PNDC PREVIEW

DENTAL TRIBUNE

The World's Dental Newspaper · U.S. Edition

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IMPLANT TRIBUNE
The World's Implant Newspaper · U.S. Edition

Clinicians head to Anaheim
Implant companies bring their new products to the CDA spring meeting. ▶ *page 1B*

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New officers and members named during the AAE's annual meeting. ▶ *page 1C*

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The World's Cosmetic Dentistry Newspaper · U.S. Edition

Nanohybrid composites
A patient-friendly choice in terms of financing and the treatment offered. ▶ *page 1D*

Get ready for the Pacific Northwest Dental Conference

The 2011 Pacific Northwest Dental Conference (PNDC) will be held June 16 and 17 (Thursday and Friday) at the Washington State Convention & Trade Center in Seattle. The meeting, sponsored by the Washington State Dental Association (WSDA), offers two days of continuing dental education with more than 50 nationally renowned speakers and a dental trade show of more than 350 exhibits. With over 8,000 attendees, the PNDC is the largest gathering of dental professionals in Washington.

"The Committee on the Pacific Northwest Dental Conference has again planned an unparalleled educational program for 2011, featuring some of the most highly regarded educators in the field of dentistry," said Dr. Douglas P. Walsh, president of the WSDA, in a welcome message to attendees. "Our education program continues to showcase the art and science of dentistry."

Following are some highlights of what is new and exciting at PNDC this year.

Seatlle is the host city for this year's Pacific Northwest Dental Conference. (Photo/Oscar Williams, www.dreamstime.com)

Live demos

On Friday morning, PNDC will present live demonstrations of some of the hottest in-office technologies, including two CAD/CAM systems — Cerec by Sirona and E4D by Henry Schein. Later that afternoon, 3M and Itero will present their digital impression systems. Each live presentation will use real patients in real-world applications that mimic conditions you'd find in your own practice — no typodont theoreticals, here. The three-hour sessions will feature cutting edge technology and award C.E. credits for attendance.

Expanded offerings

With more than 100 lectures and workshops, attendees will have even more to choose from when they purchase a full conference badge. Earn up to 14 credits in two days.

Exhibit hall

More than just the home of some 200 exhibitors, the exhibit hall is the place to be for drawings, giveaways and gifts. The PNDC will be revving up attendees with coffee, massages and taking pictures of you with your

→ DT see PNDC, page 2A

A new model for dental hygiene?

Today's hygienist is doing much more than just perio charting, scaling and polishing. The number of risk factors that hygienists test for and assess requires the speed of a super hero to get these done in addition to standard procedures. In order to handle all these tasks better, perhaps it's time to introduce a new position, the 'risk factor manager,' to dental hygiene practice.

→ See section 1E

ADA, Dr. Oz answer oral health questions

The American Dental Association (ADA) has joined forces with Sharecare, a new online resource that invites the public to submit health-related questions and have them answered by health professionals.

The website was created by Mehmet Oz, MD, a physician who first began fielding questions on "The Oprah Show" and now hosts "The Dr. Oz Show," and Jeff Arnold, founder of WebMD.

Investors include Harpo Productions, which produces Oprah Winfrey's talk show, and Discovery Communications. Sharecare's goal is to provide accurate, clear and concise health information from multiple points of view.

The website is located at *www.sharecare.com.*

"Sharecare's partnership with the American Dental Association completes a necessary circle in total

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Seattle attractions

Pike Place Market: One of the oldest continuously operated farmer's markets in the United States, Pike Place Market (www.pikeplacemarket.org) presides over a 9-acre historic district in the heart of downtown. The market features fresh fish and produce stands, arts and crafts, ethnic groceries and gift stores, vintage clothing, antiques and collectibles, international restaurants, cafes and food bars. Street musicians entertain at designated locales throughout the market.

The Seattle waterfront: Seattle's natural deep-water harbor, Elliott Bay (www.seattlewaterfront.org), teems with trade, ferry boats, luxury cruise liners, sightseeing tour boats and myriad pleasure craft. Prime harbor views can be found on the city's central waterfront, stretching along Alaskan Way from Pier 70 on the north to Pier 48 on the south. Midway, built atop Pier 59 is the Seattle Aquarium. Pier 66 is home to the Bell Street Cruise Terminal, homeport for luxury cruise liners bound for Alaska's Inside Passage (a second cruise ship terminal is located at Pier 90). At Pier 55 and 56, Argosy Cruises features decidedly smaller vessels for sightseeing trips and evening dinner cruises. Also departing from Pier 55, Tillicum Village offers a scenic boat trip to nearby Blake Island for a Northwest Coast Native American stage show. The Seattle Waterfront also features souvenir and gift shops and an array of Northwest seafood dining.

(Source: visitseattle.org)

← DT page 1A, PNDC

staff and spouse — all for free.

Buyer incentive program

For the first time, the PNDC will reward its biggest exhibit hall spenders. The three attendees who spend the most money inside the exhibit hall by the end of the conference will be rewarded with $500 Apple gift cards.

New exhibit hall and registration locations

Once again, the PNDC is sharing the convention facility this year. Registration will now be located on the Fourth Floor Sky Bridge, and the exhibit hall will be housed on the Fourth Floor, North Wing.

Table clinics

Six post-graduate residents in the Advanced Education in General Dentistry program at Joint Base Lewis-McChord (JBLM), will present table clinics inside the exhibit hall. These clinics, a popular way to learn from peers, will make their debut this year in the exhibit hall.

Golf tournament

Come play for the WSDA Component Cup with your peers and contemporaries at the PNDC Golf Classic, presented by Viking Bank on June 18 at Harbour Pointe Golf Club. Benefiting the Washington Oral Health Foundation, golfers will have a shot at prizes and be invited to participate in contests throughout the day. The tournament wraps up with lunch where participants will find out who won the first WSDA Component Cup.

Keep your official program (OP)

The PNDC has found that most attendees already know which lectures they plan to attend prior to the event, and the vast majority of on-site programs were wasted.

Rather than print both the OP and the on-site program, the PNDC is asking attendees to hold on to the OP and bring it to the conference if you need course descriptions while in attendance. The PNDC will distribute a map with lecture and workshop locations, the schedule at a glance and a complete map/listing of the exhibit hall.

"For the 124th year, the Pacific Northwest Dental Conference is still recognized as one of the finest dental meetings in the country, and will offer you the perfect venue to learn the skills necessary to provide your patients with the best possible care," Walsh said.

(Source: Washington State Dental Association)

← DT page 1A, Oz

health as we learn more and more the importance of oral health in overall wellness," Oz said. "Sharecare will provide a platform for the American Dental Association to provide essential information from multiple points of view and provide consumers with vital resources."

The ADA will be a leading resource for the oral health content on the site, which launched in 2010, answering questions and providing information about various topics.

The ADA will join other top health associations currently on the site as Sharecare resources, including the American Cancer Society, American Heart Association, the American Association of Retired Persons, American Diabetes Association and several leading hospitals.

"In Sharecare, we saw the opportunity to bring the voice of the ADA and dentists to millions of people, providing them with the most credible and trustworthy oral health information there is and helping them achieve optimal oral health," said Dr. Raymond F. Gist, ADA president.

The Sharecare platform not only will provide the credible oral health perspective from the ADA, but links to *www.ada.org* to expand upon answers and guide people to the in-depth dental health information resources of the ADA.

Oral health will be among 48 topics covered on the site. Consumers can also ask questions pertaining to cancers, fitness and exercise and mental health, among many other areas.

The ADA and Sharecare will immediately collaborate to add ADA answers to visitor questions about oral health and dental care.

Sharecare was founded in 2009 and is based in Atlanta. Its mission is to greatly simplify the search for high-quality health-care information and answer the world's questions about health. DT

(Source: American Dental Assocciation)

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Dental Tribune
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Publisher & Chairman
Torsten Oemus
t.oemus@dental-tribune.com

Chief Operating Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor & Designer
Robin Goodman
r.goodman@dental-tribune.com

Editor in Chief Dental Tribune
Dr. David L. Hoexter
d.hoexter@dental-tribune.com

Managing Editor/Designer Implant, Endo & Lab Tribunes
Sierra Rendon
s.rendon@dental-tribune.com

Managing Editor/Designer Ortho Tribune & Show Dailies
Kristine Colker
k.colker@dental-tribune.com

Online Editor
Fred Michmershuizen
f.michmershuizen@dental-tribune.com

Product & Account Manager
Mark Eisen
m.eisen@dental-tribune.com

Marketing Manager
Anna Wlodarczyk
a.wlodarczyk@dental-tribune.com

Sales & Marketing Assistant
Lorrie Young
l.young@dental-tribune.com

C.E. Manager
Julia E. Wehkamp
j.wehkamp@dental-tribune.com

C.E. International Sales Manager
Christiane Ferret
c.ferret@dtstudyclub.com

Dental Tribune America, LLC
116 West 23rd Street, Suite 500
New York, NY 10011
Tel.: (212) 244-7181
Fax: (212) 244-7185

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This symposium will allow you the opportunity to hear from numerous experienced lecturers on the advancements and cutting edge techniques in implant dentistry of today and the chance to network, exchange information and socialize with colleagues and friends from around the country and the world.

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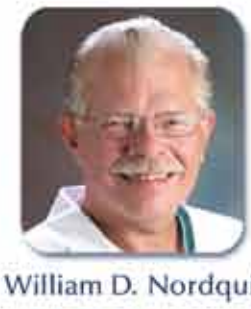
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* Excerpted from THE DENTAL ADVISOR Evaluation, November 2010, Volume 27, No. 09.

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The EMS promise: painless ultrasonic therapy

Switzerland's Electro Medical Systems (EMS) wants to demonstrate how treatment with an ultrasonic scaler can be enhanced even more with the brand new Piezon Master 700. EMS points to the special refinements of integrated i.Piezon technology. It is designed to assure smooth interaction between the original Piezon handpieces and the EMS Swiss instruments made of biocompatible surgical steel to ensure the best in patient comfort.

The company says that the i.Piezon module assures that instrument movements are perfectly aligned with the tooth surface, and vibrates 32,000 times per second to make it extremely effective.

The intelligent feedback control minimizes damage to the tooth surface. The result is a uniquely smooth tooth surface and maximum soft-tissue protection. As EMS explains, this is the formula for incomparable precision and therapy that is practically painless thanks to optimum instrument movements.

The balanced Piezon handpieces show how substantially improved illumination of the oral cavity can be achieved with the six LEDs arranged around the tip of the handpiece.

In the words of the manufacturer, which describes itself as the leading maker of dental hygiene systems, this advance enables dentists to handle ultrasonic instruments with even greater precision.

This means even greater precision for periodontal and root canal treatments, calculus removal, cavity preparation and other conservative treatments.

The seamless housing of the Piezon Master 700 has an esthetic, ergonomic and hygienic design, which promises a high degree of operator comfort.

The touch panel can be rapidly and precisely operated by simply touching the self-explanatory operating elements or tapping on the desired action. This enables the system to meet all the requirements in respect to ease of use, and especially hygiene.

The two replacement bottles with a capacity of 350 ml or 500 ml for holding various antiseptic solutions are resistant to UV radiation and can be replaced easily and quickly thanks to their snap-shut caps. DT

Electro Medical Systems S.A.
Chemin de la Vuarpillière 31
CH-1260 Nyon
Tel. +41 22 99 44 700
Fax +41 22 99 44 701
welcome@ems-ch.com

Fig. 1: The Piezon Master 700: a new ultrasonic scaler with integrated i.Piezon technology.

Fig. 2: The balanced Piezon handpieces show how substantially improved illumination of the oral cavity can be achieved with the six LEDs arranged around the tip of the handpiece.

Fig. 1

Fig. 2

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New universal self-etch bonding agent does not need a separate activator

Oxford Scientific Dental Products introduces Oxford Bond SE, a simple-to-use, self-etching bonding agent. Oxford Bond SE is designed for use in both direct and indirect techniques. The agent provides strong, reliable bonding of composites, compomers and resin-reinforced glass ionomer materials to dentin and enamel. Unlike most self-etching bonding systems, Oxford Bond SE can be used for indirect procedures without adding a separate adhesive or dual-cure activator. This simplifies the procedure and makes it more reliable by eliminating any variability in mixing by various staff members, ensuring a tenacious bond with every procedure.

Proven to be superior

Oxford Bond SE provides all the benefits of a cutting-edge self-etch adhesive: less patient sensitivity, ease of use and fewer application steps. It exhibits superior bond strengths to both dentin and enamel. In a laboratory study (data available upon request), Oxford Bond SE showed bond strengths superior to six of the leading self-etch adhesives on the market. Oxford Bond SE received a ++++ rating from The Dental Advisor. More than 50 percent of the evaluators stated they would switch from their current self-etch bonding agent to Oxford Bond SE.

AD

Oxford Bond SE is very simple to use. Application requires only three steps with a total time of 45 to 50 seconds. Light curing is achieved in 20 seconds and self-curing is achieved in 5 minutes.

Oxford Bond is supplied in 5 ml bottles or in 0.15 ml single doses. The single-dose delivery system is highly reliable. Gravity feeds the fluid in the upper chamber into the lower chamber, insuring a complete and homogenous mixing of the components. Each single-dose container has enough to bond to at least three units. This single-dose system provides enough material for a standard procedure without wasting and inordinate amount of bonding agent in the mixing well. It also promotes good infection control.

Oxford Bond SE is competitively priced and represents a very good value for your supply dollar. To order Oxford Bond SE or to obtain additional information, call Finnigan Enterprises at (888) 686-1950 or go to *www.oxfordscientificdental.com.*

About Oxford Scientific Dental Products

Although the Oxford Scientific brand name may be new to North American dental professionals, the company has been manufacturing dental consumables for a number of U.S. companies for nearly 20 years. Oxford Scientific Dental Products are manufactured to the highest standards. The facility is FDA registered and the products are CE certified.

The company's mission is to provide the dental consumer with the finest quality materials based upon state-of-the-art manufacturing and the pride of a dedicated workforce. The company's portfolio currently contains: a core build-up material, Oxford Zircore Nano, a dual-cure, nano zirconia filler reinforced resin core build-up material that was rated "Excellent-Good" by an "independent, non-profit dental education and product testing institute" in its January 2011 newsletter; a complete line of temporary crown and bridge materials, such as Oxford Temp, a temporary C&B material, Oxford Temp Cem, a temporary cement and Oxford Correct, a flowable composite repair material for the temporary C&B material. Oxford Correct was selected by the "independent, non-profit dental education and product testing institute" for its 2010 Buying Guide, published in its December 2010 newsletter.

The Oxford Scientific Dental Product portfolio will constantly expand to fulfill the needs of every practice for high-quality restorative

GC America announces RESTORE Japan promotion

GC America announced a promotion that will help the victims of the recent earthquake and tsunami in Japan. The RESTORE Japan promotion will feature many of GC America's popular products, including the new G-aenial™ Universal Flo composite and GC Fuji IX™ glass ionomer.

Depending on the promotional offer utilized, a percentage of the sales will go directly to help the devastated areas through coordination by the Japan Dental Association (*www.jda.or.jp/en/index.html*). Each participant will also receive a GC America RESTORE Japan gift in appreciation for their donation.

"We are very concerned for the welfare of all the people of Japan, including our GC associates and their families who have been affected by this terrible tragedy. We recognize the continuing need for support and we want to provide a simple way for the dental industry to contribute. We want them to feel confident that their donations are reaching people in need," says John O'Neill, vice president of sales and marketing at GC America.

In the philosophy of Semui, GC Corp. and GC America have total commitment to its customers. Semui is a Japanese ideology that essentially means, "always do the right thing for your customers without any regard to oneself."

The promotion begins June 1 and will continue through the summer. Contact your authorized GC America dealer for more information.

GC Corp. is celebrating its 90th anniversary as a leader in the science and technology of dental materials. In 1921, three young Japanese chemists in Tokyo laid the foundation of what today can be considered one of the world's largest suppliers of dental products with around 2,400 employees and four production sites in Japan, the United States, China and Europe.

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(Photos/Provided by Oxford Scientific)

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COSMETIC TRIBUNE

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Alternative treatment options with nanohybrid composites

By Bruce J. LeBlanc, DDS

In the past few years, the economic condition of many of our patients has changed, thus limiting their options when making dental treatment choices.

In situations where lab-processed restorations may be the optimal long-term option, patients may be forced to choose dentistry that will transition them, not only spreading out treatment over a longer period of time, but choosing restorations that require less immediate cost. For many of us practicing dentists, this can include our family and friends.

In my practice, I have always developed patient-friendly choices both for financing as well as the treatment offered. We use digital X-rays and photographs to triage and explain treatment needs and solutions, encouraging our patients to be involved with treatment decisions.

There is little doubt that today's porcelain crowns offer maximized esthetics for the longest period of time. However, these types of restorations, especially when multiple teeth are involved, may be beyond a patient's ability to pay.

Recognizing that a current financial limitation can be temporary should be considered when charting a path that hopefully assists a patient in keeping his or her teeth for a lifetime in comfort.

Our ability to offer different treatment options to solve the same clinical condition can be a tremendous service to our patients and creates some of our most satisfying success stories.

In that regard, I am sharing in this article two situations that I encountered where the need for restorations was immediate and yet the patients were financially limited as to how much they could afford.

In my practice, nanohybrid composites are my preferred restorative materials of choice when creating alternatives to lab-processed porcelain. These restorations can be sculpted in a way that minimizes the amount of tooth structure removed while providing durable long-term success when done with bonding agents and techniques that maximize adhesion.

The following cases offer insight into how we use these materials to offer treatment

→CT page 2B

Fig. 1

Fig. 2

Wanted: whiter, brighter teeth

AACD members expect the demand for teeth whitening to increase this year

Teeth whitening seems to be on everyone's wish list — and this momentum is likely to continue through 2011, according to a quick poll of members at the American Academy of Cosmetic Dentistry (AACD).

AACD members performed an average of 77 whitening treatments last year, and 57 percent said they expect this number to rise.

"We are doing more whitening than ever before in our practice," says Shannon Pace Brinker, certified dental assistant and clinical editor for CPS magazine.

Pace Brinker performed more than 400 whitening treatments in the past year, and gives credit for the treatment acceptance due to the ability to offer a high-quality whitening system with options to treat her patients based on bleaching strength, time, finances and patient compliance systems within her practice at Greenbrier Dental in Chesapeake, Va.

Pace Brinker says that her practice has reduced its whitening fees, which has not only brought in more patients seeking whitening — but it's also opened their eyes to other cosmetic dental treatments.

"Our existing patients are saying 'yes' to other procedures after the whitening, such as bonding, replacing amalgam fillings and replacing porcelain restorations to match the whitening they have achieved," she said.

While the number of patients seeking whitening treatments will likely increase this year, Pace Brinker expects that the fees for whitening will actually decrease, due to specials offered by dental practices through deal-a-day sites such as Groupon and LivingSocial.

The average price for a whitening treatment is about $150 for take-home whitening and $350 for in-office, Pace Brinker says. Since her practice adjusted the fees for treatment, she sees up to 12 to 14 patients per day on Mondays and Tuesdays just for whitening.

"Our case acceptance has exceeded our expectations with these adjusted fees," Pace Brinker said.

AACD members said their practices generated about $19,100 on average from whitening last year.

The majority of AACD members polled said they provide in-office and take-home whitening treatments. Twenty-two percent said their patients have told them they use over-the-counter or commercially available whitening treatments.

Gender-wise, it seems that women are more concerned with a white smile. Roughly 65 percent of dental patients seeking whitening treatment last year were female, according to the poll.

(Photo/Scott Rubenstein, www.dreamstime.com)

"I think women are used to paying higher fees for services to make us look and feel better," Pace Brinker says. "Currently, men are more concerned about costs; however, as the market continues to be concerned with whiter teeth, I think you will see a trend from our male patients that is more equal to our female clients' philosophy."

→CT page 3B