

**FREE SCREENING**

Stopping by the Henry Schein booth just may save your life. Get your oral cancer screening today.

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**SMILE WIDE**

Want to know what your patients would look like with a mouthguard? Here's your chance to find out.

► page 34

**SOCIALIZING IN SEATTLE**

The AACD is pulling out all the stops for social activities at its 2013 session. Take a look and then go register.

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# A Midwinter day's dream



Cloud Gate at Millennium Park2. Photo/Cesar Russ Photography

*Make an escape from the cold by checking out the countless array of scientific sessions, exhibitors and social events that await you here at McCormick Place West*

**I**t might be cold outside, but things are more than heating up inside here at the McCormick Place West Building, scene of this year's Chicago Midwinter Meeting, and not just because of the body heat of around 30,000 dentists and dental professionals currently trying to crowd their way into classrooms and the exhibit hall.

The theme of this year's meeting is "A Midwinter Night's Dream," and the agenda is filled to the brim with more than 200 scientific sessions and hands-on workshops.

In addition, live closed-circuit television returns to the meeting for patient-based lectures each day. Join leading cli-

► See MIDWINTER, Page 2

## Here in Chicago: what you need to know

**Online**

www.cds.org for more information

**Registration**

Register on-site at the McCormick Center West, Level 3 Concourse. Registration hours are 7:30 a.m.–5 p.m. today through Saturday.

**Exhibit Hall hours**

The Exhibit Hall is open 9 a.m.–5:30 p.m. today through Saturday. It is located on Level 3, Hall F.

**McCormick Place West arrivals and departures**

• Gate 40: taxi pick up/drop off

- Gate 41, 43, 44: CDS hotel shuttles
- Gate 42: private charter and limo pick up/drop off

**Shuttle bus service**

Most hotel shuttles will run to and from the West Building of McCormick Place. Shuttle bus service is available between peak hours of 7–11 a.m. and 3:30–6:30 p.m. Service will be provided throughout the day to and from McCormick Place and the Chicago Hilton and Towers.

**Dinner reservations**

You can make a dinner reservation for any of Chicago's restaurants while you are at the Midwinter Meeting. Look for

the Chicago Convention and Tourism Bureau's desk located adjacent to general registration, Level 3, for dinner reservations and other information about the city. This service is available 9 a.m.–5 p.m. today, Friday and Saturday.

**Dining options**

The McCormick Place West Building offers a variety of restaurant locations including the Restaurant Court, Level 2; Overlook Café, Level 3, Hall F; and Restaurant Pavilion, Level 3, Room W375AB.

**Tote bags**

Redeem your complimentary tote bag (tickets included in your registration cre-

dentials) at the tote bag pick up station on the exhibit floor, Level 3, Hall F.

**Boarding pass printing stations**

Two boarding pass printing stations will be located on the east side of the registration area, Level 3, Concourse.

**Wellness Center Health Screening**

The Chicago Dental Society has partnered with BlueAPPLE Health to bring you health screenings from 8 a.m.–5 p.m. today through Saturday in the Hyatt Regency McCormick Place, Rooms CC20–23. The health screening will be located near the Starbucks on the east side of the West Building Concourse.

← MIDWINTER, Page 1

nicians in the operatory in the southeast corner of the Exhibit Hall for a demonstration and discussion as techniques will be broadcast live on large screens. Topics include Frank Milnar speaking today on restorative dentistry, Ahmad Eslami presenting the latest in implant technology on Friday and Fred Margolis discussing lasers in dentistry on Saturday. Educational funding for these sessions are provided by Biolase, Kerr, Bisco Dental Products, GC America, Shofu Dental, Kuraray America and KaVo/Dexis.

The exhibit hall, with more than 600 exhibitors, is open daily from 9 a.m. to 5:30 p.m. Visiting the exhibit hall will once again earn you one C.E. credit per day.

Social events for the next few days include the Blue Man Group (at the Briar Street Theater following the welcome re-



The exhibit hall at the 2012 Chicago Midwinter. Photo/Fred Michmershuizen, Dental Tribune file photo

ception. Transportation will be provided to and from the event), the annual fashion show and luncheon, the band Cheap Trick on Friday night (sponsored by the CDS Foundation) and the President's Dinner Dance at the Grand Ballroom of the Hilton and Towers Hotel with Don Cagen and his orchestra.

In addition, the Chicago Dental Society is bringing back a popular Midwinter

Meeting event: the New Dentist Reception.

New dentists (those who have been a dentist for 10 years or less) are invited to gather together at a special reception from 4:30 to 6 p.m. Friday in the Level 2, 260 Restaurant at McCormick Place West. Enjoy food, refreshments and conversation with your contemporaries, all for \$10.

AD

## PhotoMed gives you options

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The macro flash that you use for dental photography has a huge impact on the quality of your images. Not all macro flashes are up to the task and many that are being offered are not compatible with the cameras they are being sold with.

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The World's Dental Newspaper - US Edition

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# Go get a free oral cancer screening

Open wide and get yourself checked for oral cancer with a free screening today through Saturday. Photo/www.sxc.hu

*Event sponsored by DentEZ, Henry Schein and the Oral Cancer Foundation*

DentEZ® Group, a supplier of products and services for dental health professionals worldwide, has teamed up with Henry Schein, one of the world's largest providers of health-care products and services to dental, medical and animal health practitioners, and the Oral Cancer Foundation in order to provide free oral cancer screenings here at the Chicago Midwinter.

The screenings will take place today and Friday from 10 a.m. to 4 p.m. and on Saturday from 10 a.m. to 3:30 p.m. at Henry Schein's Total Health booth, No. 2321.

Volunteers from the Oral Cancer Foundation will administer the screenings using the Identafi® oral cancer screening device, a product of the DentEZ Group's StarDental® division.

Since being selected as the exclusive global distributor of the Identafi in late 2012, Henry Schein has made the Identafi a core component of its Total Health™ Beyond The Mouth initiative. The Total Health Beyond the Mouth program is an integrated wellness and education program that informs patients of the integral link between oral health and total health and assists dental professionals in uncovering potential systemic health problems, including periodontal disease, oral cancer, sleep disorders, heart disease and diabetes.

"We are pleased with the active role that both Henry Schein and the Oral Cancer Foundation have assumed to advocate for the early screening of oral cancer," said Rick Gross, senior product manager for StarDental.

"By working together on initiatives such as this, we can advance this important public health issue and communicate the exceptional benefits of our system. And what better location to further remind and educate dental professionals about the importance of early detection than at the Chicago Dental Society's Midwinter Dental Meeting?"

### Here in Chicago

To receive a free oral cancer screening, stop by the Henry Schein booth, No. 2321, between 10 a.m. and 4 p.m. today and Friday and between 10 a.m. and 3:30 p.m. Saturday.

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# Saving lives daily

By **Bill Dickerson**  
 Founder and CEO of LVI

It's well known that we in dentistry can change people's lives through cosmetic or neuromuscular dentistry, building their self-esteem or eliminating a lifetime of CMD pain.

I've always said we are blessed to be in a profession that is so important, where we can change people's lives for the better. There are not many occupations out there than can say that.

But what is less known is dentistry's ability to save people's lives. What could be more powerful than that? Of course, I'm talking about treating obstructive sleep apnea (OSA), which takes the lives of so many people every year.

Most patients who suffer from OSA are unaware of this condition. To make matters worse, their physicians usually focus on the co-morbidities they present with, such as high blood pressure, GERD, etc. The physician then often prescribes cures for such co-morbidities without looking for a root cause.

## More information

For more information on LVI and its "Physiologic Approach to Dental Sleep Medicine," go online to [www.lviglobal.com](http://www.lviglobal.com).

Also, statistics show that nearly 85 percent of physicians who are not sleep specialists do not even "screen" for OSA.

I would like to share a very personal experience with this aspect of dentistry. My brother was OSA positive. He had gone to a sleep physician who sent him for a PSG and found he had an AHI of 36.4, which became 53.3 during REM sleep.

For those of you unfamiliar with these terms, that indicated my brother had severe obstructive sleep apnea. His lowest O2 saturation was 71 percent. Obviously, he was in the risk category for an early death.

He was prescribed a CPAP, which he hated and wasn't wearing regularly, but it got his AHI down to 10. However, it was pretty much worthless if he wouldn't use it during sleep.

I made my brother an LVI Somnomed (lingual-less), which he loved. But I had



Photo/Provided by LVI

him do both CPAP and the appliance for a while. This was all done last February (a year ago), and he reported he felt great. Recently, he informed me he was no longer using the CPAP, just the appliance I made him, and we scheduled him to be retested.

His AHI was 4.8! That's right — normal! His average O2 saturation was 95.3 percent with the lowest being 87 percent.

Making it even better is that he only slept on his back 6.7 percent of the time, but that amounted to an AHI of 18 percent during these times compared to his 3.9 percent for non-supine positions (most of the time he slept on his left side).

If he can prevent himself from sleeping on his back, he would be even better off.

It should be noted that we took the bite in his LVI neuromuscular position, and he only titrated the appliance 0.8 mm forward from that position.

For those of you who treat OSA, you will realize this is amazing. He has no trouble getting his teeth together after using the appliance and is totally comfortable while using it with no adverse symptoms.

I would encourage every dentist out there to get involved in this area of treatment for your patients and would encourage all of you to take the "Physiologic Approach to Dental Sleep Medicine" at LVI to learn how to do this properly. All sleep programs are not the same.

Many of you know that our tagline at LVI is "Changing lives daily." We should add, "Saving lives daily!"

AD

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# Handpiece manufacturer aims for global leadership

**TOKYO, Japan** — It is no secret that the years since the global financial crisis have not been very kind to companies in Japan. First, the recession slowed business investments significantly down, then the negative effects of the 2011 tsunami and the massive destruction it wrought almost brought the world's third largest economy to a halt.

For NSK, one of the country's largest dental manufacturers, troubles in the home market are its least concern because the company conducts most of its business elsewhere.

According to President and CEO Eiichi Nakanishi, with whom Dental Tribune International had the opportunity to speak at the company's headquarters in Tochigi, more than 80 percent of the company's revenues are now generated by its operations outside of Japan.

In the last three years, NSK has been performing particularly well in mature markets such as Europe and North America, where it boosted its presence with the opening of its new headquarters near Chicago, despite unfavorable conditions such as high market saturation and the ongoing decline of the yen against the dollar.

Since 2009, Nakanishi has also seen his company regaining its former market shares in Asia through centralized distribution and after-sales support offered by its new subsidiary in Singapore.

Another significant contributor has been NSK's European office in Germany, which accounted for almost one third of the 22.2 billion yen (\$278 million) in sales the company reported in 2011.

"That is why economic conditions in our home market have little or no impact on our overall business. We really think globally," Nakanishi explained.

According to the 48-year-old, who has run the company since 2000, one of the major reasons for NSK's strong market position, even in established markets, is its dedication to innovation and quality, combined with the excellent after-sales service it is able to provide to customers in almost every country except North Korea. But this hasn't always been the case.

Founded in the 1930s, the company had a rough start and operations were completely halted during World War II. Since the production of dental handpieces resumed in 1951, however, the company has grown extensively and now employs more than 700 people in its Japanese offices in Tochigi and Tokyo.

NSK also still produces most of the precision parts in-house, which, according to Nakanishi, is one of the reasons that dentists now identify the company with high-quality products.

"We employ many good engineers and marketing people who help us to constantly improve our brand and make it more attractive to dentists," he said.



NSK President and CEO Eiichi Nakanishi, right, in talks with DTI Publisher and CEO Torsten Oemus. Photos/Lutz Hiller, DTI



NSK still manufactures most of the precision parts in-house.



The company's headquarters in Tochigi, Japan.

## Here in Chicago

For more information on NSK Nakanishi and its products, stop by the booth, No. 1243.

One of NSK's most recent innovations, which was launched at IDS in Cologne in 2011, for example, is the Ti-Max Z series, a durable premium handpiece that is purported to have the smallest heads and necks in the industry, as well as an exceptionally low noise level and virtually no vibration.

The Surgic Pro surgical micromotor has also received much interest, particularly by dental implant surgeons. This device is distributed alongside implant systems by major implant manufacturers.

NSK asserts it pays close attention to the needs of its customers, a philosophy that has resulted in products such as the S-max pico, which was developed solely for the treatment of patients with smaller mouths, such as children.

Moving into other markets is conceiv-

able but unlikely to happen anytime soon, according to Nakanishi. Even though his company has begun to enter new areas in the last decade with the launch of instruments such as ultrasonic scalers and polishers, its core business will remain dental handpieces and other small-motor equipment.

"When it comes to handpieces, we have produced more innovations than our competitors," Nakanishi said. "Our goal is to become the No. 1 company worldwide in this segment."



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