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www.dental-tribune.com

HONORING DR. ANTHONY VOLPE

Dental Tribune editor in chief shares personal thoughts on why the Oral Health Alliance feted this major oral-health advocate.

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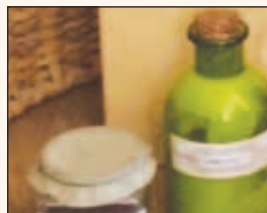


HYGIENE TRIBUNE

FROM WILLIAMSBURG TO SCHEDULING APPS

Living-history visit leads to thoughts about making and keeping appointments.

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IMPLANT TRIBUNE

CLASSIC, CUTTING EDGE

American Academy of Implant Dentistry to blend both at annual conference, Oct. 21–24 in Las Vegas.

► page c1



ADA members, guests, dentistry companies to meet in U.S. capital

National museums to host welcome reception

ADA 2015, billed as America's Dental Meeting, is Nov. 5–10 in Washington, D.C. Registration details can be found at ADA.org/meeting, and a current list of planned courses is available at eventscribe.com/2015/ADA.

Fun at the museums

New this year is an off-site welcome reception included in the cost of registration, scheduled for the evening of Thursday, Nov. 5. Host sites are two of the world-renowned Smithsonian museums, the National Museum of Natural History and National Museum of American History. Both museums will be closed to the public, giving attendees private access to the exhibitions. At press time, the event remained open to registered attendees; however, because space is limited, the ADA is encouraging prospective attendees to register for ADA 2015 as soon as possible to secure a spot.

Another social event on the meeting agenda also features a visit to a museum. Attendees can sign up for a tour of the Dr. Samuel D. Harris National Museum of Dentistry in Baltimore, scheduled for Saturday afternoon, Nov. 7. The \$40 event is

worth two C.E. hours. The 7,000-square-foot museum offers visitors the opportunity to view 40,000 historic artifacts, including George Washington's ivory denture, as well as interactive exhibitions designed to inspire people to make healthy choices about oral health.

Distinguished speaker series

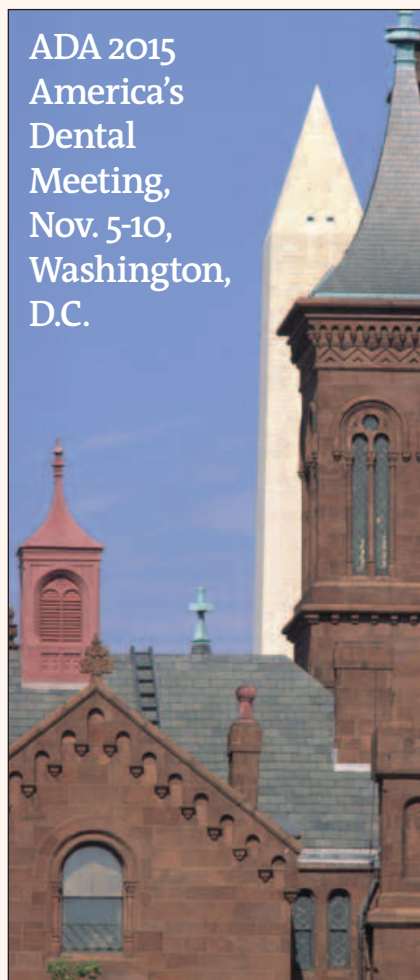
The opening general session and distinguished speaker series, Thursday morning, Nov. 5, will feature Eleanor Clift and Charles Krauthammer. Clift (formerly with Newsweek) is the Washington, D.C., correspondent for The Daily Beast and is a regular McLaughlin Group panelist. Krauthammer, a Pulitzer Prize-winning syndicated columnist and commentator, also is a contributor for Fox News and appears nightly on Fox's evening news program, "Special Report with Bret Baier."

Vast exhibit hall

The exhibit hall, featuring more than 550 exhibitors, will feature hands-on courses, a dental office design center, a live-patient CAD/CAM stage and many other

► ADA, page A12

ADA 2015
America's
Dental
Meeting,
Nov. 5–10,
Washington,
D.C.



Taking advantage of its Washington, D.C., location, ADA 2015 will feature a welcome reception with exclusive access to two of the city's renowned Smithsonian museums.

Photo/Provided by Destination DC

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DENTSPLY, Sirona commit to merger

DENTSPLY International Inc. and Sirona Dental Systems Inc. have announced that the boards of directors of both companies have unanimously approved a definitive merger agreement that the companies say will result in the world's leading manufacturer of professional dental products and technologies.

The merger will create a combined company with the largest sales and service infrastructure in the dental sector, with 15,000 employees globally. "This is an exciting day for both companies, for the dental community and for patients around the globe. We are bringing together two world-class companies that share a culture of innovation and will foster the development of differentiated, integrated solutions for general practitioners and specialists, particularly in the

highest growth segments of the dental industry," said Jeffrey T. Slovin, president and CEO of Sirona. "Combining Sirona's proven digital solutions and equipment with DENTSPLY's leading consumables platform creates the most comprehensive dental solutions offering available to meet customer demand in every key segment. I look forward to leading the talented teams of both Sirona and DENTSPLY as we drive the global digitization of dentistry, offer superior solutions to customers and patients and create 'The Dental Solutions Company.'"

The combined company will be called DENTSPLY SIRONA and trade on NASDAQ under the symbol XRAY. The headquarters will be in York, Pa., DENTSPLY's current headquarters. An international headquarters will be in Salzburg, Austria.

Offering extensive product and services platforms in consumables, equipment and technology, the combined company will provide a comprehensive set of complementary offerings and end-to-end solutions to enhance patient care. According to the two companies, dental professionals across the globe will be supported by the largest sales and service infrastructure in the industry, backed by leading distributors, to deliver a product range designed to meet an increasing global demand for digital dentistry and integrated solutions.

"We are excited about bringing together two industry leaders," said Bret W. Wise, chairman and CEO of DENTSPLY. "DENTSPLY SIRONA will offer a comprehensive

► MERGER, page A10

AD

"My personal journey at LVI taught me the most cutting edge techniques in dentistry. It taught me how important it is to work on my business and most of all to love what I do and provide my patients with life changing dentistry."

Dr. Conchi M. Sanchez-Garcia, Miami, FL



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DENTAL TRIBUNE

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PUBLISHER & CHAIRMAN
Torsten Oemus t.oemus@dental-tribune.com

PRESIDENT & CHIEF EXECUTIVE OFFICER
Eric Seid e.seid@dental-tribune.com

GROUP EDITOR
Kristine Colker k.colker@dental-tribune.com

EDITOR IN CHIEF DENTAL TRIBUNE
Dr. David L. Hoexter feedback@dental-tribune.com

MANAGING EDITOR U.S. AND CANADA EDITIONS
Robert Selleck r.selleck@dental-tribune.com

MANAGING EDITOR
Fred Michmershuizen
fmichmershuizen@dental-tribune.com

MANAGING EDITOR
Sierra Rendon s.rendon@dental-tribune.com

PRODUCT/ACCOUNT MANAGER
Humberto Estrada h.estrada@dental-tribune.com

PRODUCT/ACCOUNT MANAGER
Will Kenyon w.kenyon@dental-tribune.com

PRODUCT/ACCOUNT MANAGER
Maria Kaiser m.kaiser@dental-tribune.com

BUSINESS DEVELOPMENT MANAGER
Travis Gittens t.gittens@dental-tribune.com

EDUCATION DIRECTOR
Christiane Ferret c.ferret@dtstudyclub.com

ACCOUNTING COORDINATOR
Nirmala Singh n.singh@dental-tribune.com

Tribune America LLC
116 West 23rd St., Ste. #500
New York, N.Y. 10011
(212) 244-7181

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Oral Health Alliance honors Dr. Anthony Volpe

By David L. Hoexter, DMD, FACD, FICD,
Editor in Chief, Dental Tribune USA

The Oral Health Alliance paid homage to Dr. Anthony Volpe at its recent annual gala, held once again in Chicago.

A man of commitment and honor, Volpe is worthy of recognition, with endless achievements, including a recent trip to Israel to assist in Dr. D. Walter Cohen's initiative, "Bridges to Peace." Volpe has been involved in Israel's oral health development for more than 20 years, supporting among other things both the Hebrew Dental School and the Palestinian Dental School. The two schools are known for their program that enables students to switch schools to interchange knowledge — truly building bridges to peace.

Often when an organization honors an individual, it is with great preceding fanfare, in part to draw a large contingent of supporters to help make the event an enthusiastic affair and financial success. In this instance, to its credit, the Oral Health Alliance did not announce the honor prior to the meeting. Yet even without advance notice, the vast room was filled to capacity with Volpe admirers. Donations to OHA's charitable efforts were flowing, much of it via an auction that raised funds supporting OHA's efforts to advocate for and deliver oral health to the world's most underserved populations.

The award presented to Volpe is truly commendable, honoring a man who has encouraged all aspects of dentistry and oral health for his entire professional life — all with generosity, humbleness, enthu-



From left, Dr. David L. Hoexter with Dr. Anthony Volpe. Photo/Provided by Dr. David L. Hoexter

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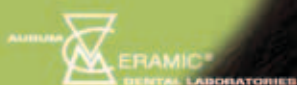
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siasm and grace. He and his wife of more than 50 years, Marlene, have always lived as an example of decency. His leadership role in research with Colgate-Palmolive led the way to so many positive products and services of immeasurable benefit to the public's oral health. When it was time to pass the baton to continue Colgate's contribution to society and the business of oral health, Volpe accomplished the task like a father handing off to a son, remaining available as a loyal contributor — with insights and opinions when asked.

He is a born leader. A champion of decency, faithfulness and leadership. He readily praises the many teachers and others who helped form him as they furthered the field of dentistry, including notables such as Dr. J. Manheim, Dr. A. Dragoni and Dr. D. Walter Cohen. Volpe has supported all areas of dentistry, including through his involvement with the International Academy for Dental Facial Esthetics and schools such as Rutgers.

When the gala evening commenced, Volpe graciously took me to his table and sat me next to him — surrounded by some of the ADA's top leaders and their spouses. It was just a few years ago that Volpe raised \$29 million for the ADA Foundation, specifically earmarking the funds solely for increasing dental health and delivering associated information to dentists, dental students and the public — not for marketing or lobbying.

A telling anecdote illustrates Volpe's character: When this deeply religious man obtained a personal meeting with the Pope, he used the visit to speak of providing toothbrushes and improved oral health to countries with the greatest need.

The Oral Health Alliance presented Volpe with this honor not to recognize research, business acumen and service in advancing oral health, but to simply say "thank you" to a classy, wonderful individual who just so happens — to our good fortune — to be a dentist. As Dr. Milke and JoAnn Alfano so succinctly said, "(We) and the professional field thank you for your leadership, achievements, generosity, integrity — but most of all — for your friendship." Personally, I am fortunate to have Tony as a friend and colleague. The OHA filled the vast room to honor him without financial magnetism and without prior announcement. I personally, professionally — and as a friend — just wish to add my own, "Thank you uncle Tony."

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With the 2016 Pacific Dental Conference opening on St. Patrick's Day, more than just the roof will be green at the Vancouver Convention Centre, host site of the annual conference. Meeting organizers are planning all sorts of Irish fun — with a Western Canada twist. Photo/Provided by the Vancouver Convention Centre

Get even greener in Vancouver

Pacific Dental Conference plans to include a St. Patrick's Day twist

Because opening day of next year's Pacific Dental Conference coincides with St. Patrick's Day, conference attendees will get to enjoy the holiday with a Western Canada flavor — while also earning C.E. credits.

The PDC, which typically attracts more than 12,500 dental professionals, will be from March 17–19 in Vancouver, British Columbia.

More than 130 local, North American and international speakers will present 150 open sessions and 36 hands-on courses covering a variety of topics. Attend-

ees also will be able to explore Canada's largest two-day dental tradeshow (with more than 300 exhibitors), getting the year's first chance in Canada at seeing the latest in dental equipment and services.

For most attendees, C.E. credit is given for general attendance (up to five hours) and individual courses (up to 20 C.E. credits). Online registration opens Oct. 15 at www.pdconf.com. Special hotel rates are available now.

(Source: Pacific Dental Conference)

AD



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DESCRIPTION

In this overview of the complicated world of occlusion and physiology, we will discuss the power our profession has to help correct "dental" issues. More importantly, we will discuss things that are typically dismissed as medical issues, but happen to respond very well to proper physiologic support from a dentist. Unfortunately the tools to protect and heal our patients are not part of the basic education we received in dental school, and our patients are suffering daily with these issues. LVI can show you how to make a dramatic and positive impact on your patients' quality of life and create a practice that is not only more powerful, but professionally much more rewarding!

OBJECTIVES

- Discuss the two sides of bite disease
- Daytime TMD issues
- Night time OSA and airway issues
- Explore the significance of airway problems in your practice
- Discover the effective and surprising solution to TMD issues
- Uncover the link between the bite and how it affects the rest of the body
- Discuss the difference between the micro-occlusion we were taught in school and the macro-occlusion that drives restorative success and patient control • **And Which is More Important!**

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IAPA event 20 years in the making

The 2015 International Association of Physiologic Aesthetics/LVI Conference and 20th Anniversary Gala will be held from Oct. 22–24 at the LVI Global campus in Las Vegas.

The anniversary will be celebrated with a gala dinner and dancing on Friday, Oct. 23, at the Red Rock Resort and Hotel.

Another highlight is the keynote by award-winning journalist Lisa Ling, host of the CNN show "This is Life, with Lisa Ling."

A panel discussion titled "The future of dentistry" will be moderated by Dr. Bill Dickerson and will feature as panelists: Dr. Jonathan Shenkin, ADA first vice president; Dr. Craig Yarborough, assistant dean for institutional advancement, Arthur Dugoni School of Dentistry; Dr. Gordon Christensen; Dr. Ron Jackson; and Dr. Omer Reed.

Wide variety of speakers, topics

Other speakers and topics scheduled for the event include: Dr. Joe Hickey, MD, on heavy metal toxicity; Dr. Keith Holden on nutrition; Brad Kearns with "Primal blueprint"; Dr. S. David Buck and Dr. Tim Gross on orthodontics; Dr. Sahag Mahseredjian with "NMD and Micro2"; Dr. Mike Reece with "Dentures are profitable"; Sherry Blair, CDA, with "My first day"; Kimm Knight with "No fee, no doctor consult"; Drew Matthews with "Be your own brand"; Patrick McKeown with "Butekyo: Breathing for health"; Joy Moeller, RDH, on myofunctional therapy; Dr. Paul Moore with "Acute pain management"; Dr. Keith Blankenship on sleep apnea; Dr. Ed Suh with "Leadership principles"; Dr. Brett Taylor with "10 things you need to know"; Dr. Norman Thomas with "Importance of physiology"; and Jill Taylor, RDH, with "Genetics in dentistry."

For more information and registration/membership details visit www.theiapa.com or call (888) 584-3237.

(Source: International Association of Physiologic Aesthetics/LVI)

Smallest dimensional attachment system designed to be compatible with all implants

Rhein’83 OT Equator has a reduced vertical profile of 2.1 mm and diameter of 4.4 mm

Rhein’83, a global producer of precision attachments on removable prosthesis, describes its OT Equator as the smallest dimensional attachment system on the market. It has a reduced vertical profile of 2.1 mm and diameter of 4.4 mm (metal housing included). It is compatible with any implant brand.

Because of its shape, Equator provides superior stability when compared with

traditional attachments, according to the company. It corrects divergence of up to 25 degrees, the company reports. Functionality is guaranteed by coupling of attachment and cap.

Caps are available in four colors, based on levels of retention — from a minimum of 0.6 kg to a maximum of 2.7 kg.

Caps should always be used with metal housing.



To learn more about OT Equator, you can contact the company by email at info@rhein83usa.it or by telephone at (877) 778-8383.

You can visit the company online at

www.rhein83usa.com to learn more about all of its products and services, including the OT Equator.

(Source: Rhein’83)



New T-MIXER tips are designed to reduce material waste, improve efficiency and lower costs. Photo/Provided by Sulzer Mixpac

Double your benefits with better mixing

Many dental products are used only once, including mixing tips used to prepare cements, impression materials and temporary crown-and-bridge (C&B) material. Following application, the mixer and any material left inside is discarded. To help dentists work more efficiently and sustainably, Switzerland’s Sulzer Mixpac has enhanced its tried-and-tested mixers: The new T-MIXER™ is significantly shorter, so material can be mixed even more quickly.

For example, the new blue model saves about 0.4 ml of material per C&B application compared with its predecessor. If a dentist performs an average of four C&B sessions per day, this adds up to 350 ml of savings every year, which is equivalent to seven 50 ml C&B cartridges. Assuming average costs of \$100 per temporary C&B material cartridge, the new T-MIXER helps cut annual material costs by approximately \$700. And the mixing result is even better.

A T-MIXER’s endorsement by The Dental Advisor¹ affirms its clinical evaluation. This product enables dentists to not only improve the health and well-being of their patients, but also make their business more efficient, according to the company.

Learn more about Sulzer’s T-MIXER product family from your specialty retailers and by viewing a short film at bit.ly/T-Mixer.

► Reference

1. The Dental Advisor, published by Dental Consultants Inc., clinical evaluations of products.

(Source: Sulzer Mixpac)

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A chairside solution for digital radiography

By Todd C. Snyder, DDS,
Aesthetic Dental Designs

Digital radiography in the dental practice has significantly saved time and provided the dental professional with more accurate diagnoses due to superior image quality over argentic film. One of the digital radiography options, phosphorus plate devices, gives the dental practice the ability to go digital in a way that is similar to film, but without the need for harmful chemicals or development time.

To use a phosphor plate scanner, the dental professional shoots an individual or series of X-rays and then leaves the room to run the digital plates through the scanner, placing the images into the electronic patient profile. This does save significant time over film; however, there can still be drawbacks. It can still be time consuming, images are sometimes placed in incorrect patient files and time is spent away from the patient. What has been missing is a true chairside solution for phosphorus plate systems.

For this reason, ACTEON has developed the first personal scanner, the PSPIX. The PSPIX is a phosphor plate system that is three times smaller than any other scanner on the market and is ideal to place in every operatory. The dental practitioner

can shoot an X-ray and run the plate through the scanner in front of the patient, generating an image in under nine seconds. Immediate images lead to a quick diagnosis and the ability to educate the patient with a high-quality image. Workflow is improved, as is patient satisfaction and the practice's revenue.

The PSPIX's exclusive features provide each clinician with an efficient, affordable, compact and intuitive imaging solution. The efficiency of the device is evident in the automated process when inserting the film. The PSPIX automatically accesses the plate, detects the size, scans, optimizes the image and ejects the erased plate in a matter of seconds. Also, because of the large touchscreen controls, it takes very little time to teach the office staff how to operate the device.

With phosphor plate systems, it is obvious that a high-quality imaging plate (IP) is necessary to provide an excellent image. ACTEON provides imaging plates in a variety of sizes from a size 0 for pediatric offices all of the way to a size 4 for occlusal X-rays. The imaging plates are very flexible and are positioned like film, making them more comfortable for the patient. They are perfect for those who are unable to tolerate larger and more rigid digital sensors — such as patients with strong gag reflexes or smaller mouths. These plates, regardless of size, provide sharp

and accurate images for a reliable diagnosis.

Like all of us in dentistry and medicine, ACTEON is concerned about infection control. For this reason, the PSPIX has removable parts that comply with the latest disinfection standards. The areas of the PSPIX that are most likely to come in contact with contaminated hygiene bags and plates can be removed and placed in a thermal-washer disinfectant, which drastically reduces the risk of infection. The office also has the option to purchase autoclavable parts if it feels the disinfectant is not enough.

To truly be easy to use, the scanner must easily integrate into an office's existing imaging software. The PSPIX will work in most imaging software in both Windows and Mac environments. If the office does not have imaging software, ACTEON will provide that free of charge.

The PSPIX has been a welcome addition



PSPIX is a chairside solution for phosphorus plate systems.
Photo/Provided by ACTEON

to my dental practice. It has been an investment that has paid for itself over and over again by increasing workflow and patient education. I would recommend having this device in every office.

DR. TODD C. SNYDER earned a doctorate in dental surgery at the UCLA School of Dentistry. He specializes in high-quality esthetic dentistry and full-mouth rehabilitation. He trained at the F.A.C.E. institute for complex gnathological (functional) and temporomandibular joint disorders (TMD) and lectures internationally on dental materials, techniques and equipment. He was on the UCLA Center for Esthetic Dentistry faculty, codeveloping and codirecting the first and only comprehensive two-year postgraduate program in esthetic and contemporary restorative dentistry. He is on the faculty at Esthetic Professionals and is a consultant for numerous dental manufacturing companies, including ACTEON. He is founder and CEO of the non-profit Miles to Smiles children's mobile-dentistry charity.

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Health-care businesses are one of the most common sites of employee fraud

Your staff members are essential to the smooth functioning of your practice, and you rely on them to keep things going. But according to a 2014 report by the Association of Certified Fraud Examiners (ACFE), health-care businesses are likely to be victims of fraud, with yearly losses averaging \$175,000 per practice. The same study also found that small businesses are disproportionately affected — and under protected — from fraud and employee theft.¹

Three major types of employee theft plague health-care practices, according to the Medical Group Management Association.² Here are the top three ways employees steal, along with tips for prevention:

- *Removing cash from the daily deposit.* If your practice accepts cash for copayments and other charges, an employee could take some of this cash and hope not to be detected. Warning signs that this might be happening generally come in the form of patient complaints when they're being billed for something they've already paid for. You can help prevent this type of theft by blocking staff access to any means that could al-



A 2014 report put health-care businesses' average annual losses to fraud at \$175,000 per practice. Photo/Bentson Mucibabic, www.dreamstime.com

low them to delete accounts, appointment records or payments. It may also help if the person accepting the cash payments isn't the same person who fields patient complaints. Consider using software that records and reconciles payments, as well as video surveillance.

- *Paying personal bills from company funds.* Giving your employees access to checks and/or credit cards from your practice puts you at risk for internal theft. To help prevent this, you or a third-party firm should regularly examine outgoing funds, including credit

card statements, bank statements and check records.³

- *Falsifying payroll records.* The person in charge of your payroll can adjust hours and/or pay rates beyond what you've authorized. Per the ACFE, this is generally the longest-lasting form of fraud, which means it has the potential to do great harm to your practice. It also occurs almost twice as often in small businesses as large ones.⁴ Your best protection is keeping a close eye on things. Personally review payroll payments regularly — and let your workers know this

is part of your practice. The best way to combat fraud and employee theft is to prevent it before it happens.

References

1. www.acfe.com/rtnn/docs/2014-report-to-nations.pdf
2. www.mgma.com/practice-resources/articles/mgma-connexion/2010/case-studies-mgma-employee-theft-and-embezzlement-research
3. Ibid.
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(Source: PNC Financial Services Group)

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