

DAILY AT CDA!

# DENTAL TRIBUNE

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

THURSDAY, MAY 3, 2012 — Vol. 5, No. 1

www.dental-tribune.com

## SAVE A LIFE TODAY

The treatment for your patients' obstructive sleep apnea is closer than you think.

► page 6



## FROM GOOD TO GREAT

How to use the Internet and social media to take your practice to the next level.

► page 22



## FIGHTING BREAST CANCER

Trade in your old bib holders and chains here at CDA and support a good cause at the same time.

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The Anaheim Convention Center is the site of the CDA Presents The Art and Science of Dentistry. Photo/Sierra Rendon, Dental Tribune

# Ready, set, go!

*CDA Presents The Art and Science of Dentistry features cutting-edge technology, new products and educational opportunities*

**M**ore than 27,000 dental professionals from across the United States are on hand here in sunny Anaheim for CDA Presents The Art and Science of Dentistry.

The meeting, running today through Saturday, offers educational courses plus 135,000 square feet of exhibit space, where approximately 600 exhibitors are demonstrating new techniques as well as showing off innovative products and services.

Let's take a look at some of the many highlights of the meeting.

► See **READY**, page 2

## Flash your badge and save

That badge hanging around your neck is worth much more than just entrance to a variety of seminars, workshops and the exhibit hall. It is also worth money — in the form of discounts at a myriad of restaurants and shops around the area.

To make sure you make the most of your badge, check out our list, then go hit the town.

### Attractions

• *Aquarium of the Pacific*: 100 Aquarium Way, Long Beach, (562) 590-3100. Get \$10 off admission at the aquarium's ticket window.

• *Flightdeck Air Combat Center*: 1601 S. Sunkist, Suite A, Anaheim, (714) 937-1511. Save \$10 off of a \$69 "Delta Mission"

— 60 minutes in an authentic F-16 Jet Fighter flight simulator. The offer is good for up to seven pilots. Reservations are required.

• *Bowers Museum*: 2002 N. Main St., Santa Ana, (714) 567-3600. Show badge and receive 10 percent off at gift shop.

• *Knott's Berry Farm*: 8039 Beach Blvd., Buena Park, (714) 220-5130. Adults get tickets for the discounted rate of \$46.99. Children ages 3-11 and senior citizens older than 62 get tickets for \$24.99.

• *Pirate's Dinner Adventure*: 7600 Beach Blvd., Buena Park, (866) 439-2469. Get 50 percent off general admission price. Reservations required.

► See **BADGE**, page 2

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SH CDA Spring 12

AD

- READY, Page 1

### Pediatric Dentistry Symposium

The Pediatric Dentistry Symposium, to be presented today from 9 a.m. to noon, is designed to give an overview of traditional dentistry techniques as well as present some clinically sound alternatives. Attendees of this lecture, presented by Joseph Renzi Jr., MA, DDS; Daniela Rodriguez Silva, DDS, MS; and Richard D. Udin, DDS, will learn various aspects of the infant oral exam and understand the importance of establishing a dental home early in a child's life.

### Stay current on periodontal trends

"Emerging Periodontal Therapies — Partnering for Optimum Patient Outcomes" will be offered today from 8:30 to 11 a.m. This course, presented by Debra S. Finney, MS, DDS; Paulo M. Camargo, DDS; Donald S. Clem III, DDS; and Perry R. Klokkevold, DDS, MS, FACD, will feature the shared potentials for the restorative dental team and the periodontal specialist. It will bring together the essentials of periodontics as they influence restorative outcomes along with current periodontal trends for continued success.

### How to treat 'meth mouth'

"Methamphetamines — Destruction of Mouths, Lives and Communities" will be presented on Saturday from 8:30 to 11 a.m. and again from 12:30 to 3 p.m. Through this workshop, moderated by Brett H. Kessler, DDS, FACD, attendees will learn trends in drug addiction and abuse and how to identify and treat "meth mouth."

Participants will leave this lecture with a few intervention techniques that can positively impact patients' overall well-being and an understanding of why professional addiction treatment is far more effective than trying to manage it alone.

### Learn powerful words

"Some Days You're the Pigeon, Some



A view of the Anaheim Convention Center. Photo/Sierra Rendon, Dental Tribune

Days the Statue" will be presented on Saturday from 8:30 to 11 a.m. Lecture attendees can expect to laugh and learn as one of the country's funniest and most sought-after dental speakers, Dave Weber, discusses what many clinicians and staff feel is the most challenging part of their practices — the people.

This course will teach participants the six most powerful words in the English language and when to use them.

### Get your app

A free app for CDA Presents is available for smartphones and tablets. The app contains up-to-date show news and allows easy access to schedules, speaker information, exhibitor listings, social media and real-time alerts. It is available

in the iTunes App Store, Android Marketplace and at [www.cdapresents.com](http://www.cdapresents.com).

### New products

Some of the cool products available in Anaheim include Carestream Dental's CS 1600 intraoral camera, MIS Implants Technologies' PerioPatch and Air Techniques' Mojave Dry Vacuum. Plus, CDA Presents has the West Coast premiere of 140 must-see new products.

The trade show schedule is as follows:

- *Today:* 9:30 a.m. to 5:30 p.m.
- *Friday:* 9:30 a.m. to 5:30 p.m.
- *Saturday:* 9:30 a.m. to 4:30 p.m.
- *Family hours:* 9:30 a.m. to noon each day.

(Source: CDA)

- BADGE, Page 1

• *UltraLuxe Cinemas:* 321 W. Katella Ave., Ste. 337, Anaheim, (714) 399-0300. Receive adult admission at children's admission price. Excludes special engagements.

• *Heat Ultra Lounge.* 321 W. Katella Ave., Ste. 214 (at The Shops at Anaheim GardenWalk), (714) 776-4328. Complimentary entrance before 11 p.m. Tuesday, Thursday, Friday and Saturday.

### Sports and recreation

• *Dana Wharf Sportfishing at Dana Point Harbor.* 34675 Golden Lantern, Dana Point, (949) 496-5794. Show your badge and receive two tickets for the price of one on any open party (public), two-hour whale-watching or ocean adventure trip. Not valid on Tuesdays.

• *Capt. Dave's Dolphin & Whale Safari:* 24440 Dana Point Harbor Drive, Dana Point, (949) 488-2828. 20 percent off Monday-Friday, 10 percent off on weekends. Reservations required.

• *OC Wildlife and Beach Tour:* P.O. Box 3249, Laguna Hills, (949) 500-6981. \$5 off per person on any tour. Reservations required.

• *Sunset Flying:* 2801 E. Spring St., Suite 110, Long Beach, (866) 759-3672. \$100 off and a free first-class upgrade (\$200 value) on any Dream Flight Sightseeing Flight.

### Retail

• *The Outlets at Orange:* 20 City Blvd., West Suite C-5, Orange, (714) 769-4001. Show your convention badge at guest services to receive a coupon book with \$500 in savings.

• *Desert Hills Premium Outlets:* 48400 Seminole Drive, Suite 601, Cabazon, (951) 849-5018. Receive a complimentary VIP coupon book (value \$5) with discount offers for many of the 130 designer and name-brand stores. Mention the "Show Your Anaheim Badge & Save" offer at the management office (West Wing, Suite 601).

• *Anaheim GardenWalk:* 321 W. Katella Ave., Suite 191, Anaheim, (714) 635-7410. Complimentary VIP Shopping Pass for discounts at most GardenWalk stores and restaurants.

• *Disneyland Resort, Downtown Disney District:* 1565 S. Disneyland Drive, Anaheim, (714) 781-3463. 10 percent off any regularly priced item costing \$50 or more at Island Charters or 10 percent off entire purchase at Palace 4 Paws.

• *O'Neill:* 321 W. Katella Ave., Ste. 164, Anaheim, (714) 635-0424. 25 percent off entire purchase, excluding clearance items, surfboards, skateboards, wetsuits and sunglasses.

### Restaurants

• *21 Oceanfront:* 2100 W. Oceanfront, Newport Beach, (949) 673-2100. 20 percent off food on final bill.

• *Agio Ristorante:* 2085 S. Harbor Blvd., Anaheim, (714) 383-7032. 20 percent off food on total bill. Kids eat free for lunch and dinner, per paying adult. Validated parking.

• *Buca di Beppo Anaheim:* 11757 Harbor Blvd., Garden Grove, (714) 740-2822. 10 percent off.

• *Downtown Disney District, House of Blues:* 1530 S. Disneyland Dr., Anaheim, (714) 778-2583. 20 percent off restaurant and retail items.

• *Mama Cozza's Italian Inn:* 2170 W. Ball Road, Anaheim, (714) 635-0063. 10 percent off your food portion of the bill.

• *Ruby's Diner Anaheim:* 1128 W. Lincoln Ave., Anaheim, (714) 635-7829. 15 percent off purchase.

(Source: Anaheim/Orange County Visitor's & Convention Bureau)

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Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by e-mailing [feedback@dental-tribune.com](mailto:feedback@dental-tribune.com). We look forward to hearing from you! If you would like to make any change to your subscription (name, address or to opt out), send us an e-mail at [database@dental-tribune.com](mailto:database@dental-tribune.com) and be sure to include which publication you are referring to. Also, please note that subscription changes can take up to six weeks to process.

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# Here at CDA: what to know

## Where

Anaheim Convention Center,  
800 W. Katella

## Information

(800) 232-7645 or [www.cdapresents.com/Anaheim2012.aspx](http://www.cdapresents.com/Anaheim2012.aspx)

## Hours

• *Registration, ticket sales and tote bag pick up at the Anaheim Convention Center:* 6:30 a.m.–5:30 p.m. today, 6:30 a.m.–5:30 p.m. Friday, 6:30 a.m.–4:30 p.m. Saturday  
• *Tote bag and lanyard pick up at the Hilton Anaheim Hotel:* 7 a.m.–3 p.m. today,



Attendees spend some time at The Spot during last year's CDA. Photo/Robin Goodman, Dental Tribune

7 a.m.–3 p.m. Friday and 8 a.m.–noon Saturday

• *Exhibition hall:* 9:30 a.m.–5:30 p.m. today, 9:30 a.m.–5:30 p.m. Friday, 9:30 a.m.–4:30 p.m. Saturday  
• *Table clinics:* noon–2 p.m. Friday and Saturday

## Traffic and parking

Parking is available at the convention center and off-site locations. If you have a pre-paid parking voucher, you must arrive before 8:30 a.m. for it to be valid. Shuttles to the convention center are available from off-site parking lots.

## Shuttles

Shuttles between official show hotels

(Disneyland Hotel, Disney's Paradise Pier, Disney's Grand Californian, Howard Johnson Plaza Hotel, Desert Palm Hotel & Suites, Doubletree, Embassy Suites and the Hyatt Regency) and the convention center run about every 20 minutes from 6:30 a.m.–7:30 p.m. today and Friday and from 7 a.m.–6 p.m. on Saturday.

## Dinner reservations

There is a restaurant desk in the convention center lobby to answer your questions and assist you with making reservations.

## Food options

A variety of food is available in the convention center concession areas. Menu options include specialty coffee and breakfast items, Grab 'n' Go for lunch, Mexican taqueria, made-to-order sandwiches, all-American grill, barbecue, rice bowls and pizza.

## Coat/baggage check

A coat/baggage/stroller check is available near the registration area in the convention center for \$2 per item.

## Children's services

Children younger than 10 are permitted daily in the exhibit hall from 9:30 a.m.–noon only. The CDA provides a KiddieCorp child-care program at the Hilton Anaheim Hotel. The cost ranges from \$20 for a half day to \$40 for a full day per child ages 6 months to 6 years.

Another program for children ages 7–12 will keep your kids entertained while you attend lectures or visit the exhibit floor. Activities, games and movies will be provided in a structured environment. Fees for this program are \$15 for half day and \$30 for the full day.

Children are not permitted in the lectures or workshops, and strollers are not permitted on the exhibit floor. Questions regarding the children's program can be directed to KiddieCorp at (858) 455-1718 or [info@kiddiecorp.com](mailto:info@kiddiecorp.com).

## C.E. credits

Arrival and departure times are used to issue C.E. credits. You will need to scan upon entry and exit, and must remain in the course for the entire time. Partial credit cannot be granted. Go to the C.E. Pavilion after attending class. There you will verify your C.E. units as well as take a brief survey for each course attended. For your convenience, you can wait until you have attended all of your courses, or you can visit the CDA's website up to five days after the show.

## The Spot

The Spot is a lounge that offers attendees activity areas and a place to relax, check e-mail or have a cup of coffee with a friend. The contemporary lounge features a Cool Product display, Net Café and charging station, a C.E. Pavilion and an educational theater that is the venue for the Smart Dentist Series of free, one-hour lectures. A Wine FUNdamentals Seminar and Reception will take place there from 4-5:30 p.m. Friday for \$30 and includes wine activities and trivia.

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\* Source: CDC Guidelines MWR Dec 19 2003, Guidelines for Infection Control in Dental Healthcare Settings – 2003.

# Saving lives every day

By Bill Dickerson, DDS, LVIM  
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 that 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 focus on the co-morbidities they present with, such as high blood pressure, GERD, etc. The physician then prescribes cures for such co-morbidities without looking for a root cause. 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 ex-

## 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).

perience 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 O<sub>2</sub> saturation was 71 percent. 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 because he wouldn't use it during sleep.

I made my brother an LVI Somnosed (lingualless), which he loved. But I had 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.



The Las Vegas Institute for Advanced Dental Studies headquarters in Las Vegas. Photo/Provided by LVI

His AHI was 4.8! That's right — normal! His average O<sub>2</sub> saturation was 95.3 percent with the lowest being 87 percent. Making it even better is that he slept on his back only 6.7 percent of the time, but that amounted to an AHI of 18 percent during these times compared with 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 we took the bite in his LVI neuromuscular position, and he titrated the appliance only 0.8 mm forward from that position.

For those of you who treat OSA, you will realize that is amazing. He has no trouble getting his teeth together after using the appliance and is totally comfortable 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!"

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CDA Booth #2534



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The Church & Dwight Oral Care website for dental professionals, [www.oralcarepro.com](http://www.oralcarepro.com), provides information on a wide variety of top-brand dentifrice, toothbrushes and other preventative dentistry products.

## Here at the CDA

To check out the wide variety of Arm & Hammer toothpastes for yourself, stop by the Arm & Hammer booth, No. 360.

Professionals can purchase at discounted prices by calling (800) 447-6666. There are no contracts or minimum purchases required.

Flexible payment options are available. You also receive automatic shipment of your choice of products based on the frequency you select: quarterly, bimonthly or monthly.

Whenever your purchases hit at least \$250 total in a quarter, you receive a free case of Arm & Hammer® toothpaste.

The three main brands represented are Arm & Hammer, Orajel® and Arm & Hammer Spinbrush®. A wide selection of products is available within each brand family.

For example, the Arm & Hammer toothpaste selection includes Sensitive Multi Protection, Sensitive Whitening, Sensitive Freshening and Complete Care Plus Enamel Strengthening as well as the Whitening Booster product.

The Arm and Hammer Spinbrush Battery-Powered Toothbrush choices include Pro Sensitive, Pro Clean, Pro Whitening, Pro Clean Sonic, Pro Clean Sonic Recharge, Kids My Way for boys or girls, Swirl and Globrush as well as replacement heads for all of the applicable products.

Orajel products include My Way Fluoride-Free Toddler Toothpaste, My Way Anticavity Fluoride Toothpaste, Tooth & Gum Cleanser, Toddler Training Toothpaste, Teething Pain Relief Single Use Swabs, Baby Orajel Naturals Teething Pain Relief Gel and Baby Orajel Naturals Teething Pain Relief Tablets.

You can call (800) 447-6666 to place an order or ask questions, 9 a.m. to 5 p.m. (EDT), Monday through Friday.

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(Source: Church & Dwight Oral Care)

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