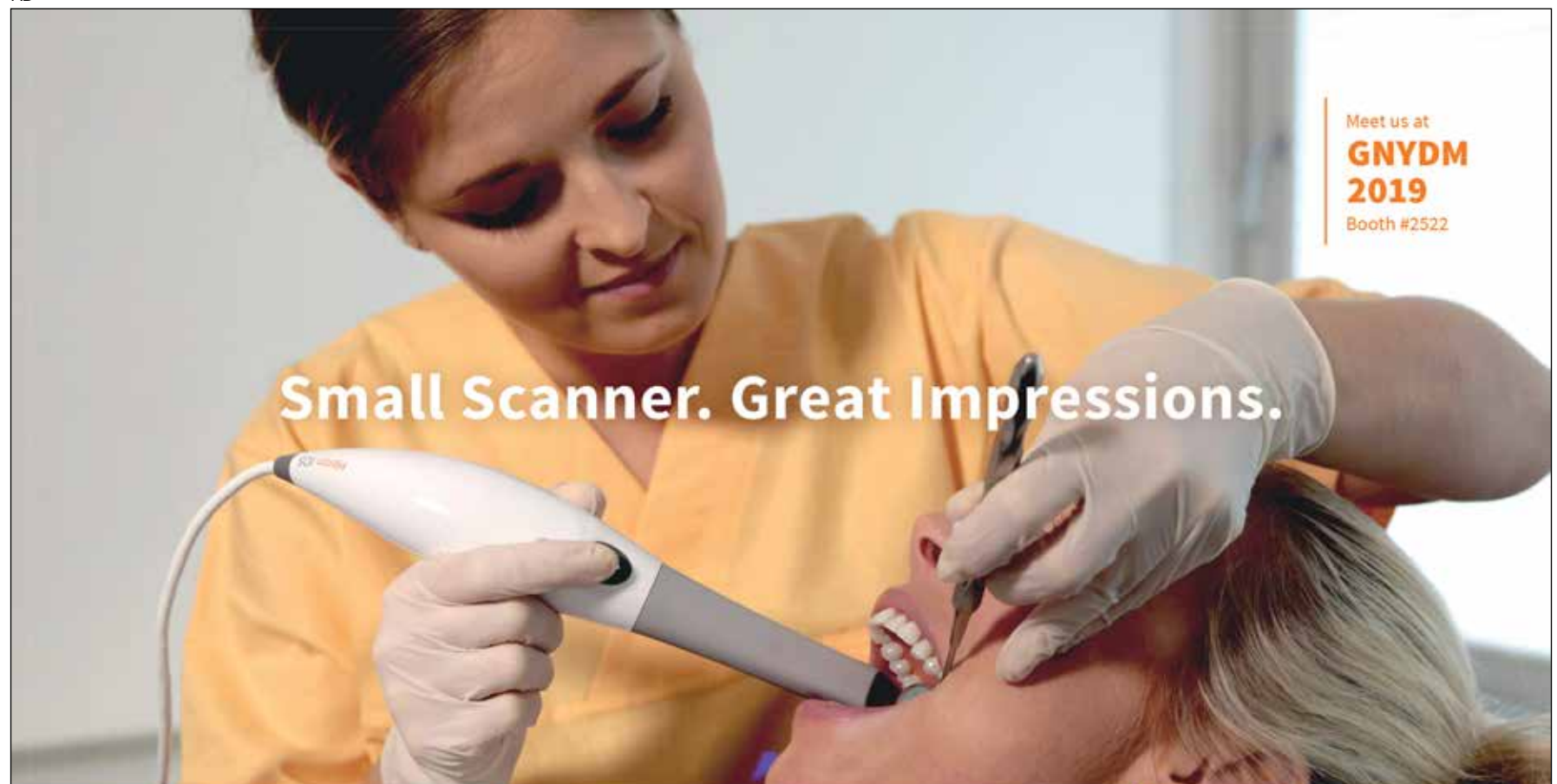
Dental Business Institute

The Office Manager Operations Courses are the latest expansion of Henry Schein's Dental Business Institute™, which originated as a year-long educational program that guides practitioners through the process of applying different business models to their practice vision. Throughout each session, DBI delivers business education to help dentists succeed in the fast-paced dental market.

In addition to the Office Manager courses, Henry Schein's DBI also offers Foundation courses, consisting of four sessions designed to help dental professionals plan, build, lead and improve their practices.

One-day courses are also available for dental professionals who may not have time for the full DBI curriculum, but still want to improve their business skills.

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